

TEAMS LIVE EVENT BEST PRACTICES



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Kollective



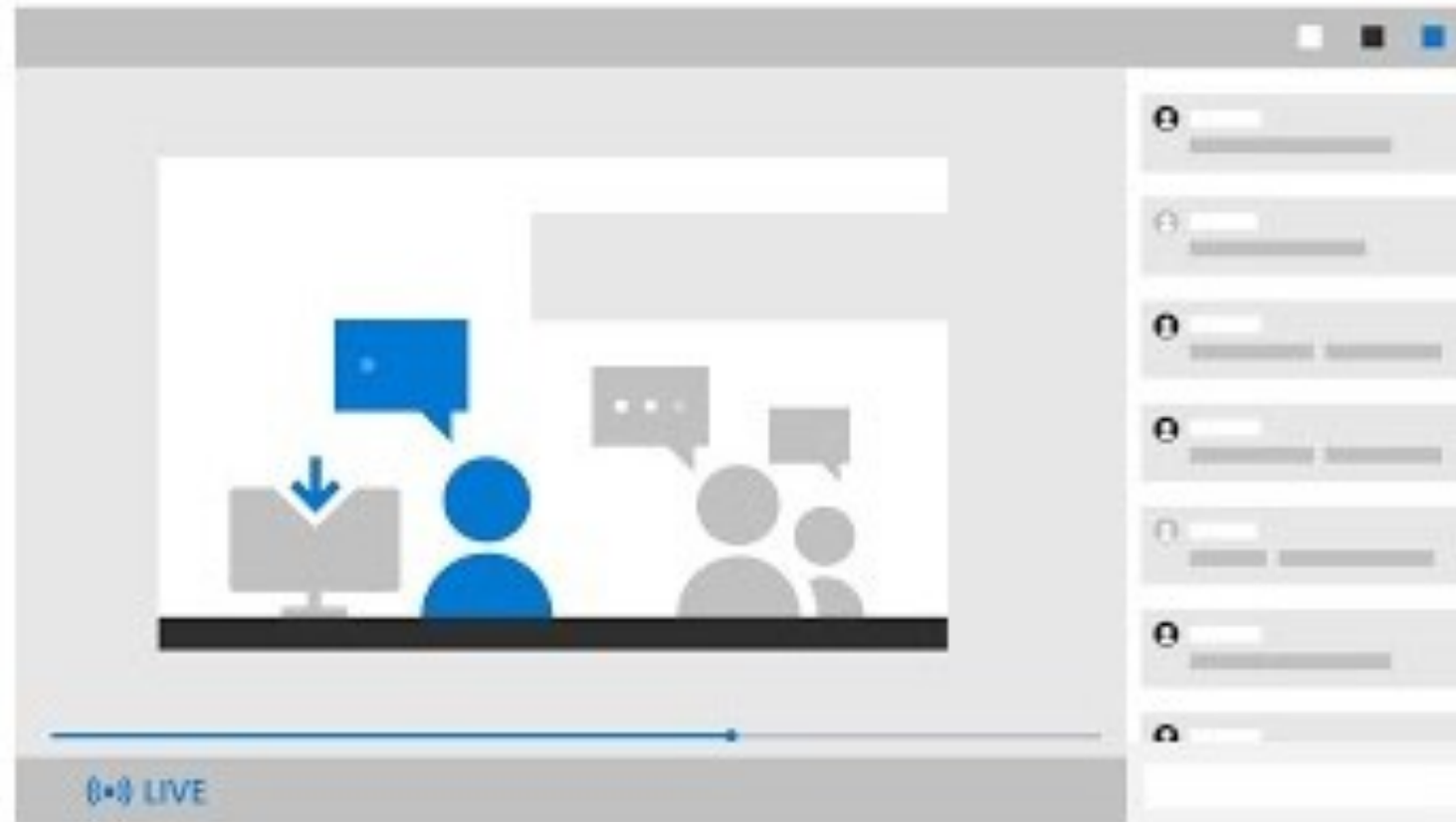
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AGENDA

- Intro to Teams Live Events
- Live Event scenarios
- Best practices for planning and executing live events
- Q&A
- Next steps

