

USING VR AT A CLUB EVENT

Virtual reality, or VR, provides a 360-degree simulation of a world that may be different from your own. You can see how a person lives and experience their world for yourself without leaving home.

VR conveys the importance of our work in a way that words simply can't. This powerful experience may motivate Rotarians and friends of Rotary to join our effort and invest their time, money, and energy.

Rotary believes in the future of VR as a public awareness, membership, and philanthropy tool. We've produced a series of VR films, with more in production, that highlight our work as people of action.

This guide provides in-depth information about how you can incorporate VR into your next club event.

EQUIPMENT NEEDS

You'll need three pieces of technology to experience VR:

- 1. Smartphones with the Rotary VR app downloaded.** Rotary's VR films are available on the Rotary VR app. Download this free app from the Apple App Store or Google Play onto an iPhone or Android device.
- 2. Noise-canceling headphones.** Hearing the film is just as important as viewing it. While basic earbuds can be used, noise-canceling headphones help diminish external sounds that can interfere with the viewing experience.
- 3. VR viewing device.** Several types of VR viewing devices are available at a variety of prices. Rotary doesn't recommend a particular device, but we suggest you choose one that you're comfortable using and is within your budget. Visit your local electronics store to find one that's right for you.

Have at least two or three smartphones, phone chargers, noise canceling headphones, and VR viewing devices available at your event. This will allow multiple people to experience VR at the same time.

You'll also need antibacterial wipes or spray to clean the equipment after each use to minimize the spread of germs.





ROOM SETUP

Dedicate a small area to VR viewing. This area should be semiprivate, where viewers can experience VR without feeling self-conscious.

Place swivel chairs in your viewing area. VR is a 360-degree immersive experience, so it's important that viewers can rotate their bodies freely and safely while sitting. Have as many swivel chairs available as you do VR viewing devices.

Set up a check-in table. Keep your event organized by having a central check-in location. Add a branded table skirt to make it easy for viewers to identify your club and the VR experience. Have a sign-up sheet and safety disclaimers available. Place the swivel chairs behind the check-in table to keep the area organized and avoid overcrowding. If you have the space, establish a waiting area so those viewing VR can do so without interruption.



PROMOTE YOUR EVENT

Include the VR experience in your marketing messages. Include this innovative, immersive viewing experience in all event promotions — on fliers, in direct-mail pieces, and on social media.

Use branded banners. Depending on the type of event you're having, place banners around the location to attract viewers. These banners can be branded with your club's information and the Rotary logo, or they can be specially made to promote the VR experience. You can also place the banners around your viewing area to draw guests' attention.

Have club resources on hand. Use VR to start a discussion with viewers on how they can participate in your club's activities. Have club resources available to guide viewers on getting involved.



PRACTICE

Before your event, understand the technology and be comfortable using it. Learn how the VR Rotary app, the VR viewing device, and noise-canceling headphones work, individually and together.

Host a training session. Each volunteer should completely understand the technology, from how it works to what to do if problems arise. Create potential scenarios — the viewing device won't connect to the smartphone, there is no sound, the app won't load — and how to solve them. Provide the volunteers with talking points so everyone is communicating the same message.

Create a pitch. Before your event, determine your goal.

- Do you want the viewer to volunteer, donate, or get involved with your club?
- If you are raising public awareness, what do you want the public to know?

Based on your answers, prepare a 30-second pitch to deliver before and after a viewer watches the film. Start by telling them what they will watch and why it's important. Afterward, ask them about their experience. Discuss what they saw and how they can get involved. Remember to incorporate your goal.

Each event volunteer should practice this pitch so it's natural and authentic.