TEAMS LIVE EVENT BEST PRACTICES

Microsoft

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

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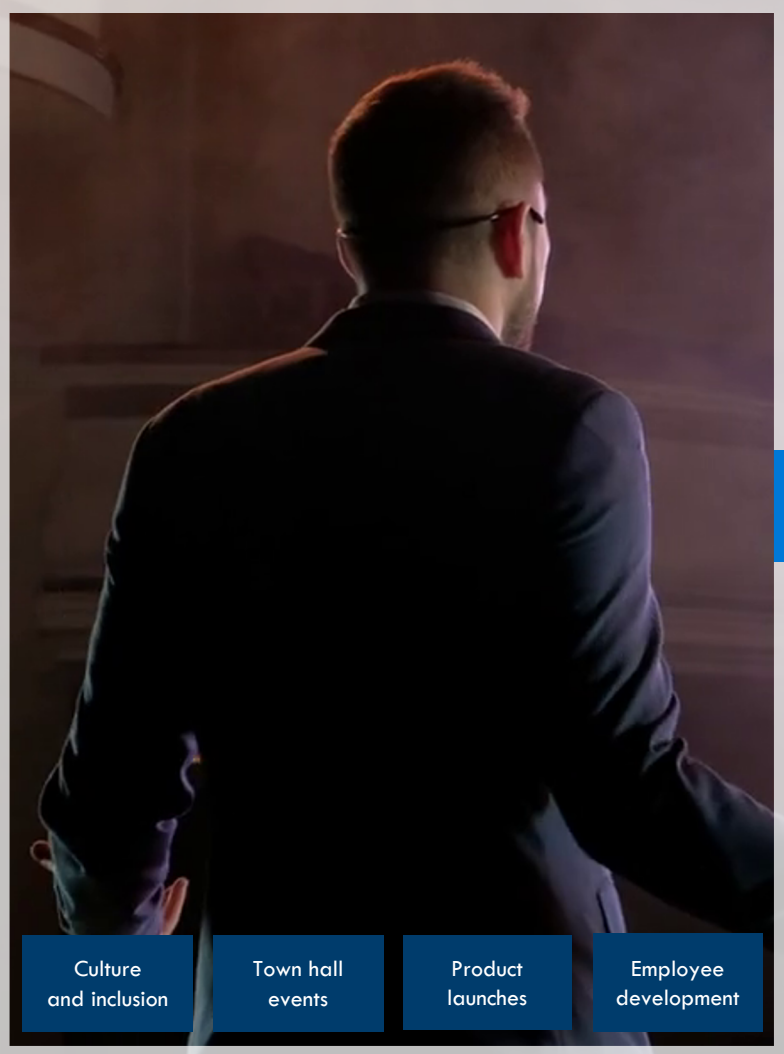
What is a Microsoft Live Event?

Click here to watch video.

KOLLECTIVE SD ECDN



First viewer

WAN Gateway

Enterprise Office

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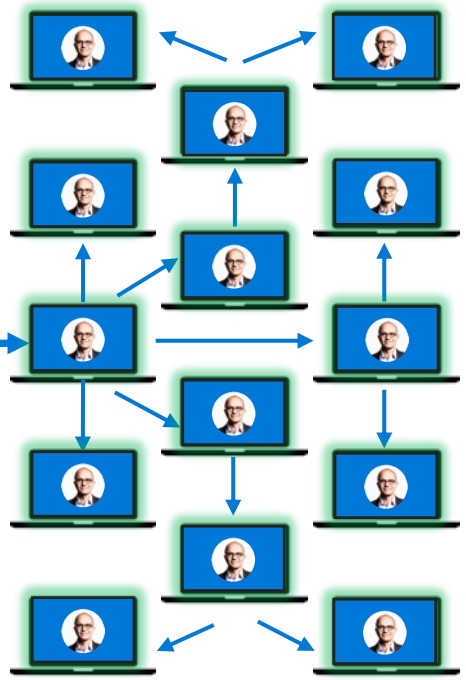