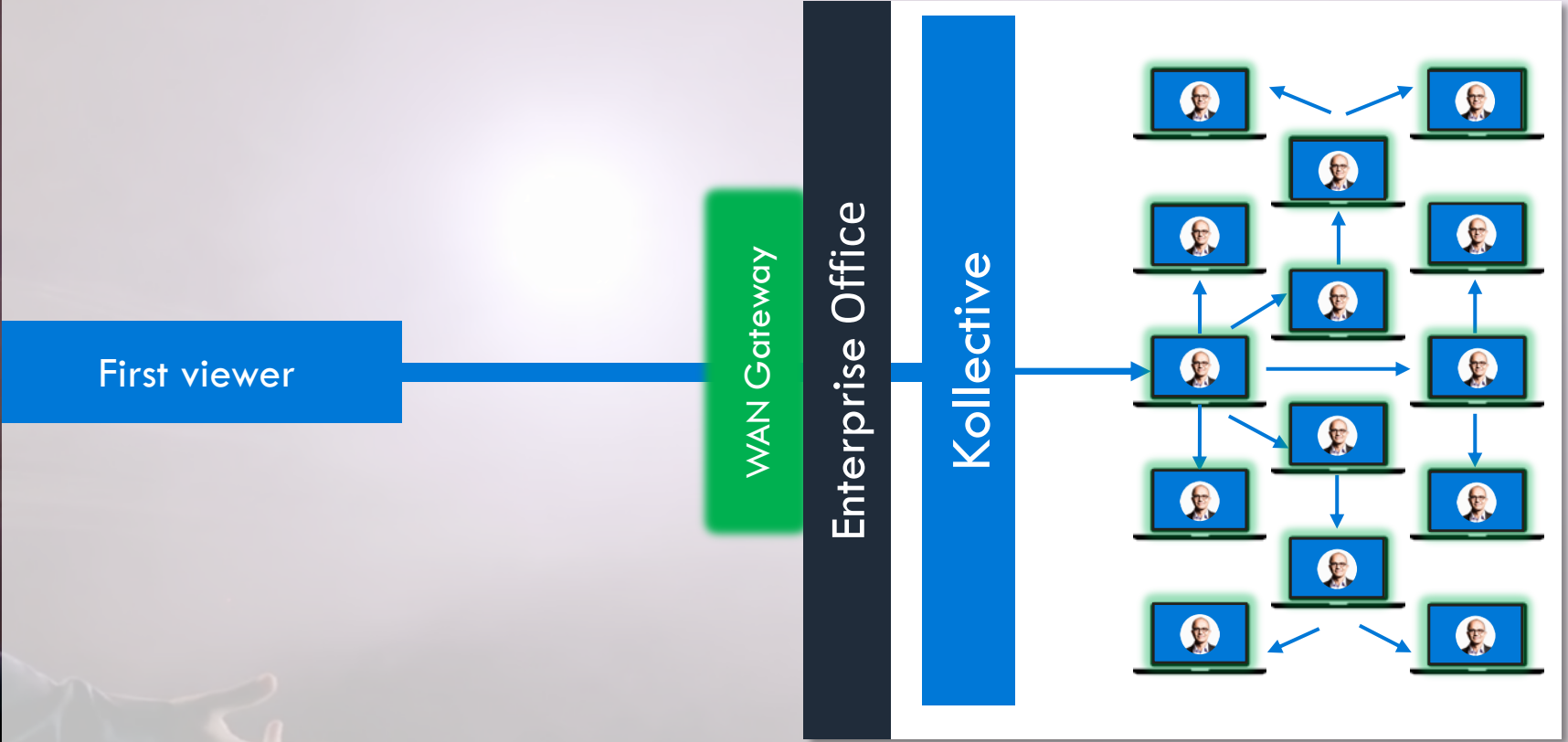


What is a Microsoft Live Event?



