



Recipes *for* Virtual Networking

A cookbook of insights gleaned
from good ideas co-created in
a community garden we called the
Virtual Networking Incubator



The Incubator Cookbook

About the Virtual Networking Incubator

The Virtual Networking Incubator brought 150+ association professionals together six times over the course of twelve weeks to explore virtual networking and its potential. Each Gathering in our Incubator “garden” was intentionally designed as a collaborative exploration of key virtual networking concepts, practices, and considerations—for example, size of audience, creation of safe space, what makes connections meaningful, and more.

In addition, we leveraged these explorations to create immersive tests of related tools, technologies, and platforms, which participants could experience from multiple perspectives (organizer, host, and attendee). Various gatherings saw us trying out everything from proximity chat platforms to immersive small group breakouts to collective doodling.

Virtual networking has become essential for associations of the future, and we wanted to connect, co-create, and collaborate to explore these growing ideas.

Our goal was to ignite participants’ curiosity, cultivate a generous community, and connect people with like-minded gardeners they had yet to meet! People will return from the Incubator with plenty of inspiration and creativity to confidently implement new ideas for virtual networking within their own community.

This Cookbook encompasses part of our work during the Incubator as a community as well as the sharing spirit of this community.

Golden Rule Haiku

(Code of Conduct)

Learn. Share. Try. Be kind.

Support all. Be generous.

Be here with purpose.



How this Cookbook Was Made

During the Incubator, we explored different platforms, apps, and modes of virtual networking. There were so many thoughts, ideas, and valuable information that bubbled up from the co-creation and collaborative problem-solving throughout the twelve weeks. So, we decided to put all the work done into a Cookbook that will be for the Incubator cohort to take with them and use to enhance their future virtual or hybrid networking events.

Here are the activities from **Gathering 5** that brought the Cookbook to life:

Scavenger Hunt Map-Making Activity

The work from this activity generated a sample scavenger hunt list, which was then combined into a comprehensive list for you all to browse and choose from for your future events.

Spicing It Up Activity

The four virtual networking events that were planned out, with the aid of guiding questions in breakout rooms, aided us in creating and perfecting four recipes of the different modes of virtual networking that were tested in Gatherings 1–4.

Design Session Activity

The collective ideation from this session helped culminate multiple ideas that were then further developed in small breakout groups, which resulted in the creation of more recipes.

Thank you to the volunteer group who met after these activities to help put the final touches on the cookbook!



Before we start cooking . . .

Let's take a look at some factors to consider when designing a specific virtual networking experience. This list was brainstormed by incubator members.

PRE-PLANNING:

Is there a structure you can follow that will keep each meeting consistent? What about a substructure for issues?

What is your budget? What are your internal staff resources available?

What are your sponsors' biggest goals for the event? How might you set up the event to maximize their return on investment and achieve their goals?

What happens if you do not achieve the sponsors' biggest goals? What can you do to help mitigate these challenges before/during/after the event?

TECHNOLOGY AND ACCESS:

If things go wrong, what is the contingency plan? Similarly, what are some possible ways it could go wrong?

If your mom participated what might go wrong for her?

How comfortable is your community with technology?

If your group is uncomfortable with new technology, what do you need to communicate to make them feel comfortable with it? What instructions should you send to facilitate the best experience?

What level of technological support is necessary on the day of the event? Who can you enlist to help? Do you need subject or tech experts on hand?

How might you communicate the most efficient way to access the event ahead of time?

PARTICIPATION AND ENGAGEMENT:

Do the participants know each other?

To what degree do you require engagement between participants?

Are the participants heavily introverted or extroverted? Are there activities to draw in both types of people?

How often would your attendees/group feel comfortable meeting?

How many people should be in the meeting or breakouts?

Are personality types and communication styles of attendees important to know before the event? Does this meaningfully contribute to engagement among participants?

Why does this community want to gather together? What key objectives will unite and engage this audience?

What are the requirements for participation? Things like tech, a quiet space, the need to be able to make noise or move around, or whether any software needs to be installed beforehand need to be considered.

In what ways can we better support all settings of participation? What can we do to be more inclusive of varying modes of participation?



ATTENDEE EXPERIENCE:

How do you determine beforehand the key needs or interest of your audience in attending an event like this?

How can we be more considerate of group dynamics during the planning process to ensure a positive experience for all?

How can you include the attendee space as part of the event?

What time zones will attendees be in for this event? What are the implications? What activities will attendees be wanting to engage in their particular time zone?

