

**How to Host a Virtual Event for Careers in Aging Month**

Careers in Aging Month in March 2025 is a fantastic opportunity to engage with your community, raise awareness about careers in aging, and showcase the rewarding work your organization does. Hosting a virtual event offers a flexible, accessible way for people to learn about career opportunities, ask questions, and connect with your team from the comfort of their homes. Here's how you can plan and execute a successful virtual event for Careers in Aging Month.

**Step 1: Define Your Goals and Audience**

1. **Clarify Your Objectives**: Decide what you hope to achieve with your virtual event. Common goals include:
	* Educating your community about careers in aging
	* Answering questions about job opportunities and career paths
	* Attracting potential candidates to open positions
	* Raising awareness about the impact of aging services in your community
2. **Identify Your Audience**: Your virtual event should cater to a broad audience, including:
	* High school and college students exploring career options
	* Job seekers looking for fulfilling work in healthcare or social services
	* Local community members interested in learning more about aging services
3. **Choose a Platform**: Select a user-friendly virtual event platform that best suits your needs. Options include Zoom, Microsoft Teams, Google Meet, or specialized event platforms like Eventbrite. Ensure the platform allows for easy interaction, such as Q&A sessions, live chat, and screen sharing.

**Step 2: Plan the Event Agenda**

1. **Welcome and Introduction**: Start with a warm welcome and an overview of your organization. Highlight your mission, the importance of aging services, and why careers in aging are both essential and fulfilling.
2. **Present Career Opportunities**: Offer an overview of the various career paths in your organization. This could include roles in caregiving, nursing, social work, activity coordination, healthcare administration, and more. Be sure to cover the skills and qualifications needed for each role, and the training or educational opportunities available.
3. **Employee Testimonials**: Have current staff members share their personal experiences. Ask them to talk about why they love working in aging services, what a typical day looks like, and how the work they do makes a difference in the lives of older adults. Consider inviting employees from different departments to show the variety of roles available.
4. **Virtual Tour**: If possible, give attendees a virtual tour of your facility. This could be a live walkthrough or a pre-recorded video. Show different areas of your facility where staff interact with residents and provide care, showcasing the impact of the work you do.
5. **Q&A Session**: Allow time for participants to ask questions. Encourage them to inquire about career paths, specific roles, training programs, or the work culture within your organization. A live Q&A session fosters engagement and provides valuable insights.
6. **Next Steps and How to Apply**: Provide clear instructions on how attendees can apply for open positions or get involved with your organization. Offer information about your website, current job listings, and application process. You can also share details about internship or volunteer opportunities.

**Step 3: Promote Your Virtual Event**

1. **Use Social Media**: Create social media posts on platforms like Facebook, Instagram, LinkedIn, and Twitter to promote your event. Use eye-catching graphics and clear details about the event’s date, time, and registration link. Include the hashtag #CareersInAging to help connect your event with the larger conversation.
2. **Email Invitations**: Send out email invitations to your organization’s mailing list, local schools, and community groups. Include a brief description of the event, what participants can expect, and a link to register.
3. **Partner with Local Organizations**: Work with local schools, community centers, chambers of commerce, and businesses to help spread the word. Ask your partners to share event details with their networks to attract a larger audience.
4. **Post on Job Boards and Websites**: List your event on local job boards, community event pages, and relevant websites. Websites like Eventbrite and Meetup allow you to promote virtual events and reach a broader audience.

**Step 4: Prepare for the Event**

1. **Test Your Technology**: Ensure the virtual platform works smoothly. Test your microphone, camera, and screen-sharing capabilities ahead of time to avoid technical issues during the event. Have a backup plan in case of any connectivity problems.
2. **Prepare Materials**: Prepare slides, videos, or brochures to share during the event. Make sure all materials are clear, informative, and visually engaging. For example, include an overview of job roles, employee success stories, and key stats about your organization.
3. **Designate a Moderator**: Assign someone (either a staff member or a volunteer) to moderate the event. The moderator can manage the flow of the presentation, ask staff to share their stories, and facilitate the Q&A session.
4. **Practice**: Run through the event agenda with all participants, especially speakers and staff members who will be sharing their stories. Doing a rehearsal will help everyone feel comfortable with the virtual format and ensure the event flows smoothly.

**Step 5: Host the Event**

1. **Engage Attendees Early**: Start the event by greeting attendees, introducing your team, and explaining the event format. Encourage participants to introduce themselves in the chat or ask questions throughout the session.
2. **Keep the Content Engaging**: Ensure the content is interactive and visually appealing. Use slides, images, or videos to break up presentations and maintain participant interest. Keep the tone of the event lively and upbeat to foster enthusiasm for careers in aging.
3. **Foster Interaction**: Throughout the event, encourage participants to ask questions via chat or voice. Make sure to acknowledge and respond to questions during the live Q&A session.
4. **Record the Event**: Consider recording the session for people who cannot attend live. Share the recording afterward on your website or social media channels so interested individuals can still access the content.

**Step 6: Follow Up After the Event**

1. **Send Thank-You Notes**: After the event, send a thank-you email to all attendees. Express your gratitude for their participation and interest in careers in aging. Include any additional information about how to apply for open positions or how they can get involved with your organization.
2. **Share the Recording**: If you recorded the event, share the link with attendees who registered. Post the recording on your social media platforms to extend the reach of the event to those who could not attend.
3. **Connect with Potential Candidates**: Reach out to individuals who expressed interest during the event. Follow up with them about specific job openings, internships, or volunteer opportunities. Provide additional resources on career development within aging services.
4. **Ask for Feedback**: Solicit feedback from participants to assess how well the event met their needs and expectations. Use this feedback to improve future virtual events.

**Step 7: Evaluate and Adjust for Future Events**

1. **Review Metrics**: Check attendance numbers, engagement during the event (questions asked, chat participation), and feedback to evaluate the success of your virtual event. This information will help you measure the impact and make improvements for future events.
2. **Consider Offering More Virtual Events**: If the event was successful, consider hosting additional virtual events throughout the year, such as career panels, virtual facility tours, or workshops on professional development in aging services.