



**6th ANNUAL SOCIAL SERVICE WORKFORCE STRENGTHENING SYMPOSIUM:
EVIDENCE FOR ACTION
MAY 7, 2019
VIEWING PARTY TOOLKIT**

ABOUT THE SYMPOSIUM

The 6th Annual Global Social Service Workforce Alliance Symposium will be held on Tuesday, May 7, 2019. The Symposium will provide a forum for practitioners, government representatives, scholars and other experts from around the world to discuss efforts to strengthen the social service workforce. This year’s Symposium will feature experiences and lessons learned from countries that have recently engaged in comprehensive social service workforce mappings and assessments. Representatives from different countries will share their firsthand experiences with the mapping process and provide an overview of the efforts that are underway toward developing comprehensive national workforce strengthening strategies. A second panel will share successes and trends in advocacy efforts for actions and commitments toward strengthening the workforce. The event will also serve as a launch for the 2018 State of the Social Service Workforce Report.

Participants will be able to join in person in Washington, DC, and via the live webcast from any location. In 2018, more than 300 individuals participated through the live webcast.

The live webcast will run from 8:30 a.m. – 12:30 p.m. EDT and will cover opening remarks, keynote addresses, two panel presentations and the group work activity. Remote participants will be able to engage in the group activity. The agenda for the live webcast is listed below.

WHAT IS A VIEWING PARTY?

A viewing party is an opportunity to gather together with colleagues and fellow social service workforce advocates to remotely participate, share information, expand knowledge, and discuss important issues in case management approaches that strengthen the social service workforce and delivery of services to vulnerable children and families.

WHY HOST A VIEWING PARTY?

You may choose to host a viewing party event corresponding with any of the live-streamed sessions, and can participate remotely by asking the speaker or panelists questions, or starting a discussion with your own viewing party participants. We also encourage your group to discuss replies to the group work activity and input these responses into the chat area throughout this exercise.

HOW TO USE THIS TOOLKIT

This toolkit outlines how to successfully host a “viewing party” and a focused conversation, panel or speaker before or after the live webcast viewing of the 6th Annual Global Social Service Workforce Alliance Symposium that will take place on May 7, 2019.

Be sure to consider the times in your local time zone. The Symposium agenda times are listed in Eastern Daylight Time. To find the local time, you can [use the time and date calculator](#). If time zone conflicts do not allow real-time participation, consider hosting a viewing party after the event. The full recording and written summary will be available from the Alliance’s website and [YouTube channel](#) and can be viewed in full at a later date.

If you or your organization are interested in hosting a local viewing party for your group or an add-on event open to the public, please email Nicole Brown at nbrown@socialserviceworkforce.org so that we can add your event information to the Symposium web page on the Alliance’s website. We also ask you to register the primary host of the event through the [Symposium registration form](#). The host will receive the link for the live webcast and additional updates.

HOW TO HOST A VIEWING PARTY

Option A: Host a viewing party & informal discussion

Invite your office colleagues, professional association members or network of social service workforce supporters to gather together to watch all or a particular panel session of the Symposium that will be live-streamed and host an informal discussion afterwards. Ask guests to engage with others online by sharing reactions and thoughts on Facebook and Twitter, and be sure to share photos of the event! Use the hashtag **#SSWSymposium** in any social media posts so the Alliance can share some of your thoughts with our global network.

Option B: Host a viewing party & pre- or post-viewing panel or local speaker

Take your viewing party to the next level by watching a live-streamed session paired with your own organized session featuring either a panel of experts or speech by a local expert. Ask guests to engage with others online by sharing reactions and thoughts on Facebook and Twitter, and be sure to share photos of the event! Use the hashtag **#SSWSymposium** in any social media posts so the Alliance can share some of your thoughts with our global network.

HOW TO INTERACT OR ASK A QUESTION DURING LIVE EVENTS

To interact on social media with the conference in real time, use the hashtag **#SSWSymposium** on Twitter or via the comment field on the YouTube Live channel. You may also email your questions to nbrown@socialserviceworkforce.org. Communications staff at the Symposium will monitor the hashtag, YouTube and email for questions, which may be passed on to session speakers or moderators during the question and answer periods following each panel presentation.