Is there a sweet spot of time that would satisfy all attendees?

Can you break up attendees into various time zones if necessary?

How might we establish a flexibility in tone if another tone is better suited for the crowd?

How can you start building the experience before the event?

What do you want that experience to be like? How will this tie to the outcome or success measures?

What celebrity, musical act, or brand do you want your event to be like?

How might you incorporate questions into the registration process to anticipate needs?

How does anticipating member needs affect their perceptions of the event or organization?

What part of the lifecycle/journey is your audience in?

How can you support each attendee based on their level of experience in the subject matter?

What does change and transformation look like for this audience?

How can we build in listening to the event?

How might you pivot the experience if something does not go as planned?

OUTCOMES AND DATA:

What is the goal of the networking event? What does success look like, both as a whole and for individual attendees?

What are the main objectives or values of your event? How might you most effectively communicate these to your members/attendees?

How might you market the event to communicate the main goals and objectives of your event to draw engagement?

What could you measure before and after the event that would indicate attendees got value from the event?

What data is necessary to collect and what is not? Is it necessary to collect data before the event as well? How does this data relate to the event?

DIVERSITY AND INCLUSION:

How can commonalities and differences among attendees contribute to greater understanding?

What new perspectives are gained by facilitating attendance among members with different abilities?

What opportunities arise when engaging audiences in different ways?

Does accommodating differences require a shift in attitudes among participants or staff?

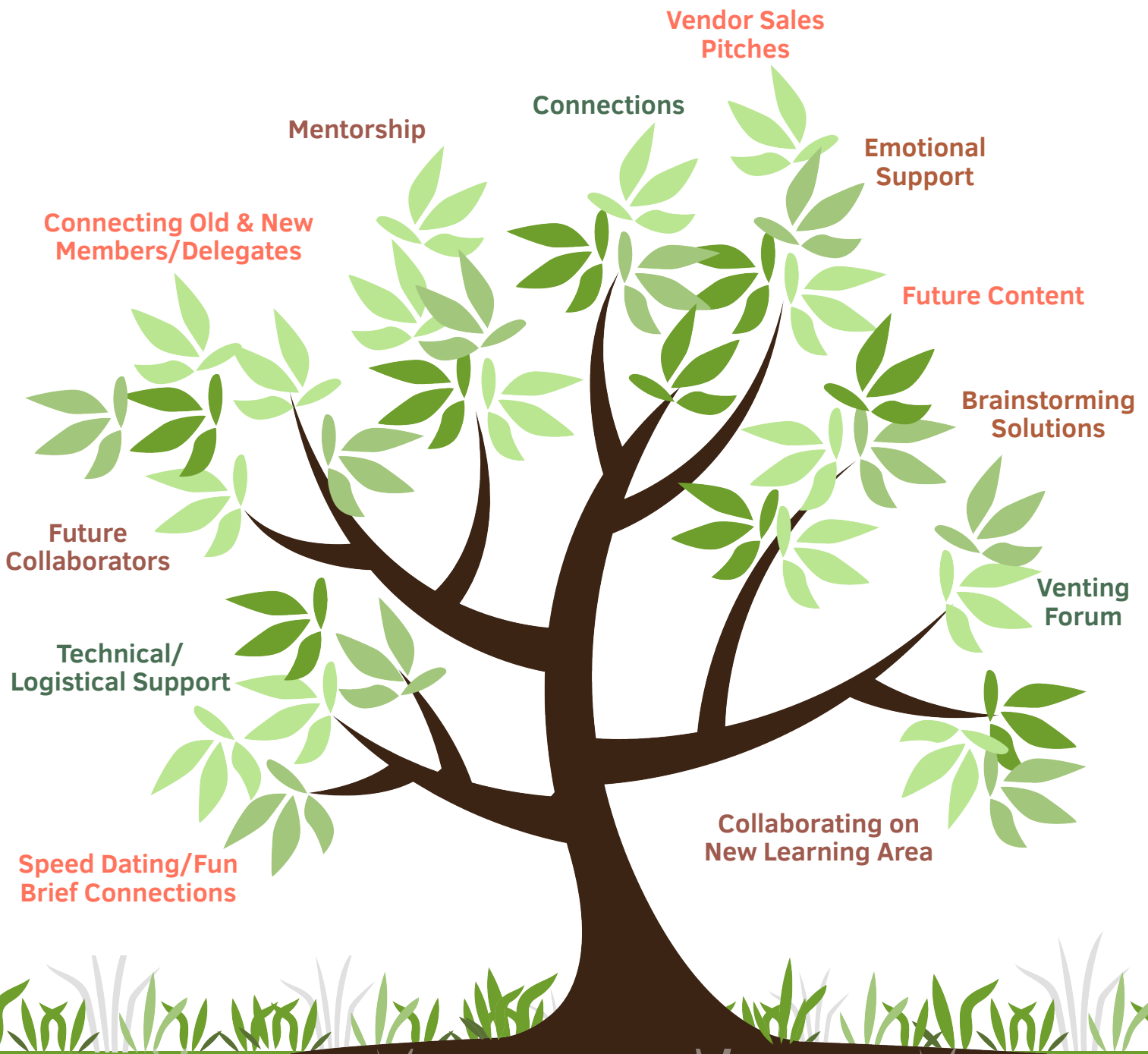
How do we identify potential access issues if differently abled members have not traditionally been part of our audience?