We supercharge the message, the platform, the speaker

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

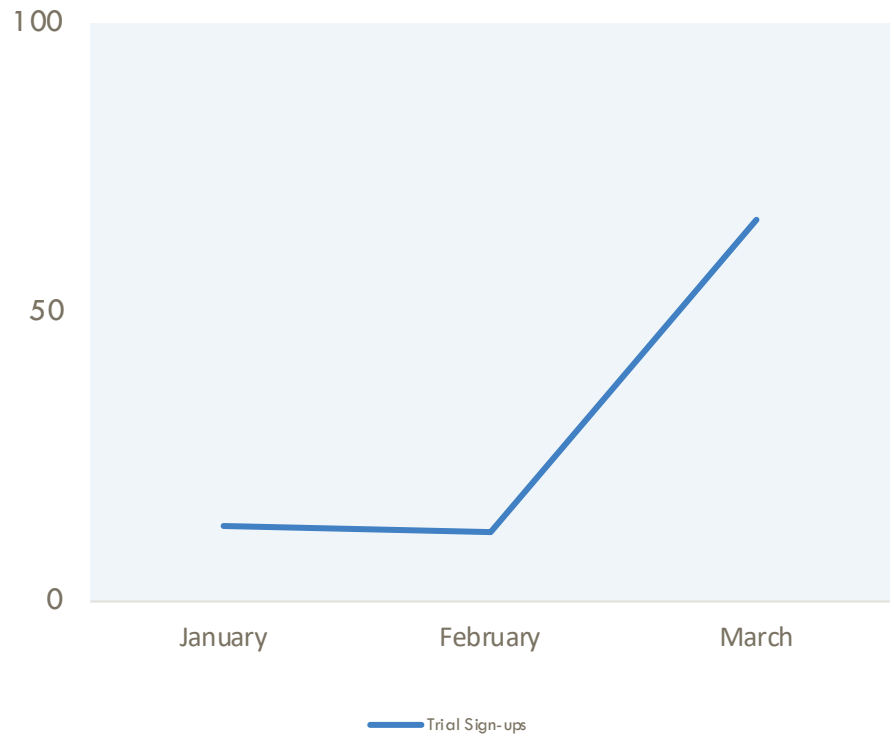
Trends in the current climate

Video communication is more critical than ever

90% of enterprises using Kollective'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

Organizer

Schedules a live event, invites other event team members and the attendees

Producer

As a host of the meeting, ensure attendees have a great viewing experience by controlling media sources sent to the live event

Presenter

Presents A/V and/or content into the live event, or moderates Q & A

Attendee

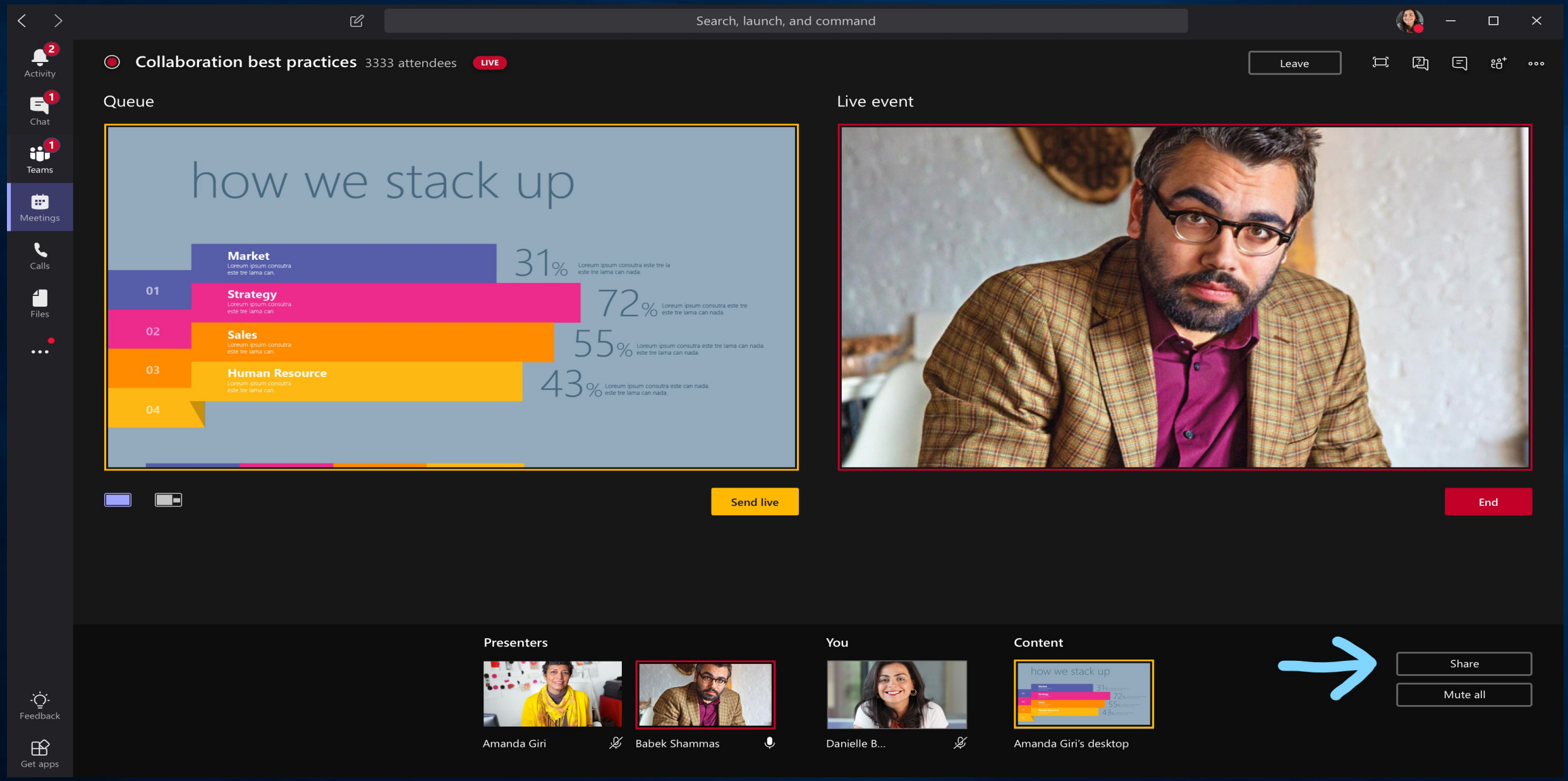
Watch the event live, using DVR controls or on-demand either as anonymous or authenticated users

