

BlueJeans Events Best Practices Guide

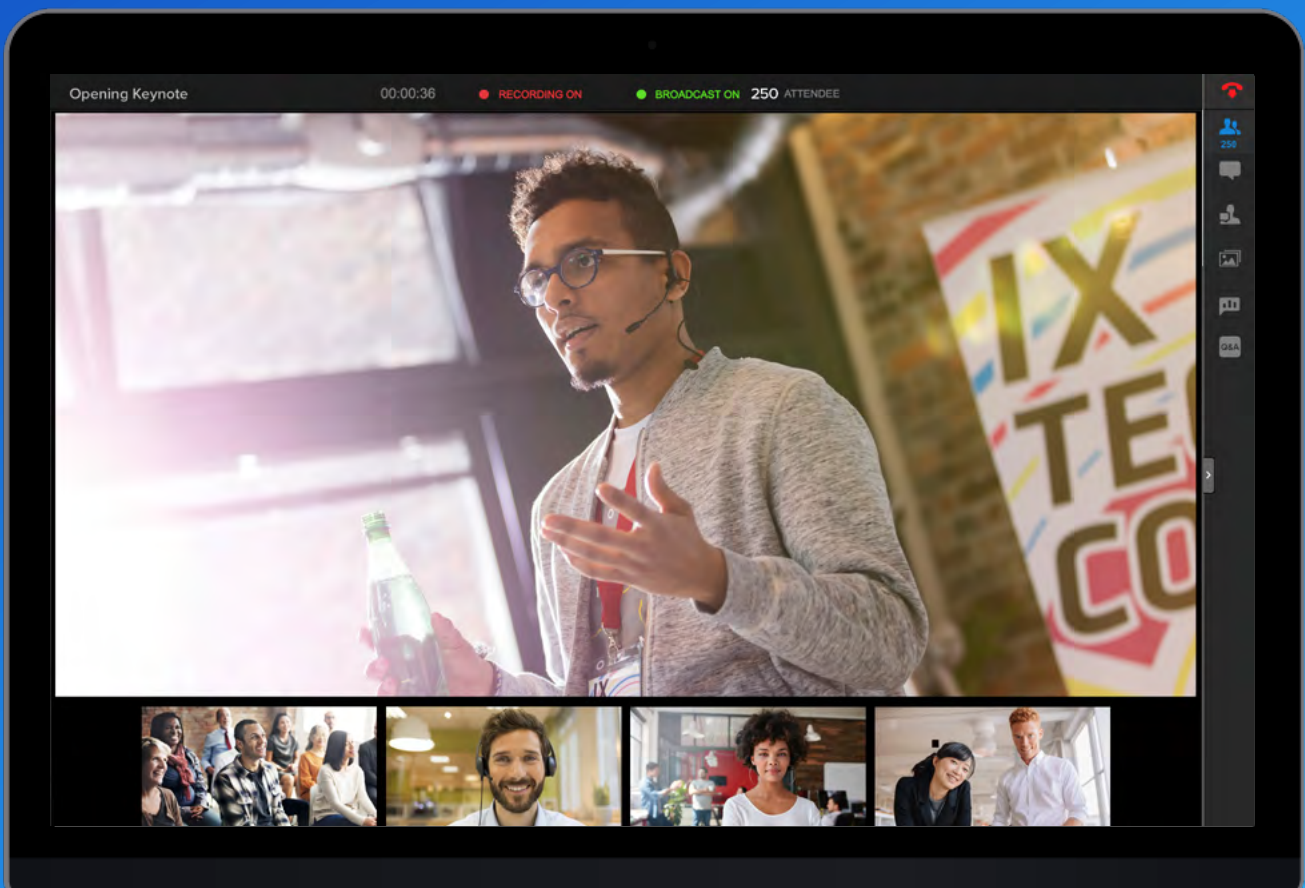
Run Large-Scale Interactive Video Events with Confidence

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Overview

BlueJeans Events is a new kind of online events service that turns your traditional webcast into a fully interactive video event. With easy video and content broadcasting paired with audience video participation, BlueJeans Events introduces new capabilities that may be unfamiliar at first. While intended to be self-service, there are a wide range of best practices to ensure your next BlueJeans Events event goes off without a hitch. This document will tell you everything you need to know!