What is the best way to approach members to identify and accommodate their differences? Should we know this about them before they even register?



Before we start cooking . . .

Now let's consider what **types of outcomes** we might hope that our virtual networking event could achieve. This list was brainstormed by our incubator members.



Now we're ready to start cooking!

The following recipes are broken up into two sections; Matchbox branded recipes, and Incubator branded recipes. The Incubator branded recipes were developed from our very own Incubator members.

House Specials

Matchbox Kitchen recipes created and then tested by incubator members:

- 🌿 **Big Group Networking**
- 🌿 **Small Group Problem-Solving Networking**
- 🌿 **1-to-1 Networking**
- 🌿 **Autonomous Movement Networking**
- 🌿 **Scavenger Hunt**

Community Collaborations

Incubator branded recipes dreamed up from the Design Session activity:

- 🌿 **Waddya Know, Waddya Need**
- 🌿 **5 Whys**
- 🌿 **Online Dating**
- 🌿 **Master Minds**
- 🌿 **Horror Story**



List of Platforms

1-to-1 Networking:

- 🌿 [Gatheround](#) (formerly Icebreaker)
- 🌿 [Twine](#)
- 🌿 [Run The World](#)

Autonomous Movement:

- 🌿 [Wonder](#)
- 🌿 [Gather](#)
- 🌿 [Kumospace](#)

Small Group Networking:

- 🌿 [Circles](#)
- 🌿 [Gatherly](#)
- 🌿 [Social Hour](#)
- 🌿 [Rally](#)

Tools for Virtual Collaboration:

- 🌿 [Piccles](#)
- 🌿 [Miro](#)
- 🌿 [Mural](#)

House Specials

*Virtual networking recipes
curated by the Matchbox team*



Big Group Networking



TYPE:
Networking



EFFORT:
Low • Med • High



Prep work
required



Facilitation
required

Creative Networking

In Gathering 1: Virtual Networking at Scale, we tried out [Piccles](#) as a fun virtual engaging tool for Big Group Networking. Piccles provided a safe non-judgemental space for creativity, allowing users to offer their creative responses to targeted prompts. Big Group Networking is important because it helps foster feelings of community and connection through shared experiences.

Ingredients:

- Virtual engagement tool of choice
- Moderator
- Prompts
- Attendees/participants/collaborators/networkers/audience/members

What Matchbox Brings to the Table (optional):

- Matchbox Virtual Spaces (platform environment to host your event)
- Live Event Support (preparation, moderation, technical support, etc.)
- Chat Animator*

*This role instigates conversation during the session by asking questions, responding to comments, and participating more generally to keep the chat rolling.

How to Prepare this Matchbox Style

Before the Event:

1. Determine the session's objective(s)/goal(s).
2. Create a list of prompts for attendees to answer.
NOTE: We recommend having targeted prompts to help drive topic-specific networking.
3. Select a moderator to help run the session.
4. Select a virtual engagement tool to be used for this live session.
5. Get in contact with the tool's representative and session moderator to familiarize yourselves with the tool and set it up according to the needs and goals of this session.
6. Prepare and send out invitations to all interested parties detailing the date, time, and location of this session.
7. OPTIONAL: Notify your Matchbox Partner Success Coordinator of the platform that will be used and whether you will require facilitation during the session.

NOTE: Live Event Support staff will be present on your event's Matchbox Virtual Spaces platform for the duration of the event to assist all attendees.



