

# 10 EASY RULES for Events Management in Second Life®

## 1 Event Communication

Spread the word about the event on all major SL relevant blogs and news sites, detailing the topic discussed, who's speaking, who might be interested in attending, and the process/rules required to participate.

In-World  
Blogs  
Real Life

## 2 Event Timing

Depending on who's speaking, and what kind of audience is expected, it would be nice to set the event considering not only a USA audience. Also consider alerting the Linden guys with some advance to avoid conflicting with grid downtimes due to scheduled updates. Set a start and an end time for your event.

12pm PST/SLT  
8pm GMT/UTC  
9pm CET

## 3 Event Location

Location is important, select one that has a closed non dispersive area built to held community events. Remember not to have the stage too far away from the last seats row, or your people avatars could not be rendered by all attendants.

## 5 Set some rule

Set some rule for people attending, no bling-bling attachments or superflous gadgets sholud be took to the event as this could affect SL performances.

## 4 Limit Audience

Limit your audience, for the time being SL is not able to support huge avatars crowd, an invitation only event is preferable than a first come first served one as you may select the attendants based on your interests.

## 6 Experienced Host

There should be a unique host for the event, someone with experience in-world and in managing SL events. Also she has to know what the whole thing will be about, consider a pre-event briefing with all the people attending speakers-side.

## 7 Security

Alongside the event's host, could be a good practice to have a couple of security avatars, in-world experienced, to deal with avatars misbehaving. Consider some help from well known SL agencies.

## 8 Speech Intelligibility

Following a 1 hr meeting via the SL chat interface is not so funny as it sounds, consider in replicating it on a virtual screen or something more readable.

## 9 Giveaways

Some form of gadget for people attending is something that, like in RL, will make your message stick longer. The autographed book by Judge Richard A. Posner at the Creative Common event was a really simple, and free, thing that made everybody more than happy.

## 10 Follow up

Provide a transcript or even an audio/video of the event for both who couldn't attend and for those who attended. As for point 1, spread the word.

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