[Click here to watch video.](#)

KOLLECTIVE SD ECDN



We supercharge the message, the platform, the speaker

COMMUNICATION LIFECYCLE



TEAMS



Live CEO
All-Hands

- Announce major new product launch
- Company milestone
- Demo the Product
- Incl. User Testimonials



STREAM



Global
Distribution

- Video on Demand
- Accompanied with talking points, training materials & PR Coverage
- Guide to how to talk about the new product



YAMMER



Enterprise
Engagement

- Organic Discussion
- Greater Inclusion
- Emotional Connection
- Ability to gauge sentiment & gather feedback
- Real time communication and engagement

SPEED – FOCUS – ALIGNMENT

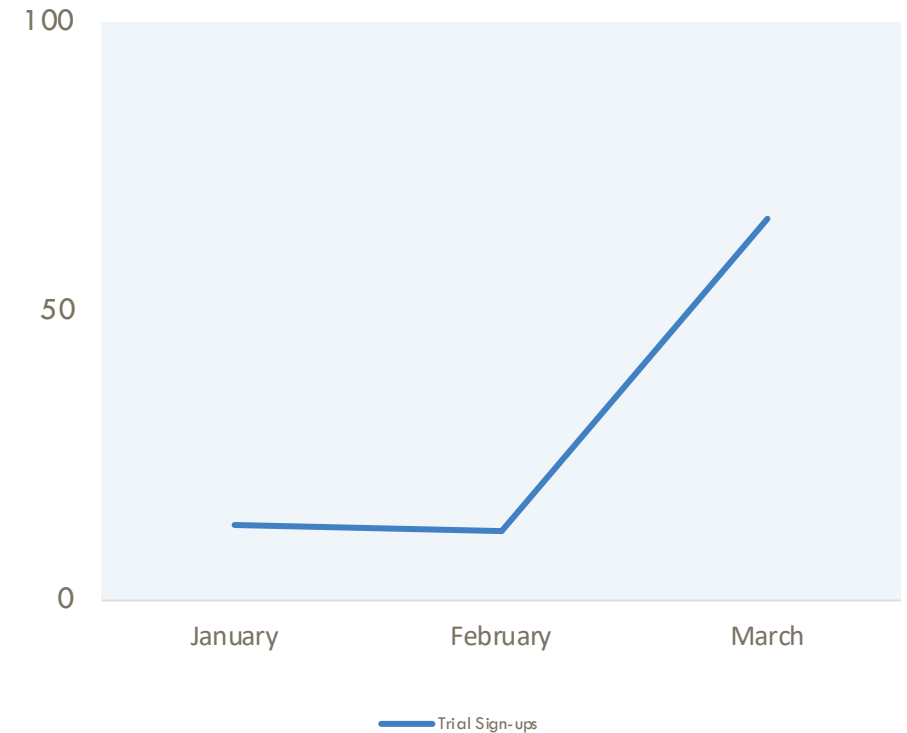
Trends in the current climate

Video communication is more critical than ever

90% of enterprises using Kollektive's ECDN have used video to address their global organizations on the impact of COVID-19.

The **average number of Live Events increased by 50% from January to March 2020**, signaling that companies are increasingly turning to live video for internal communications.

From January to March 2020, **Live Events engaged 67% more employees across organizations**, coinciding with greater adoption of collaboration tools.



Live Events is an indispensable tool

550% Increase in TLE Trials

Teams Live Event Assistance Support Model

Pre-Live Event assistance

- *Dry-runs*
- *Network Troubleshooting + VPN configurations*

During Live Event assistance

- *Engineer monitors service from Microsoft Teams*

Post-Live Event assistance

- *Accessing Participant Q&A Chat*
- *Attendee engagement reports*
- *Any queries like where to find recordings, etc.*