Day of the Session:

1. The moderator will welcome attendees and explain how to use the tool (or session rundown). Once the instructions have been explained, everybody should be given access to the tool.
2. The moderator will start reading out the prompts while screen-sharing the tool.
OR
The moderator will read out the prompts while also sending it in the chat so attendees can answer there as well.
3. The moderator should also read some of the responses out loud to not only encourage participation but also to show a variety of responses.
NOTE: *This is especially useful when the chat is rolling!*
4. Repeat steps 2-3 for as many rounds as you desire.
5. Thank everybody for their participation and encourage them to stay connected with those they've interacted with today.



Spices

(optional but “delicious”)

- Customise the colour palette.
- Use a balance of specific topic-related prompts and fun ones to keep a light atmosphere.
- Progressively use more topic-specific prompts at the beginning of the session to ease attendees into the materials and mindset.

Sample Bites

(some Matchbox Style examples)

Prompts used in Piccles during the Virtual Networking Incubator:

- Try a doodle.
- Draw a flower.
- Do you like networking? (customised palette with only: bright green, yellow, red).
- Networking can produce a lot of anxiety, why do you think that is?
- At its best, what can networking do?

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Small Group Problem-Solving Networking

Small Groups, Big Ideas

In **Gathering 4: Safe Spaces**, we tried out [Circles](#) as a platform for group networking delving into the deeper conversations. Small group conversations allow for a broader spectrum of perspectives to be considered and fosters a bonding collaborative environment.

Ingredients:

- Platform of choice
- Moderator
- Problem to be solved
- Outline document for attendees' notes
- Attendees/participants/collaborators/networkers/audience/members

What Matchbox Brings to the Table (optional):

- Matchbox Virtual Spaces (platform environment to host your event)
- Live Event Support (preparation, moderation, technical support, etc.)
- Chat Animator*

*This role instigates conversation during the session by asking questions, responding to comments, and participating more generally to keep the chat rolling.


TYPE:
Networking


EFFORT:
Low • Med • High


Prep work
required


Facilitation
required

How to Prepare this Matchbox Style

Before the Event:

1. Determine objective(s)/goal(s) of this Small Group Networking session with the overarching problem in mind.
2. Select a moderator to help run the session.
3. Select a platform to be used for this live session.
4. Curate a list of relevant topic questions that can help guide small groups to solve the problem at hand.

NOTE: We recommend using “How might we . . . ?” questions as they provide a lower barrier of entry and breaks down the problem into clear segments. The relevant topic questions are there to help ease attendees into meaningful discussions.

5. Create a document with outlines and the list of relevant topic questions—this is what attendees will take notes on and can be duplicated depending on the number of groups made during the session.
6. Get in contact with a platform representative and session moderator to familiarize yourselves with the platform and set it up according to the needs and goals of this session.
7. Prepare and send out invitations to all interested parties detailing the date, time, and location of this session.
8. OPTIONAL: Notify your Matchbox Partner Success Coordinator of the platform that will be used and whether you will require facilitation during the session.

NOTE: Live Event Support staff will be present on your event's Matchbox Virtual Spaces platform for the duration of the event to assist all attendees.



Day of the Session:

1. The moderator will welcome attendees, explain how to use the platform, and provide background on the overarching problem this session aims to tackle.

The moderator will create breakout rooms labelled according to the list of relevant questions, randomly placing attendees in groups of 5 to 7. Share the outline document created in Step 5 of Before the Event with each group.

OR

Attendees are launched into the chosen platform and will begin their group problem-solving discussion there.

2. Moderator encourages attendees to use the outline document to take notes, guide discussions, and keep track of questions. Each attendee should have access to their respective group's document.
3. Allow small group discussions to progress organically until the end of the allotted session time.
4. Thank everybody for their participation and encourage them to stay connected with those they've interacted with today.



Spices

(optional but “delicious”)

- Include a segment at the beginning of the session to break the ice, through icebreaker questions or games.
- Encourage note taking so attendees can refer back to the conversation at a later time.

Sample Bites

(some Matchbox Style examples)

Objective of this session in the Virtual Networking Incubator:

- Think about the member behaviors that can break the chain of psychological safety in communities and their corresponding events, and problem-solve steps event hosts could take to correct those behaviors or stop them from happening in the first place.
- Create a generous, curious, and kind atmosphere, making sure each member has been heard.

