



# XR FOR CHANGE

## Field Guide

Best Practices for Producing a VR Activation



[gamesforchange.org/XR4C](https://gamesforchange.org/XR4C)



# About Games for Change

Games for Change (G4C) leads a global community of creators, developers, and innovators using games and immersive media to empower their communities and drive real-world change. It partners with technology and gaming companies, nonprofits, foundations, academic institutions, and government agencies to run a wide array of programming, from world-class events and educational programs, to executive production and impact productions of best in-class games and XR projects.

Events

**5K+**

Attendees per year

Engaging with

**127**

Countries

Programs Impacting

**25K+**

People per year

*Games for Change is a registered 501c3 organization.*

# About XR for Change

Launched by Games for Change in 2017, XR for Change (XR4C) is developing a community of practice to address real-world challenges, create empathy, and drive social change using Augmented Reality (AR), Mixed Reality (MR), and Virtual Reality (VR).

There is a wide range of practical applications for XR technologies invested in social impact – particularly in education, healthcare and mental health, and workforce development.

The initiative seeks to encourage dialogue; foster collaboration between content creators, industry, and cause-based organizations; advance equity and inclusion; and inspire creative use of these emerging technologies.





# Field Guide Overview

This field guide was created to capture the learnings from over 20 impact campaigns produced for the VR experience [On The Morning You Wake \(OTMYW\)](#).

Our hope is that the findings in this guide help producers employ best practices when creating similar impact campaigns with a focus on audience learning, impact, and engagement.





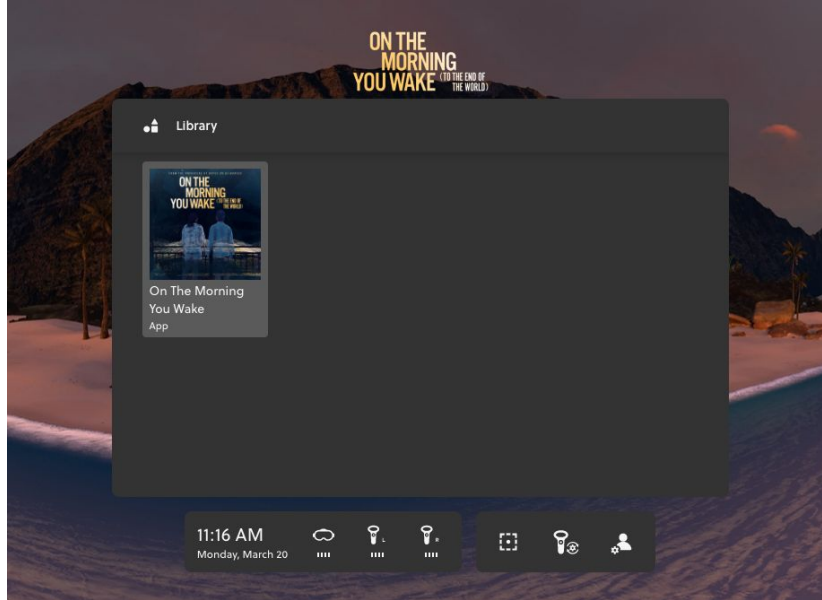


# Types of HMDs

Different types of head-mounted displays (HMDs) can be considered for events:

1. **Standalone/Untethered:** Self-contained VR headsets that are portable, powered by internal batteries, and use built-in processors (often based on mobile devices such as Android). No computer is required to operate.
2. **Tethered:** VR headsets that are connected to a VR-capable computer via cables or Wi-Fi. There is no on-board computing. They act purely as a HMD. Eventually these could be fully powered by edge computing solutions over 5G or 6G cellular networks.
3. **Hybrid:** Some VR headsets have processing and storage capabilities but also allow input from external devices.

# VR Headset Fleet Care



A challenge in scaling to multiple VR activations is the number of devices that need to be maintained.

**Device Management System:** While most headsets require individual account information and purchasing of in-store apps, some companies offer solutions for managing multiple VR headsets that include but are not limited to:

- Account syncing;
- Side-loading;
- Customized home screens;
- Remote management;
- Lockdown capabilities for multiple VR headsets;
- Streaming the content inside of the VR headset onto a mobile device like a tablet or cellphone.

# VR Headset Fleet Management

We recommend using sturdy plastic cases that are available in various sizes with internal padding and separators. Different models also offer wheels for rolling heavier cases.

Always do a quality control check before and after any activation to troubleshoot any issues before the next activation:

- Check battery levels
- Check your headphone wires
- Check how many wipes and batteries you have left

Hide a small tracking device within your Pelican when shipping, so you aren't relying on tracking numbers as your sole connection to your VR kit.