Before the Event

- **Don't skimp on planning.** Often, online events are thrown together last-minute, but this is a recipe for disaster. Treat your BlueJeans Events event with the same level of care as you would an in-person event. A well attended, seamless, high-quality online event requires advance preparation.
- **Do the leg work:** Plan your speakers and content well in advance, and ensure they understand the meeting event's purpose so they can develop content that is relevant for the audience. Also, reserve conference rooms ahead of time to make sure speakers have a professional, quiet environment available on the day of the event.
- **Prep your speakers:** Provide speakers with an agenda several days before the event so they know when they're scheduled to speak and what other topics will be covered. Also, ensure that their slides are prepared in advance and that the order of their presentation makes sense in the context of the event.
- **Let them be heard:** Ensure all of your speakers have access to a reliable Internet connection. A hard-wired connection is always preferred over Wi-Fi.
- **Designate multiple moderators:** The person speaking should not be tasked with moderating as well. Slides will fill up the screen, blocking the controls. Events with more than 100 people often require two moderators to keep up with all the action. The moderators will be

Want help from an expert?

BlueJeans offers Event Assist services that can help with setup, testing and moderating. To learn more and schedule an Event Assist, visit bluejeans.com/support/event-assist-service.

responsible for muting/unmuting speakers, pushing the optimal video layout at the right time, promoting attendees, responding to Q&A and more. They should have enough knowledge of the BlueJeans Events platform to respond to basic participant questions during the call, and sufficient topic knowledge to help identify good questions for the Q&A portion.

- **Test it first:** Host a practice event beforehand to make sure everything works as it should, and give the speakers an opportunity to practice. They'll appreciate it, and it will help them work out any dull moments or kinks in their presentations. Make sure the moderators get comfortable with all of the controls at their disposal, especially attendee promotion and muting/unmuting. It may help to have BlueJeans Events product training before the official dry run.

Did You Know?

To attend a BlueJeans Event, all that's needed is a web browser. You can easily include people inside and outside your organization — no downloads, no hassle.

- **Invite the right people:** This is key. You don't want a bored, unengaged audience. There's nothing worse than speaking to people who don't care. Make sure you have the right group of attendees — folks that will benefit from or can contribute to the event content and agenda.
- **Remind them to come:** Send at least one reminder email to registrants about 24 hours before the event. You can also send a second reminder two or three hours prior. Be sure to include instructions for joining the web and audio portion of the event in your reminder.
- **Record the event:** You'll want to capture all this good banter for repurposing content. But what if you forget to press record? BlueJeans Events offers an auto-record preset on the scheduling page (Advanced Event Options) so you don't need to remember later. Recording starts once broadcasting begins.

- **Set up "Mute on Entry":** There are three groups of people involved in your event: the moderators, the speakers and the attendees. Attendees aren't active participants initially, and you don't want new participants to disrupt the event. When an attendee wants to talk, they can raise their hand to become a presenter. The moderator can choose to promote the attendee to presenter so they can ask the question face-to-face, versus simply typing it into the Q&A feed. Mute on entry is a BlueJeans Events feature (Scheduling > Advanced Event Options) that ensures new presenters start on mute to allow moderators to decide when the time is right to unmute them.
- **Be early:** Join the event 30 minutes prior to start time to review the game plan, test and resolve any technical issues, and answer any last-minute questions. In this way, you'll minimize risk of user error or frantic troubleshooting that can delay the event. Also, print out a copy of the presentation as a backup.
- **Eliminate surprises:** Don't be taken by surprise on the day of the live event! Clearly communicate the game plan to the moderator and speakers. Send out clear, step-by-step instructions on how to join the event to ensure that presenters who are not familiar with BlueJeans Events won't have trouble joining the rehearsal or live event.