Questions used in Circles during the Virtual Networking Incubator:

- What behaviors have you noticed that break the chain of psychological safety in your member community?
- As hosts/community organizers, what can we do to stop, eliminate, or prevent damaging behaviors without penalizing the whole community to make way for meaningful connection, conversations, and co-creation?
- What are you taking away from our time together?

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I-to-I Networking



TYPE:
Networking



EFFORT:
Low • Med • High



Prep work
required



Facilitation
required

Close Connections

In Gathering 2: Connection Before Content, we tried out [Gatheround](#) (formerly Icebreaker) as a platform for 1-to-1 Networking. 1-to-1 Networking can spark some amazing ideas and opportunities. There are other platforms out there, such as [Twine](#) and [Run The World](#), that offer similar virtual 1-to-1 Networking activities.

Ingredients:

- Platform of Choice
- Moderator
- Attendees/participants/collaborators/networkers/audience/members

What Matchbox Brings to the Table (optional):

- Matchbox Virtual Spaces (platform environment to host your event)
- Live Event Support (preparation, moderation, technical support, etc.)
- Chat Animator*

*This role instigates conversation during the session by asking questions, responding to comments, and participating more generally to keep the chat rolling.

How to Prepare this Matchbox Style

Before the Event:

1. Determine objective(s)/goal(s) of this 1-to-1 Networking session that is being offered to your audience.
2. Select a moderator to help run the session.
3. Select a platform to be used for this live session.
4. Create a list of icebreaker questions.
NOTE: We recommend a mix of general icebreaker questions and ones more tailored to the session's objectives.
5. Get in contact with a platform representative and session moderator to familiarize yourselves with the platform and set it up according to the needs and goals of this session.
6. Prepare and send out invitations to all interested parties detailing the date, time, and location of this session.
7. OPTIONAL: Notify your Matchbox Partner Success Coordinator of the platform that will be used and whether you will require facilitation during the session.

NOTE: Live Event Support staff will be present on your event's Matchbox Virtual Spaces platform for the duration of the event to assist all attendees.

Day of the Session:

1. The moderator will take the list of attendees present and generate randomised pairings.
2. The moderator "hops on stage" and welcomes attendees and explain the session rundown, making sure everybody is ready before starting the activities.

3. Using the list of randomised pairs, the moderator displays the list to the attendees, allowing time for the pairs to find one another. Remind pairs to find a space to connect with each other and encourage open communication and connection beyond this session.
4. Share the list of icebreaker questions with attendees to help ease them into meaningful conversations.
5. Allotting a 10-15 minutes time frame for each interaction. While the interaction takes place, the moderator will randomise the attendees list again to form new pairings for the upcoming round(s).
NOTE: *In Icebreaker, the platform took care of steps 3-5.*
6. Repeat steps 3-5 for as many rounds as you desire.
7. Thank everybody for their participation and encourage them to stay connected with those they've interacted with today.

Spices

(optional but "delicious")

- Ask your participants prior to the event for questions they'd like to ask fellow participants.
- Add a virtual photo booth! Some examples: [snapbar](#) and [WEBBOOTH](#).
- If you are using Gatheround, add in a "winning" card to make it a fun competition.
- Group participants by common challenges or problems to solve.
- Build in a question to encourage participants to share contact information with one another to keep connected after the event.
- Add in trivia or other games with prizes.

Sample Bites

(some Matchbox Style examples)

Questions used during the Virtual Networking Incubator:

"Our Adventurous Selves"

- If you could transport yourself to any place in the world for just one day, where would you go?
- If you could live in a fictional world (any book or movie is fair game) just for this weekend, where would you go?
- What are some adventurous things you've done?
- What's the next item on your bucket list?

Meta: Let's Network by Talking about Networking

- How has networking benefited you?
- How do you prefer to meet new colleagues?
- When you think about how you met new colleagues five or ten years ago, is it different now?
- Why do you think some professional relationships take off?
- Do you network more now, or did you more three to five years ago? Why?

Would You Rather...

- Talk like Yoda or breathe like Darth Vader?
- Be transported permanently 500 years into the future or 500 years into the past?
- Speak all languages or be able to speak to animals?
- Have a dog with a cat's personality or a cat with a dog's personality?

Substitutions

(alternative options)

- [Twine](#) • [RunTheWorld](#) • [Blitzr](#)

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Autonomous Movement Networking

Virtual Mingling

In **Gathering 3: Collaborative Conversations**, we tried out [Wonder](#) as a proximity chat tool for group networking. Wonder's app mimics our movement around physical spaces, with different topic areas to help identify others with similar interests, giving us more autonomy and choice in interactions. Small group networking has so much potential for collaboration and generating incredible partnerships.