- The XR4C Impact Team uses Apple's AirTags for this purpose.





# Transportation

For the OTMYW impact campaign, VR kits were created to support activations in various locations around the world which requires shipping all the necessary equipment between viewings. For example, a checklist of essential items for all types of VR activations was created.

## Checklist For VR Event Kits

- VR HMDs
- Controllers
- Chargers with cables
- Surge protectors
- Tablet devices
- Noise canceling headphones
- Disinfectant wipes
- Microfiber cloth(s)
- Promotional materials
  - Postcards, pop-up banners, QR codes etc.
- Production hard case that rolls
- Tracking device

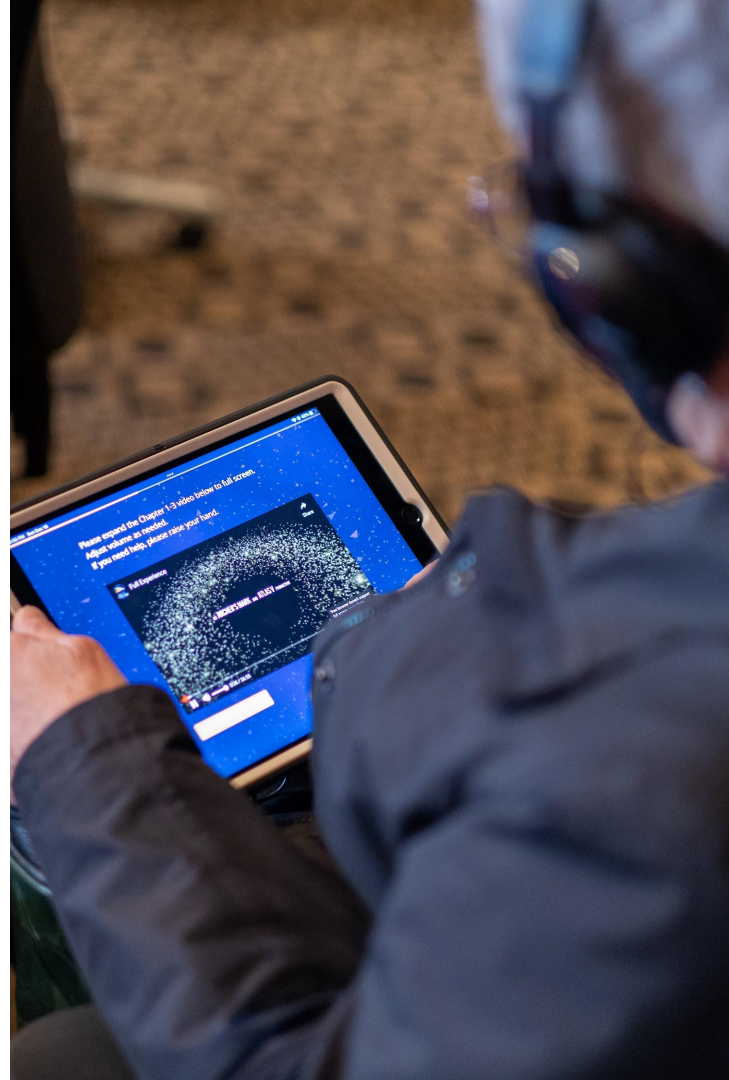
# Onboarding a Participant to VR

VR onboarding is the process of familiarizing participants to VR and preparing them for what to expect before they put on the headset.

The experience is very similar if a participant is experienced with VR or if it's their first time. Their onboarding is complete when:

- They know how this specific experience will work.
- Their headphones are fully situated on both ears.
- Their controllers are held in both hands.
- They are not raising their hand for assistance.

The extra time spent ensuring a strong onboarding will increase your chances of participants having a pleasant experience and them encountering less interruptions due to technical issues.



# Phases & Timeline of an VR Activation

G4C staff usually breaks a VR activation down into four phases:

- **Partnership Discussion:** creating a relationship with a venue, event, or organization to host the VR activation
- **Pre-Production:** preparation leading up to the VR activation
- **Production:** loading in and prepping equipment at the venue as well as managing the VR activation itself
- **Post-Production:** wrapping up tasks once the VR activation is completed

A VR Activation timeline can be anywhere between 2-6 months depending on the scale of the activations and scope of the partnerships. Here's a breakdown of those timelines:

- **Open to the Public Screenings:** 1-4 months
- **Museum Exhibitions:** 4-6 months
- **Private Events Screenings:** 1-3 months







# Checklist for VR Activation Production

## Partnership Discussion:

- Discussion on the feasibility of working alongside the impact team to produce a VR activation
- Details and responsibilities of all parties are outlined within a partnership agreements