IT Admin

Administers the live event policies for the tenant / users, setup an eCDN partner, and monitors broadcast usage and quality

Can be the same role

Teams Live Events Producer screen



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?

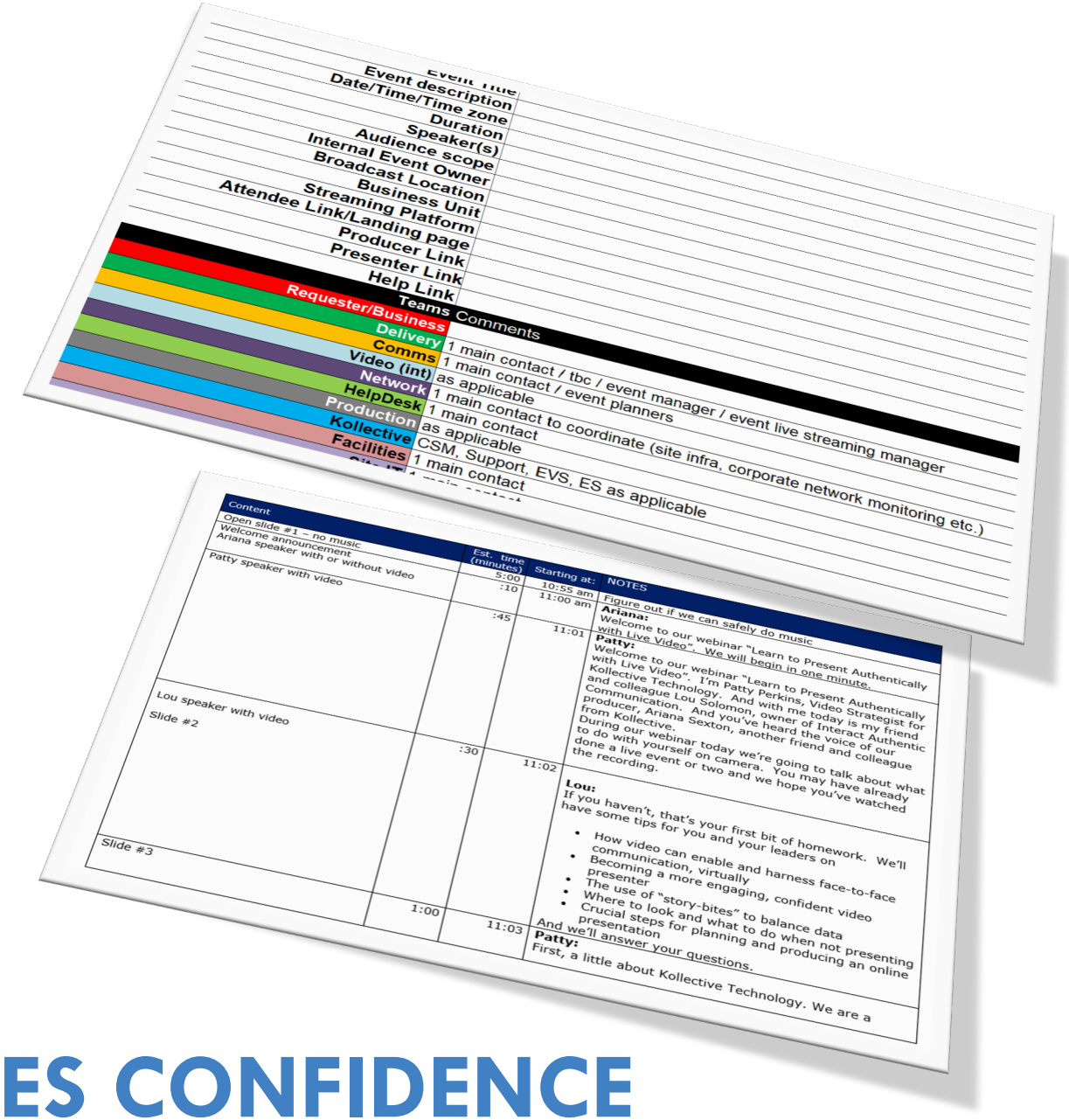
- Producer – content and run of show
- Producer – question moderator
- Producer – managing the platform, making sure we see the right thing at the right time
- Presenters
- Content Owner