Ingredients:

- Proximity chat/virtual socialization tool of choice
- Moderator
- Conversation topics
- Attendees/participants/collaborators/networkers/audience/members

What Matchbox Brings to the Table (optional):

- Matchbox Virtual Spaces (platform environment to host your event)
- Live Event Support (preparation, moderation, technical support, etc.)
- Chat Animator*

**This role instigates conversation during the session by asking questions, responding to comments, and participating more generally to keep the chat rolling.*



TYPE:
Networking



EFFORT:
Low • Med • High



Prep work
required



Facilitation
required

How to Prepare this Matchbox Style

Before the Event:

1. Determine objective(s)/goal(s) of this group networking session.
2. Select a moderator to help run the session.
3. Select a proximity chat/virtual socialization tool to be used for this live session.
4. Create a list of conversation topics with their respective topic question.
NOTE: We recommend having a question for each topic to help steer attendees towards a deeper conversation.
5. Get in contact with the app's representative and session moderator to familiarize yourselves with the app and set it up according to the needs and goals of this session.
6. Prepare and send out invitations to all interested parties detailing the date, time, and location of this session.
7. OPTIONAL: Notify your Matchbox Partner Success Coordinator of the platform that will be used and whether you will require facilitation during the session.

NOTE: Live Event Support staff will be present on your event's Matchbox Virtual Spaces platform for the duration of the event to assist all attendees.



Day of the Session:

1. The moderator will welcome attendees and explain how to use the app (or session rundown) and present conversation topics. Once the instructions have been explained, everybody can head off into topics they're interested in and chat with fellow attendees.
2. The moderator will create breakout room labelled according to the list of conversation topics, selecting the option that allows attendees to pick which breakout topic they would like to be part of.
3. Moderator will share the list of topic questions with attendees to help ease them into meaningful conversations.
4. Every 15 minutes, the moderator will send a message to encourage attendees to seek out other topics of interest and mingle with other attendees.
5. Repeat step 4 for as many rounds as you desire.
6. Thank everybody for their participation and encourage them to stay connected with those they've interacted with today.

Spices

(optional but "delicious")

- Provide a moderator for each topic or have volunteers be moderators.
- Provide discussion points that folks can reference in case the conversation stalls.
- Give the groups a specific goal to work toward.
- Add in a Google doc or online whiteboard to capture ideas from conversations.

Sample Bites

(some Matchbox Style examples)

"Room" Area Topics used in Wonder during the Virtual Networking Incubator:

- Not being seen
- Not being open
- Not being real
- Fear
- Outsiderness
- Not listening

Substitutions

(alternative options)

- [Kumospace](#)
- [Gatherly](#)
- [Remo](#)
- [Topia](#)
- [Spatial](#)
- [Gather](#)



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Scavenger Hunt



TYPE:
Networking



EFFORT:
Low • Med • High



Prep work
required



Facilitation
required

Play to Win!

Scavenger Hunt is a fun team-building activity, focusing on elements such as collaboration and problem-solving. It can be done in many different ways with different goals in mind. Build your group's Scavenger Hunt out below!

Ingredients:

- Participants (in teams or individually)
- List of tasks, challenges, and objectives

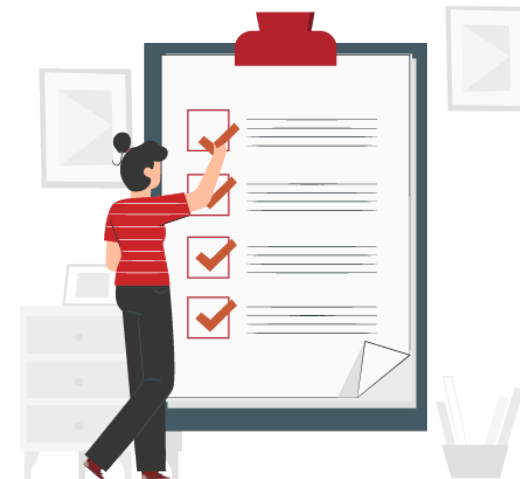
What Matchbox Brings to the Table (optional):

- Matchbox Virtual Spaces (platform environment to host your event)
- Live Event Support (preparation, moderation, technical support, etc.)