## Pre-Production:

- Certificate of Insurance for on-site team & equipment
- Create a floorplan of how the VR activation equipment and furniture will be laid out
- Tailor wrap-around materials to the event, location, region, or partner
- Curate event specific digital assets
- Layout a marketing, outreach, and PR strategy around the VR activation
- Set up a booking system (if needed)
- VR headset set-up/check
- Ship equipment and marketing assets to venue (if needed)
- Hire local staff to support the VR Activation
- Hire Photographer/Videographer to document the VR Activation
- Create a Run of Show or call sheet for each day of the VR activation

# Checklist for VR Activation Production

## Production:

- Load equipment into the venue
- Set up equipment and furniture in the venue
- Train staff to help run the XR activation
- Handle fabrication/painting/ construction of venue or exhibition (if needed)
- Execute marketing, outreach, and PR strategy

## Post-Production:

- Ship equipment and marketing assets back to office (if needed)
- Fulfill Invoices
- Wrap up budget/finances
- Complete documentation
- Recap deck, recap video, recap photos
- Complete marketing/outreach strategy
- Quality check headsets and equipment



- **Floorplan**







# Pre-Production

- **Booking System**

- This is for the overall experience of your audience members as well as a management method for your VR Activations staff to control demand and traffic flow.
- Walk-ups are still welcome when a booking system is in use.
- XR4C-recommended booking system: [Waitwhile](#) ([Link to demo](#)).

# Pre-Production

- **Run of Show**

- A call sheet that lets the ground staff, partners, and photographers / filmmakers know and understand the schedule for each day of the activation.
- It includes but is not limited to: call times, locations, lunch breaks, tasks, audience screening times, wrap times, and travel time (if needed).
- [Link to example of OTMYWs run of show](#)



# Production

## Checklist For VR Activation Setup

- Experience Signage
- Check-in area for audience members
- Waiting area for audience members who have checked in
- VR screening stations
- Includes ready to screen headsets, controllers, and headphones
- Area for wrap-around materials
- Can be broken up into two areas to delineate onboarding and aftercare
- Device charging area
- Lighting check
- Staff training





# Staff Training



Training your VR activation staff is an essential step in ensuring a successful activation, especially if your staff has never worked in virtual reality.

- Teach them how to operate and troubleshoot the VR headsets used in the VR Activation
- A site walkthrough of the VR Activation is useful for staff to understand the flow of visitor traffic.

The end goal of training is to get the staff to embrace the values of the impact team and empowering them to troubleshoot, so they can facilitate the experience as an extension of the impact team.



# Number of Staff

The number of audience members to activation staff depends on:

- Size of the activation space
- Duration of the VR experience
- Level of interactivity of the VR experience
- The wrap-around materials

**Tethered (desktop-based) HMDs** usually requires one staff per headset.

**For tetherless (stand alone) HMDs**, G4C impact staff recommends one activation staff for every four participants in standalone headsets.

Staff are also assigned to different tasks, such as facilitating wrap-around materials, checking people in, or disinfecting headsets.

# Optimizing Staff

If you are trying to optimize the amount of headsets to staff members, utilize a waterfall-style of screening scheduling.

**This allows:**

- Only 2-4 audience members to arrive to screen the VR experience at the same time.
- Five minutes of reset time to clean and reset the headsets in between each screenings.
- For flexible responses to specific situations which VR activations often require.



# Museum Exhibitions

In 2022, the G4C Team produced two museum activations. The activations ran for around one month each.

## International museum exhibition at the Nobel Peace Center in Oslo, Norway

- A single space primarily dedicated to the VR screening with an extended aftercare space
- VR Screening was free with museum admission
- Showcased the 20-minute VR experience (Chapter 1 Only) to patrons and field trips
- Capacity of twenty people in the VR screening area
- Three-to-four dedicated staff members to manage the VR activation







# Museum Exhibitions Cont.

## Exhibition at the Museum of the Moving Image (MoMI)

- The installation was separated into two distinct spaces:
  - One dedicated to the production, creative, and impact process of OTMYW ( this area was free with museum admission).
  - Another one, a gallery space dedicated to screenings of the full 45-minute VR experience (Chapters 1-3). The VR screening and this area was an additional ticket to purchase
- Showcased the 20-minute VR experience (Chapter 1 Only) to field trips
- Capacity for only eight people in the VR screening area
- Two dedicated staff members to manage the VR activation

# Learn More

We invite you to explore supplemental resources:

- [The Full White Paper this presentation is based off of: Deepening Engagement and Learning Impact through Virtual Reality Activations](#)
- [Impact Report: Results of Impact & Engagement Research and Comparison Study](#)
- [2020 XR4C for Social Impact: A Landscape Review](#)





## Contact Us

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