Less than 15% of webcasts use video. It's a great way to encourage participation, keep attendees interested and set yourself apart.

During the Event

Once the event starts, your job doesn't end! In fact, some of the most important behind-the-scenes stuff happens now. Here's what you should be doing:

- **Look good:** Ensure your speakers are situated in a professional environment, such as a video conference room or boardroom. They should avoid wearing busy patterns — plaids, checks, or small stripes — on camera. Also, dark or ultrabright colored clothes could wash out their complexion on camera, so stick with warm, neutral-colored clothing.
- **Sound good:** If in a conference room, put a Do Not Disturb sign on the door, and consider turning off air or heating systems that could create background noise the audience will hear. Presenters using their laptops should wear headsets.
- **Brief attendees on BlueJeans Events features:** Spend the first 30 seconds or so describing the 'Go Live' capability of BlueJeans Events. Additionally, describe the interface options, where to post questions, and where to raise a hand. Describing these capabilities up front reduces the chance of wasting time during the event to explain them.
- **Use Moderator Chat for technical issues:** Make sure your audience knows the difference between Moderator Chat (direct between one participant and the moderator) and Event Chat (visible to everyone). Any technical difficulties should be directed to the Moderator chat, while questions relevant to the discussion should be entered in Event Chat.
- **Screen before promoting:** When attendees 'Go Live,' they can be seen and heard by everyone in the event; leverage Moderator Chat to make sure they have a good question.
- **Promoting without disruption:** When promoting attendees to presenter, make sure to mute their video and audio initially, and create a queue of people ready to go live. Then unmute them when it's time for them to speak. When they're done, it may make sense to demote them back to the attendee role. If you don't, they will be able to see and hear any conversations between scheduled speakers and moderators after broadcasting is turned off.
- **Keep it interesting:** Use the various video layout options according to the situation, to keep the presentation engaging and improve the experience for everyone. Toggle between showing one person, a few people or all presenters (up to nine at once) to keep the visuals interesting. The best option depends on whether one person is speaking or a collaborative discussion is taking place; generally, you don't want to show people who aren't "on stage," so they can relax until it's their turn.
- **Seed questions:** Nothing's worse than crickets when you ask if there are questions. Leave between five and 20 minutes for Q&A and begin with a seeded, relevant question, in case the questions are slow to come in. During video events, there's typically a 10–15 second delay between what's being broadcast and the people viewing it on their screens; having questions queued up eliminates dead air. Have two questions, just to be safe.

Did You Know?

To help you keep the attention of your attendees, BlueJeans Events 'Go Live' feature enables them to appear on video and become presenters during the event. The feature encourages instant participation, creates depth and variety in your event, and makes attendees feel more a part of the discussion.

After the Event

Your job's not quite done. You still need to debrief, follow-up and wrap-up. Here's what's involved:

- **Debrief with the speakers:** There's always room for improvement. When the broadcast is over, debrief with your moderators and speakers about how the event went and what can be improved.
- **Share the wealth:** You recorded it, right? BlueJeans Events enables people inside and outside of your organization to click and view the event on-demand. This makes it easy to share the content with the right people and maximize its value.

KEY TAKE-AWAYS

- There are three groups of people involved in interactive video events: Presenters (speakers), Moderators, and Attendees (audience). All groups are EQUALLY important.
- Plan ahead — digital events take preparation. Don't leave everything until the last minute. Make sure you have a clear agenda and purpose and that what's on screen is worth watching.
- Leverage BlueJeans Events features to make your event engaging — put all speakers on video to facilitate a better experience and enable participants to 'Go Live' and become part of the conversation.
- Make sure to record so you can share the content after the event.
- Do a post-event follow-up with moderators and speakers to understand what went right or wrong and plan for future events.

