



A Kindling Guide to Taking Your Event Online

Welcome to the world of virtual events! While many of us enjoy doing events in-person, virtual events offer a wonderful way for a global audience to find and participate in the magical experiences you wish to share. Whether you plan to livestream on a browser or mobiles, use video conferencing software, or dive into the world of virtual reality headsets, we hope this guide helps in considering how your event can be meaningfully experienced in the digital realm. While this is not an exhaustive list of everything you might need to know or aspire to do, the [Kindling](#) team at [Burning Man Project](#) has done our best to make this a helpful guide for you.

CREATING YOUR TEAM

Digital event production can require a different set of roles and skill sets that your current event team may not have. This may be an opportunity to collaborate with new community members. Make sure you have tech support for both your team and the public, moderators, Q&A managers, chat managers. Some other roles to consider:

Digital Rangers - Their primary function is to provide help for participants, enforce the codes of engagement, and specifically monitor for hate speech and bullying. While on your event, Digital Rangers can be stationed in each room across platforms with a distinct background marking them as Rangers. Digital Rangers are usually made co-hosts of the room they are monitoring and have the ability to remove participants if they violate the Code of Engagement.

In addition to being supportive figures that attendees could reach out to, DRs also can have a direct line of communication via Event Producers and Tech Moderators. (adapted from [Immersiverse](#))

SOME ONLINE SAFETY CONSIDERATIONS

1. Will you require a form be filled out with email verification to avoid spam bots?
2. When will you provide event access via link or code, and what is your request around sharing that information with friends or on social media?
3. Will people need their camera on and to identify themselves in order to participate?
4. What is your safety policy?

5. Do you have a Code of Conduct?
6. Do you have or need a General Release of Liability?

ACCULTURATION - A SPECIAL CHALLENGE WITH LOW BARRIER TO ENTRY

How will you get people to invest in the experience so it is meaningful? For newbies it is important to help them understand and respect the culture. This is challenging to do with a low barrier to entry and people just dialing in from their homes. Some ideas to consider:

1. Requiring a test to get an invite/ticket/enter
2. Requiring they complete a quest of some kind
3. Making clear what the cultural expectations are and the consequences for not respecting them.
4. Having someone monitoring chat to coach people when their tone or language is crossing a line; even deleting intolerable posts and ejecting individuals if they go too far.

WHAT ABOUT AFTER YOUR EVENT?

What might be unique to think about for online events?

1. What do you do with people's data and how do you respect confidential info?
2. Do you want to post a recording on YouTube or other online host? If so, did you tell people you were recording or get permission?
3. How might you connect people in other ways after the "event"?

SOME SUGGESTIONS FOR PLATFORMS FOR YOUR VIRTUAL EVENT

- YouTube:
 - <https://www.youtube.com/>
 - Best for: Film and Video
 - Easy to set up channel (free)
 - Has analytics via Studio
 - Has easy to use Dashboard
 - Able to invite collaborators (create a team)
 - Site provided training
 - Comment streams
 - No live video interactive
 - Able to schedule release time / date
- Vimeo:
 - <https://vimeo.com/>
 - Best for: Film and Video
 - Has free access but not useful to present

- Based on monthly subscription costs
 - <https://vimeo.com/upgrade>
- Vimeo Create tool to enhance presentations
- On-site tutorial
- Comment streams
- No live video interactive
- Twitch:
 - <https://www.twitch.tv/>
 - Best for Live Stream
 - Easy to create an account / free
 - Lots of support / tutorial assistance
 - Gamer - centric conference, video podcast,
 - An Amazon.com associated platform
- Zoom:
 - <https://www.zoom.us/>
 - Best for: interactive meetings / gatherings / conferences / webinars
 - Subscription needed to host full scale meetings / events
 - Useful for interactive meetings / gatherings
 - Useful for webinars
 - Very stable
 - Well known access and functionality
- Facebook Live:
 - [Tips for using Facebook Live](#)
 - Best for: Live Stream, pre-recorded events, chat / comment based interactivity
 - Available through your Facebook account
 - Multi presenter capability
 - Production capabilities can be improved / expanded with open source and purchased software
- Google Meet:
 - <https://meet.google.com/>
 - Best for on-line meetings
 - Part of the Google Suite
- Remo:
 - <https://remo.co/>
 - <https://remo.co/remo-tutorials/>
 - Best for: Conferences, multi-room/group meetings, concurrent events through single portal
 - Price is \$50.00 month to \$950.00 per month
 - Easy to set up and customize events
 - Multi-room gathering spaces in single event

- Instagram:
 - [How do I start a live video on Instagram?](#)
 - Best for: scheduled live stream events
 - Free with your account
 - Great organic discovery and share possibility
 - Can connect to Facebook
 - Comment section
 - Easily manageable through instagram controls
 - Super stable and proven platform

SOME BEST PRACTICES FOR SHOOTING VIDEO CONTENT

Regardless of what device you are using to film (iPhone, iPad, Android, GoPro, etc.) the structure of how to create content is the same across the board, It is structured in 3 stages.

- PRE-PRODUCTION
- PRODUCTION
- POST-PRODUCTION

Here are a few suggestions that can help you.

PRE-PRODUCTION

Get your story together. The format for this is very simple if you are going to talk about yourself, your work, and your process. These suggestions will be helpful.