Teams Live Event Scenarios

Addressing all the employees

- *Townhall*
- *All-hands*

Training

- *Teachers/Professors delivering a lecture*
- *Corporate training*

Webinars/virtual events

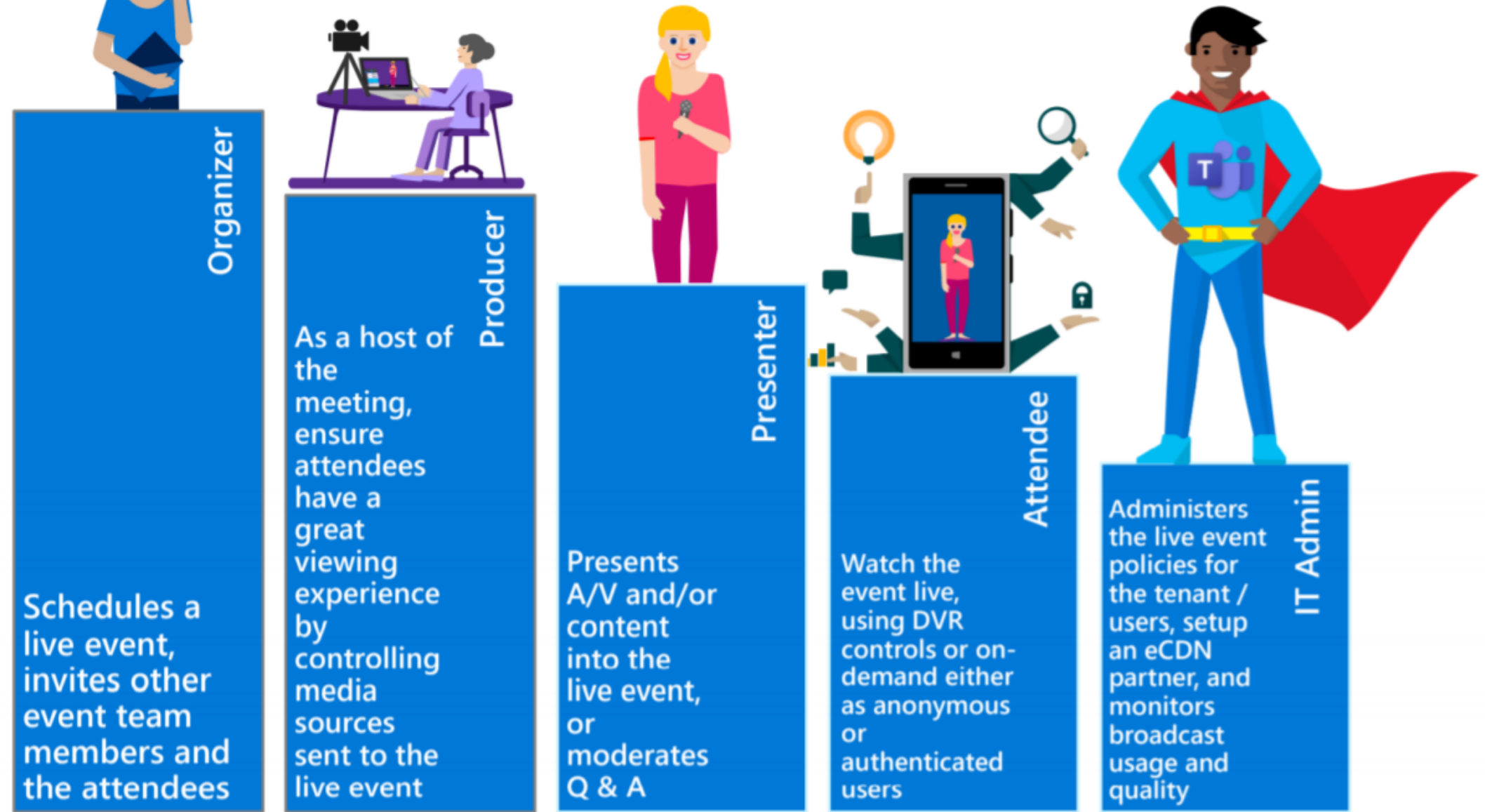
- *New employee orientation*
- *Global conferences and workshops*
- *Product launch*



Difference in Interactivity between Teams Live Events and Teams Meetings

Teams Live Events	Teams Meetings
A broadcast (one-to-many)	A meeting
Can have up to 10,000 people listening and watching at the same time	Can have 250 people speaking, watching and listening at the same time
People do not have the option to interact with a one to one conversation with the Speaker	People can interact with all 250 participants and have one to one conversations
People can interact with the speaker through Q&A (chat)	People can interact with Audio and chat

Teams Live Events Key Roles



Can be the same role

Teams Live Events Producer screen

Search, launch, and command

Collaboration best practices 3333 attendees **LIVE**

Queue

Live event

Category	Percentage
01 Market	31%
02 Strategy	72%
03 Sales	55%
04 Human Resource	43%

Send live

End

Presenters

You

Content

Amanda Giri

Babek Shammass

Danielle B...