NECESSARY TECHNICAL REQUIREMENTS TO PARTICIPATE

In order to view the live webcast, your venue must meet the following requirements:

- A laptop or computer with a wired broadband connection to the Internet to view the YouTube Live video. If you have a weak connection, ensure no one else is using the same connection on the day of the event. Close any other programs that use your connection passively, such as iTunes, Skype or any open web browsers
- An updated, high-speed Web browser. Chrome or Firefox is suggested.
- Speakers to enhance the audio. If projecting to a large audience, do not plan to use only your laptop speakers
- Projector and screen for viewing the webcast on a large screen
- A set-up that will allow interaction between participants during breaks and discussion periods

SCHEDULE OF LIVE-STREAMED SESSIONS

All times are Eastern Daylight Time local to Washington, DC, where the event is taking place

Time	Session
8:30 – 8:40	Welcome <i>Betsy Sherwood, Director, Global Social Service Workforce</i>
8:40 – 8:55	Keynote Address <i>Ted Chaiban, Director of Programmes, UNICEF</i>
8:55 – 10:20	Panel I: Building the Evidence Base to Support Social Service Workforce Development <i>Panelists will share experiences and lessons learned from UNICEF and Alliance-led social service workforce assessments and mapping in various regions.</i>

10:20 – 10:45	BREAK
10:45 – 11:30	<p>Panel 2: Advocating for Resource Allocation: The Role of professional associations, non-governmental organizations, donor groups and other stakeholders</p> <p>Panelists will provide an overview of how they advocate for the strengthening of the social service workforce within their current roles. Panelists will also provide practical examples of how they have leveraged evidence and an increased knowledge-base to make the case for investing in the workforce.</p>
11:30 – 12:20	<p>Breakout Activity: Developing Key Messages for Stakeholders on the Importance of Supporting the Social Service Workforce</p> <p>Facilitated group activity aimed at developing 3-5 key messages that highlight the importance of supporting and investing in the social service workforce. Online attendees will be able to enter their inputs into the chat field on YouTube to be shared with the groups. At the end of this session, group facilitators will share the drafted key messages with the whole group.</p>

VIEWING PARTY – HOST CHECKLIST

Once you’ve decided to host a viewing party and have selected a date, take a few more steps to ensure it is successful. See the draft timeline below for suggestions on how to organize and promote your event.

2 Weeks in Advance:

- ✓ Secure a space for the viewing party and discussion
- ✓ Test and ensure you have reliable Internet access in order to view the live webcast video and audio
- ✓ Ensure you have necessary A/V equipment for all participants to both see and hear the webcast (screens, projector, computer, speakers)
- ✓ Determine your invitation list, then send a viewing party invitation via e-mail to colleagues, local organizations, advocates, local universities, NGO staff, civil society organization partners, local leaders, members of the media, etc., asking them to join the local event. The Alliance will be sending reminders emails throughout May that you can easily forward via email to your contacts.
- ✓ Post a flyer to promote the viewing party and/or post reminders on social media, such as your Facebook or Twitter account
- ✓ If you choose to host a discussion or panel before or after watching the live Symposium webcast, plan a detailed agenda for the event. You may need a facilitator or moderator.
- ✓ Don’t forget: If you decide to host a public party, email Nicole Brown at nbrown@socialserviceworkforce.org so your event can be added to our list of public watch parties on the Symposium website.

1 Week in Advance:

- ✓ If you are hosting a panel, write discussion questions (See Sample Discussion Questions below) and disseminate them to the panel moderator and any panel speakers
- ✓ If you are hosting a speaker, work with the speaker on the selected topics s/ he should discuss and ask if willing to take questions from the audience afterwards
- ✓ Check your RSVPs
- ✓ Make sure you have what you’ll need for the space, such as tables and chairs
- ✓ Make arrangements for food or beverage, if providing
- ✓ Gather any materials you will be providing to invitees; purchase nametags if needed

The Week / Day of the Event:

- ✓ Send a reminder via email to invitees
- ✓ Ensure your Internet signal is strong. Have a back-up plan just in case your method of internet connection fails
- ✓ Set the stage, chairs, panels or podium for event
- ✓ Set out any materials you will be distributing related to your organization or topics
- ✓ Have an individual welcome the group on behalf of the host and explain the importance of today's event
- ✓ Watch the live stream, hold a lively discussion or hear from a speaker
- ✓ Have a plan for online engagement. Share with your group that they can email questions into the main event or engage with ongoing discussions on Twitter, using the hashtag #SSWSymposium. See "HOW TO INTERACT OR ASK A QUESTION DURING LIVE EVENTS" for details above.

After the Event:

- ✓ Thank the individuals who attended!
- ✓ Send the Alliance an email with event photos and details of your event (location, group name, number of attendees, etc.).