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



PRACTICE MAKES CONFIDENCE

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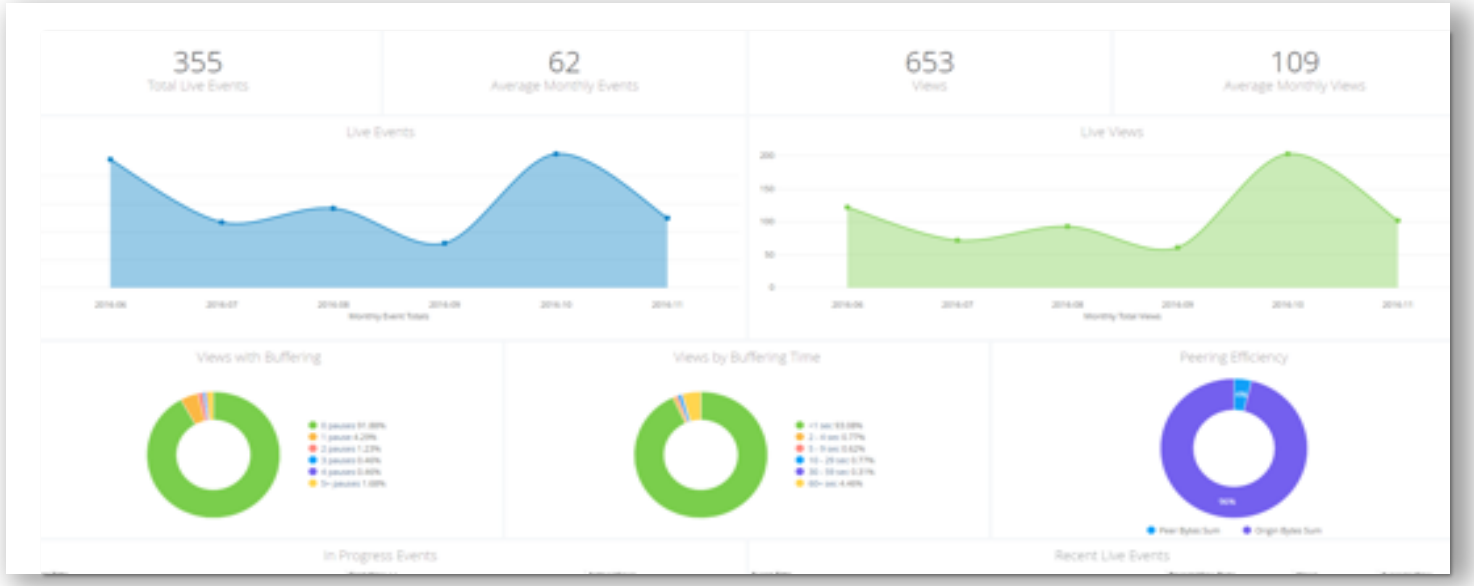
POST-EVENT ANALYSIS

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?