Amanda Giri's desktop

Share

Mute all

PRE-EVENT PREPARATION

Who, What, When, Where, and Why? Leads you to How.

Event Title	Include topic, presenter names and date for easier search
Date/Time	Include all time zones for clarity
Speaker(s) and Bios	Speaker names and titles at least – some platforms have a place for the speaker bio, so have that ready
Event Description	The why – who is it for, why is it relevant and how long should I expect to be attending?
Producer	Where the logistics and content questions get answered
Broadcast Location	Multiple speakers in multiple locations are the expectation now – be sure you know where everyone will be and make sure they can access Teams Live Event as a Presenter
Business Unit/Content Owner	Another part of the why – who are we doing this for and what messages do they want delivered?

ROLES & RESPONSIBILITIES

WHO OWNS WHAT?

- Producer – content and run of show
- Producer – question moderator
- Producer – managing the platform, making sure we see the right thing at the right time
- Presenters
- Content Owner

EXPANDED TEAM RECOMMENDATIONS

- Executive Responsible
- IT Support
- Network Architect
- Help Desk
- Executive Assistants for scheduling and securing content

LIVE EVENT PRODUCTION

1. Create an event checklist – details of “how”
2. Create a run of show
3. Rehearse
4. Rehearse again if you can
5. Have team ready and in place 15 - 30 minutes before the live event depending on role

Event title	Event description	Date/Time/Time zone	Duration	Speaker(s)	Audience scope	Internal Event Owner	Broadcast Event Owner	Business Unit	Streaming Platform	Attendee Link/Landing page	Producer page	Presenter Link	Help Link	Teams	Comments
				Requester/Business		1 main contact / tbc / event manager / event live streaming manager									
				Delivery		1 main contact / tbc / event manager / event live streaming manager									
				Comms		as applicable									
				Video (int)		1 main contact to coordinate (site infra, corporate network monitoring etc.)									
				Network		as applicable									
				HelpDesk		1 main contact									
				Production		as applicable									
				Kollective		CSM, Support, EVS, ES as applicable									
				Facilities		1 main contact									

Content	Est. time (minutes)	Starting at	NOTES
Open slide #1 – no music		10:55 am	
Welcome announcement		11:00 am	
Ariana speaker with or without video	:10		Figure out if we can safely do music
Patty speaker with video	:45		Ariana: Welcome to our webinar "Learn to Present Authentically with Live Video". We will begin in one minute. Patty: Welcome to our webinar "Learn to Present Authentically with Live Video". I'm Patty Perkins, Video Strategist for Kollective Technology. And with me today is my friend and colleague Lou Solomon, owner of Interact Authentic Communication. And you've heard the voice of our producer, Ariana Sexton, another friend and colleague from Kollective. During our webinar today we're going to talk about what to do with yourself on camera. You may have already done a live event or two and we hope you've watched the recording.
Lou speaker with video	:30		Lou: If you haven't, that's your first bit of homework. We'll have some tips for you and your leaders on <ul style="list-style-type: none"> • How video can enable and harness face-to-face communication, virtually • Becoming a more engaging, confident presenter • The use of "story-bites" to balance data • Where to look and what to do when not presenting Crucial steps for planning and producing an online presentation And we'll answer your questions.
Slide #2		11:03	
Slide #3	1:00		Patty: First, a little about Kollective Technology. We are a

PRACTICE MAKES CONFIDENCE

POST-EVENT ANALYSIS

IDENTIFY YOUR KEY PERFORMANCE METRICS

- Number of people watching the video
- Viewers' geographic location
- Length and number of content views
- Network data for insights into network performance and potential bottlenecks

ANALYZE YOUR PLANNING PROCESS & EXECUTION OF EVENT

- What went well?
- How was the viewers' experience?
- Are the leaders happy?
- What are opportunities for improvement?



ANY QUESTIONS?



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FREE EVENT PLANNING WORKSHOP!