- Introduce yourself. Tell us who you are, where you are from, where you live, and how long you've been doing what you do.
- Tell us about your work, what medium(s) you are working with, and why that particular medium(s) is/are appealing to you
- Show us your work and share with us the story(s) behind it (we LOVE this part, trust me)
- As you say goodbye, have your attendees fill out <this form> to collect feedback

With these suggestions as a starting point. Sit down for a moment and write a few lines about you, your work, your motivations and what gets you going. Also you do not have to go in this order, you can show your work first, then talk about your medium and then introduce yourself. You are in charge of how you want to present yourself and your work to the world. Just cover those 3 areas. **It's your script!** We want to know you and we want the world to know you.

PRODUCTION

Plan your shots. Based on the script you wrote, plan your shots. Keep it simple and clean. We want the focus to be on you and your art.

- Introducing yourself, find the background you like, one that says something about you.
- Find a good outfit to wear. Show us the best version of you. Avoid white garments.
- Find your light. Make sure you are front lit... (and moisturized)
- Experiment with the shots for your art. If there are details that you love, now is the time to highlight those.

You do not have to be on the frame all the time. Voice over is a powerful tool, silence can be very eloquent too. Be mindful of using a soundtrack... copyrights and all that... More than anything, have fun with this, look at it as another art project in a different medium.

POST-PRODUCTION

Editing: shape it to look just like you want to. There are some free apps for editing that work, great with iphone /ipad etc. Just look for the one that works with the device you are using.

It can be very helpful if you know someone that is good with a camera and has some editing experience. Build a community around this project. After all this will be an extension of your work, gather a crew and have fun doing this. Creating Art can be very rewarding when done in community. It's the burning man way after all.

Please note that if you are going online with your official Regional Event and/or plan to use Burning Man IP (such using "Burning Man", "Black Rock City", "Decompression" or other recognizable terms or designs) please email officialevnts@burningman.org to sign the usual use agreement and receive official event support. If you already received official event approval for the year, just email your new online date.

RISKS & PITFALLS TO CONSIDER

1. Over producing the experience vs. providing expressive forum for the community
2. Creative content that is primarily spectator instead of interactive and social
3. Participant data security and safety
4. Consent and online harassment
5. How to handle nudity and/or adult only content - during and after
6. Local laws, permits and licences

7. Hacking, hijacking and theft
8. Commodification: pop-up ads, Instagram models, branding...oh my!
9. Just replicating what you used to do in person; not embracing unique options taking your event online offers. It is an evolving medium with new creative possibilities.

SITE CONSIDERATIONS

1. User access and data safety: Do the technology platforms you plan to use have adequate security to protect your online community? How will you prevent unintended participants from entering, particularly if the event is ticketed or donation based? What are your protocols for handling evictions and barring an email address from returning if they shouldn't? How will you ask or ensure people do not record something they shouldn't and share it elsewhere? What will your photo and recording policy be and will that vary by type of content or apply to your entire event?
2. Local laws, permits and licences: Just like a physical location, do you have all the licences you need? Different countries and states may have laws which apply to online content, data security and international laws. Do you have non-counterfeit software or licences you are using to broadcast, host or run the virtual space? How will you manage x-rated content that could be easily accessible by underage participants and lead to breaking not only local content laws but international laws?
3. Capacity: Are the tools you plan to use robust for the expected number of participants: Are there limits to the total number of participants? Are there limits to session length? Are there extra charges for participants above your monthly subscription? If you face capacity limits, how can you ensure your intended audience is not displaced by "randoms/malicious attacks" who find the link which could prevent your intended audience from participating?
4. Security: Is your site secure to mitigate the risk of hacking, hijacking or data theft?

USE OF BURNING MAN INTELLECTUAL PROPERTY

Events promoted on Kindling are expected to comply with the [Decommodification Principle](#) and Burning Man Project's [intellectual property policy](#), which limits the use of Burning Man's most recognizable words, symbols, and designs in order to protect our community from commercial exploitation. Burning Man's trademarks and copyrights should never be used to promote commercial events, brands, or products for sale. An example of permitted use would be saying that your event is a fundraiser for your theme camp's future activities in Black Rock City. An example of prohibited use would be calling your event a "Burning Man Fundraiser." If you have any questions, please let us know at kindling-inquiries@burningman.org.

HELPFUL LINKS & RESOURCES

Lessons from an Online Party

<https://tedcooke.blog/2020/04/13/21-things-we-learned-from-hosting-our-first-online-party/>

A Free Tutorial on Hosting Online Events

https://zoom.us/rec/play/u5crd7v6qz03HNKV5QSDC_d7W9XuK6is1SFP-vFYyUfmBiZQMqagZOcUN7c80SxZfHnxVnejNZXm4VMW?continueMode=true

Content Production Tool Kit

https://docs.google.com/presentation/d/1bdSDynewX3zwp8vXArZus-170m9o8f_Y37BQ3W0eCRo/edit#slide=id.p

Filming basics:

https://youtu.be/mB_9X354BWc

Planning shots/ storyboard

<https://youtu.be/-578C3gFepU>

Shooting a cooking/ craft video.

<https://youtu.be/KNWgQ77WhoA>

Editing

<https://www.youtube.com/watch?v=ljAWrpmEFoU>

Some Content inspiration:

<https://www.youtube.com/watch?v=KONb88ZpaZA>

<https://www.youtube.com/watch?v=nUsDkSyB-wo>

Thank you and best of luck with your online event. When you are ready, please feel free to share your event with the world by [submitting it to Kindling!](#)