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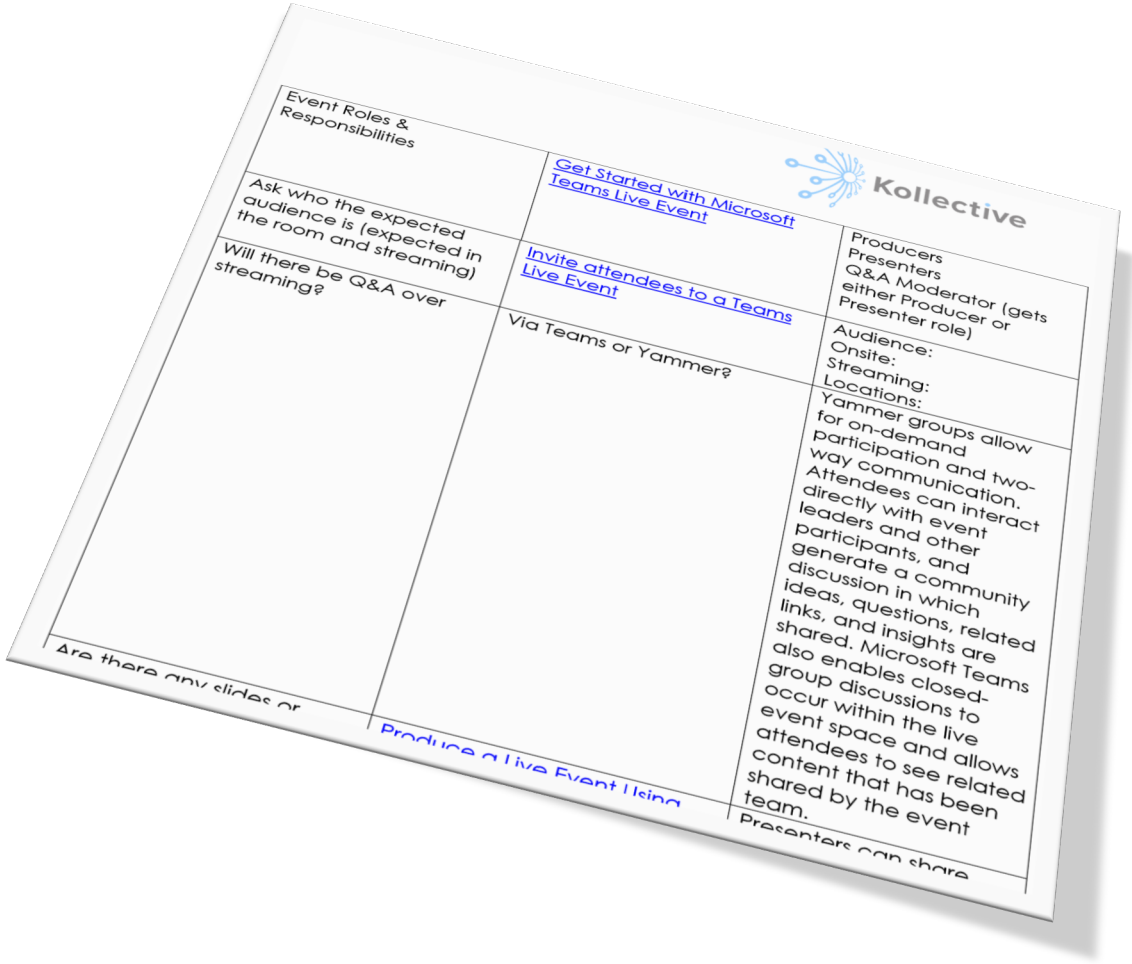
FREE EVENT PLANNING WORKSHOP!

Success in Planning & Execution

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

- A copy of our Kollective Teams Live Event Playbook
- Workshop on Kollective 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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