How to Prepare this Matchbox Style

Before the Event:

1. Create a list of tasks, challenges, or objectives.
2. Decide whether participants will be playing alone or in groups. If in groups, decide whether participants will form their own teams or if you will assign them.
3. Share this list with participants, and explain the rules of the game and the process for sharing what they collect (take photos, fill out a worksheet, etc.). Now would also be a great time to share any links/websites that they may need during the hunt.
NOTE: *If you are using a virtual scoreboard, explain this to your participants and assist them as needed.*
4. Establish how scoring works, whether it is based on timing, the number of items achieved and/or found, or a combination of the two.
5. Also establish a clear finish to the game, whether it be when the first session begins (if your Scavenger Hunt is a for pre-event activity) or at the end of the last session (if your Scavenger Hunt is designed to last throughout the event).



Day of the Session:

1. If using groups, have participants meet with their assigned group at the start of the event to meet and go over their strategy. It's a good idea to schedule multiple meeting times throughout the event.
2. Participants work to complete different tasks, exploring the various websites.
3. Participants may take photos for proof, fill out a worksheet, or simply play for fun!

Spices

(optional but "delicious")

- Offer the winner(s) a prize (e.g., tickets to your next event, sponsor-provided prize, etc.).
- Use a shared Google Doc for participants to keep track of all of their tasks.
- Utilize Padlet to keep track of scoring along the way.
- Create hunt-specific hashtags to track progress and to get participants excited before the event on social media.
- Announce the winner(s), either in a live session, or on social media!

Sample Bites

(some Matchbox Style examples)

- Create a team name.
- Take a picture with your pet, houseplant, stuffed animal, etc.
- Take a team selfie (on Zoom).
- Help people actually connect by telling them to share their LinkedIn profile or send each other a message there.
- Collect all the [clues, graphics, secret word, mission statements, etc.] from our event page, sponsors page, sessions, etc.
- What's one fun fact about each teammate?
- Take a photo of your reaction to [insert event-related thing here].
- Write a positive thing that's happened today on a sticky note.
- Name 5 other participants in this event who are not in your group or organization.
- Find 5 things you all have in common.



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Community Collaborations

*Virtual networking recipes co-created
by our friends in the Incubator*





Waddya Know, Waddya Need

DIRECTIONS:

Discuss with key stakeholders the desired outcome of this document and which platform would best facilitate this outcome (Google doc vs. Jamboard). Once the desired outcome has been decided, create a disclaimer based upon discussion to aid in facilitation. Think about who will discuss this document at the event and if instructions will be gone over verbally or visually (read). Brainstorm which broad topics would best generate discussion and interaction.

INGREDIENTS:

- 🌿 Google doc/Jamboard
- 🌿 Willing participants
- 🌿 Disclaimer of how it should be used (not a sales platform, but a giving community)
- 🌿 Broad topics to start the discussion & grow from

STEP-BY-STEP:

1. Create a list of tasks, objectives, or create a Google doc or Jamboard and insert broad topics.
2. Insert initial responses to generate best outcomes and show attendees what to do.
3. Create communication plan (if needed) to explain to attendees instructions and desired outcomes.
4. Facilitate documents during the event and answer questions as needed.

TIP: *Have an internal moderator watch the process in real time to assess for needs and additional topics.*





5 Whys

DIRECTIONS:

Identify a key issue that needs to be addressed. Determine the best tools to gather the reasons why that is an issue. Explain the process you will use to gather the information. Set some ground rules to ensure all are participating and the content can be gathered in a neutral and effective manner. Identify who or how the content will be gathered into the determined tool.

INGREDIENTS:

- 🌿 Appropriate issue
- 🌿 Virtual whiteboard
- 🌿 Google doc
- 🌿 Ground rules/rules of engagement
- 🌿 Notetaker/publisher

TIPS:

1. A familiar group might be better in this scenario to assist in deeper analysis of the problem without focusing too much on getting to know one another.
2. Provide different options for people to explain their thought processes. People have different styles—some may be more visual than others, so a whiteboard/drawing medium available would help others understand them better.
3. Identify certain discussion tools to have open conversations and how familiar each participant is with that tool (ex: 6 thinking hats).
4. Identify what tech tools/platforms all attendees will need access to for creating this work.





Online Dating

DIRECTIONS:

Make the first move, no awkwardness needed. To start simply sign up with our mentor match app. From there you will be prompted to verify your identity for security and then create your profile. Fill out all the information you're comfortable sharing. Be sure to include photo, we recommend your LinkedIn profile pic. Once that is all done, start swiping to find your kindred work spirit.

