



Virtual Commencement Planning Tips

- Establish a planning committee and roles for each member, including an audio/visual company, if desired. See below: Identify A/V elements.
- Identify date and time of the event and expected viewers
- Create a commencement action item calendar with deadlines
- Create a budget
- Identify platform for virtual event
 - Livestream or recorded
 - YouTube or Facebook
 - Website (university/college website, etc.)
- Develop event program/run-of-show
 - Welcome remarks
 - Speakers (keynote, student, etc)
 - Conferral of degrees (reading of graduate names, if applicable)
 - Closing remarks
 - Consider any video elements and visuals
- Select format for conferral of degrees (presentation of graduate names)
 - Scrolling of graduate names
 - Photo of graduate (slideshow)
 - Determine dress attire for graduates - e.g. cap and gown, professional, business casual, etc.
 - Video clip of graduate
 - Determine dress attire for graduates - e.g. cap and gown, professional, business casual, etc.
- Identify AV elements
 - In house AV team or hire vendor
 - Microphone
 - Music – pomp and circumstance or background audio
 - Lower thirds
 - Closed captioning
- Book vendors, participants, and resources
 - Name reader
 - Commencement keynote speaker, university/college leaders, etc.
 - A/V, if applicable
- Grad RSVP/Invitation
 - Create an RSVP form
 - Prepare email campaign and cadence timeline
 - Email RSVP form to qualified graduates
 - Provide a shareable invitation graduates can send to guests
- Communications/Social Media
 - Write scripts for your welcome/closing remarks
 - Develop a web page/landing page on your website to promote your event, including an FAQ section or link
 - Create posts for social media channels, including post-event congratulatory messaging