

**SAVE YOUR SPACE:
VIRTUAL EVENTS
KEEP
STORYTELLING ALIVE**

CONNECTED-
VIRTUAL STORYTELLING
CONFERENCE & FESTIVAL



Panel Discussion Takeaways and Resources

 <p>Sheila Arnold</p> <p>Artists Standing Strong Together Facebook & Website</p> <p>Early & Late Story Swaps, TGIF Shows</p>	<p>Lessons Learned</p> <p>Reach out to non-storylisteners. Create new inroads of marketing to teachers, retirement contacts, and others in the community.</p> <p>Shut down global boundaries. Discover many ways to present storytelling - multi-lingual, multi-art, etc.</p> <p>Take time to stretch and dance. Those breaks are important.</p> <p>Be aware of and always list time zones.</p>
 <p>Jessica Robinson</p> <p>Better Said Than Done semi-monthly shows Transformed to online shows Live recordings, Limited Watch Time</p> <p>Story Swaps</p> <p>Women's Storytelling Festival Pre-recorded, Limited Time</p>	<p>Lessons Learned</p> <p>Continue your brand with virtual events. Expand your profile to new markets.</p> <p>You grow your community and meet new storytellers when hosting Story Swaps.</p> <p>Sharing videos of "live" events gives the audience a way to see it after the event is over, with the possibility of extra money earned.</p> <p>Charging, even a small fee, continues the necessary idea that storytelling is worth paying for.</p> <p>Promote your events, multiple times, in multiple ways.</p>



Rachel Hedman

[Story Crossroads](#) - live version

[Story Crossroads Spectacular](#) - virtual

- Multi-streaming Virtual Concerts
- 90-minute Virtual Workshops
- Sliding Scale Fees
- Pre-recorded, "Forever"
- YouTube Premiere

Lessons Learned

Running a virtual event is at least 3-5 times harder than a live event. Your energy will be tested so plan accordingly.

Always have at least four plans in connection to any one event. With different phases and code levels, you need to be ready to be full-virtual to any combination of limited-sized.

Find the right people. You don't have to be a "Techie" but be familiar with what your people (videographers, editors, interpreters) use.

Your performance/event is never "Done." When virtual, you can--and need--to push it as much beyond the event as before and during that event.



Tim Ereneta

Thoughts from the Moderator

Me, at home: I've been on my computer all day. The last thing I want to do is spend another hour on the computer for my leisure time.

Also me at home: A storyteller who lives 2000 miles away from me and doesn't tour in my state is doing a one-hour concert online... When? Where? TAKE MY MONEY!

Resources for Performers

- Professional Video Tips For Work-From-Home Videos, from Jessica Robinson: www.capture-video.com/2020/04/10/professional-video-tips-work-from-home-videos/
- Solo performer Don Reed (HBO, *Snap Judgement*) with Zoom tips for storytellers and solo performers: <https://youtu.be/mB6Acr550C8>
- Musician Dave Ruch has been doing school assemblies via Zoom since 2016: "[How to Perform for 27,000 Kids \(from your basement\)](#)"
- Storyteller Jim Brule provides tech advice to artists discovering online opportunities via "Office Hours." Find past Office Hours on [Jim's YouTube Channel](#) or learn more at [Artists Standing Strong Together](#)
- [Don White's](#) free Monday Classes/Discussions for any performing artist to survive and thrive during this time, reach out to David Tamulevich (Agent) - david@tamulevich.com

Resources for Producers

- Listing of Files you can adapt as necessary: storycrossroads.org/StoryProducerResources
 - Template for Live-stream/Digital Release, adapt as necessary
 - Excel Schedule for Limited-sized/Live Events
 - Direct Links to 5-part “[Spectacular Secrets from Story Crossroads Spectacular](#)”
 - Permission to use 5-minute Zoom video if your event uses Zoom and you need to train your attendees (commissioned Jim Brulé)
 - Reminder of Monday night chats, 9-9:45pm MDT, Behind-the-Scenes on Story Crossroads - [Twitch](#)
- [Canva.com](#) - for social media design and video promos
- [Any Video Converter](#) - piece pre-recorded video or create promos video bits for events
- [Audacity](#) - music and/or voiceover overlays, great to combine with Any Video Converter
- [Open Broadcaster Software](#) (OBS)
 - Streaming/multi-streaming and could link to Zoom, works with many platforms
 - Allows banners, images, music, etc. to add to the screen
 - Keep your branding and step-up from most performers
 - Something similar to OBS with bells and whistles - [ManyCam](#) (only \$29/year)
- Choose a ticketing software
 - Eventbrite - best if event is free, does have cost when event is not free, read some [reviews of why people like/dislike it](#) (possible that it collects user data)
 - Square - free to set up account/online store, able to do sliding scale, cannot do registration, [review of pros and cons](#)
 - [Wild Apricot](#) -used by FEAST Asian Storytellers and Tejas Storytelling Association and being studied by Story Crossroads, free version if event is free and under 50 contacts, minimum \$40/month (glad to learn about Wild Apricot from Janet Bickel-Burton)
- Find streaming/multi-streaming software
 - [Restream](#) - chosen by Story Crossroads due to easy set-up with Zoom and easy to find 20% or 30% discount codes, about \$40/month with code
 - [Streamyard](#) - chosen by storyteller Simon Brooks, about \$40/month

How to Connect with Panelists and Moderator

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