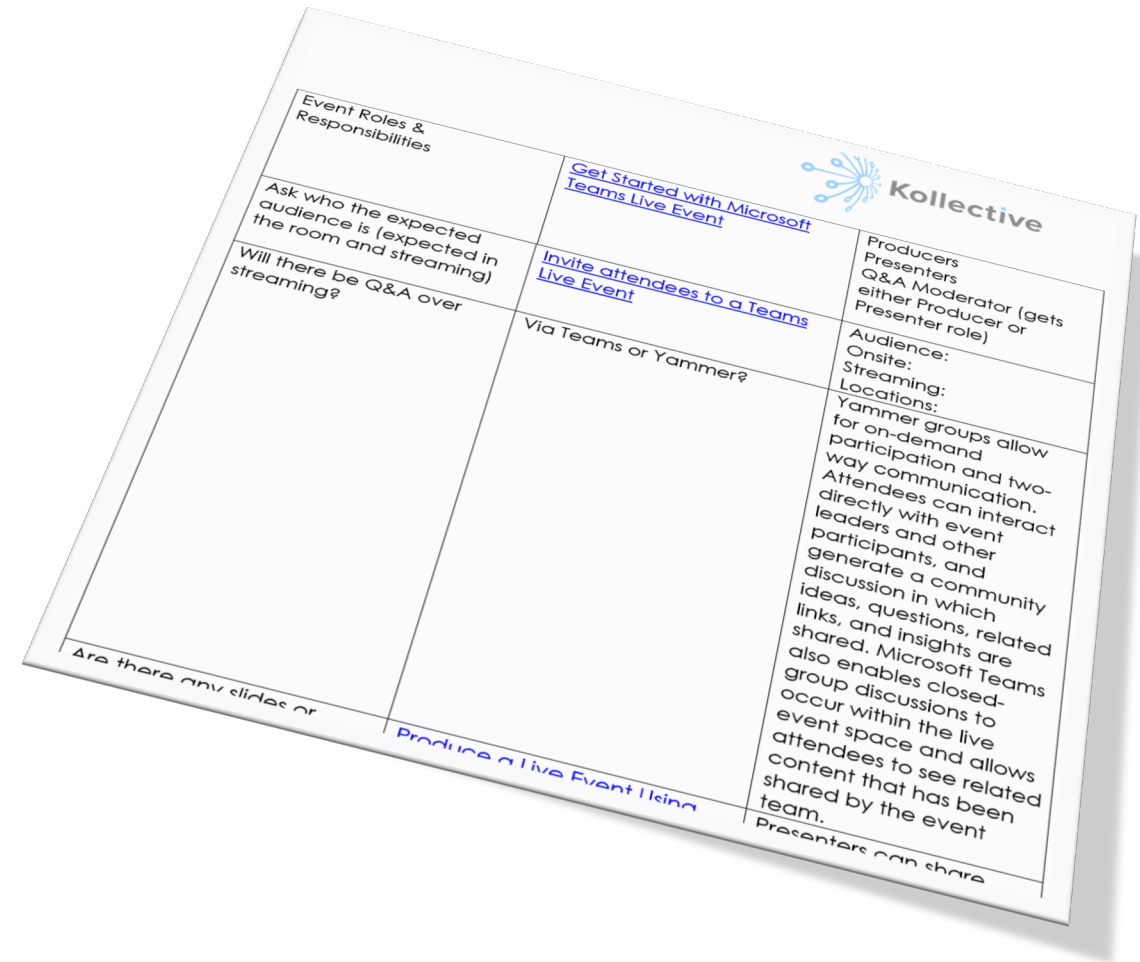
Success in Planning & Execution

Free one-hour virtual consult with a Kollektive Enterprise Video Strategist includes:

- A copy of our Kollektive Teams Live Event Playbook
- Workshop on Kollektive Live Event Best Practices in planning
- Links to Microsoft Teams Help

Offer good until May 31, 2020. One workshop per company.

SIGN UP TODAY!



Teams Live Events Assistance Program

- Fill out the form at aka.ms/liveeventassistance
- Engineer from MS Live Events Assistance will contact you within one business day via email or phone



Thank you for joining us!

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