TIPS

1. Don't be shy, show off what makes you fun to work with, promote that project you knocked out of the park and let others know what you're into or why they should connect with you. The more you add the easier it'll be for you to meet your future work spouse.

INGREDIENTS:

- 🌿 System to handle and sort profiles
- 🌿 Registration section
- 🌿 Data collection
- 🌿 Data sorting
- 🌿 Planned actions after










Master Minds

DIRECTIONS:




Before you begin, remember to set your guidelines for engagement. How will you ensure everyone feels comfortable sharing? What structure should outcomes take? Once you have your ground rules, explain how participants can anonymously contribute a professional challenge they are facing to a pool. Allow 5-10 minutes for participants to submit their challenges, then, have them vote on the 4-5 problems they would like to tackle, based on the group size. Separate participants into breakouts, with clear instructions on how to develop their solution and how much time they have to do so. At the end, bring everyone back to share.

INGREDIENTS:

People

-  Common interest
-  Expertise
-  Trust (willingness to share, vulnerability)
-  Agreement
-  Diversity of Thought

Technology

-  Computer
-  Zoom
-  Listserv/ability to post anon

Rules of Engagement/ Participation

Leadership

TIPS

1. Feel free to add any tip(s) you have for operating this recipe that comes to mind!
2. Be Authentic!! Willingness to be vulnerable.
3. Prototype and test your solutions as a group is encouraged.
4. What gets measured gets done! Report on your experiment.
5. Computer, Zoom, listserv/ability to post anonymously, rules of engagement/participation, leadership.











Horror Story

DIRECTIONS:

Collect stories of your members dealing with challenging situations or events in their work, and identify an individual, story, or concept that you think will be particularly engaging. Work with the creator to outline a nightmare scenario that other members will experience and participate in—murder-mystery dinner style.

With your scene set and characters in place, the narrator will guide members through the story, tossing in “challenge” events that can be pre-planned or drawn from a set of random challenge cards.

INGREDIENTS:

-  Horror story/challenging situation
-  Zoom (or similar platform)
-  Scary music/ambience
-  Good narrator
-  Notetaking materials
-  “Challenge” cards

Wrap up the experience with an “autopsy” and discussion, or continue the story by throwing in a final plot twist that requires all participants to work together to solve a problem.

SPICES & SUBSTITUTIONS:

1. Add a plot twist halfway through the story.
2. Have everyone in the group share their own horror story.
3. Create a dedicated Horror Story website & Scavenger Hunt.
4. Make the mystery asynchronous using your online community.
5. Use alternative meeting platforms to Zoom.

CHEF’S NOTES:

Take inspiration from murder-mystery dinners or cooperative games you’ve played yourself. *Betrayal at the House on the Hill* and *Pandemic* are a couple examples of games with built-in plot twists and cooperative elements.

Meet our Master Gardeners/Head Chefs



AMANDA KAISER, a member engagement specialist, predicts associations will radically change how they help members connect, collaborate, and co-create in the virtual space. As a co-creator and host of the Virtual Networking Incubator, she is excited to explore virtual networking and the resulting opportunities to more meaningfully engage dynamic member communities.

You can find Amanda at [Smooth the Path](#) where she writes about the latest insights in the association community, also on [LinkedIn](#) and [Twitter](#).



ARIANNA REHAK is the CEO and Co-Founder of Matchbox Virtual Media, which is a virtual production company passionate about hosting conversations that matter. Her humble entrepreneurial spirit blossomed at the young age of 7 when she earned \$1.15 USD (adjusting for inflation is \$1.74) renting out art supplies to her underwhelmed neighbors. Fast forward a few years, and life plopped her into the ever welcoming arms of the association community. She grew a digital publication and online community for association professionals, and in this context created her first virtual conference. Her passion lies in bringing people together to co-create, so much so that she might have named her company Gestalt (had “gestalt” been a more attractive word.)

You can find Arianna on our website, [Matchbox Virtual Media](#) and also on [LinkedIn](#).

Still Hungry?

To learn more about the **VIRTUAL NETWORKING INCUBATOR**, we invite you to join us in the Matchbox Kitchen!

The **MATCHBOX KITCHEN** is your go-to hub for event experimentation. Here you can access our library of virtual gathering recipes, attend co-creation sessions and meet-ups in the Test Kitchen, and join a growing community of innovators from all experience levels.



Come see
what's cooking!

