



BUYER'S GUIDE TO

All-Hands Broadcast Technology

Five critical considerations for evaluating
a streaming platform

BlueJeans

Elevate Your All-Hands Experience

If you're looking to transform your next company all-hands meeting into an engaging, interactive event, this guide is for you. Over the next few pages, you will learn about the latest all-hands and events technology, how it aligns with your infrastructure, and how these solutions improve employee engagement, enhance executive communication, and increase organizational productivity. When it comes to choosing a new all-hands solution, this guide includes everything you need to make an informed decision.

Driving Employee Engagement in the Digital Era

According to a recent study by Forbes*, 32% of employee loyalty is the result of trust in the management team. Because trust depends on the transparent exchange of information, employees need more effective methods for asking questions and engaging with senior team members. When employees hold leadership accountable, trust expands across the organization and engagement can increase worldwide.

In today's digital world, consumers relish the opportunity to use digital communications to participate in an ongoing dialogue with their favorite brands. Similarly, employees expect the same types of opportunities to engage with their employer. This is especially critical for large organizations that struggle to unify their regionally dispersed teams.

This dynamic presents the perfect opportunity to create a stronger sense of community and, more specifically, a business case for implementing a genuinely interactive, all-hands meeting experience that is a game changer for employee engagement and, ultimately, a critical driver of productivity.

What's an All-Hands Meeting?

All-hands meetings, sometimes called town halls, are recurring company-wide gatherings where employees have the opportunity to see, hear, and interact with their CEO and other corporate leaders. An all-hands meeting provides an open forum to communicate strategic vision, deliver business updates, celebrate milestones, and respond to real-time questions from employees.

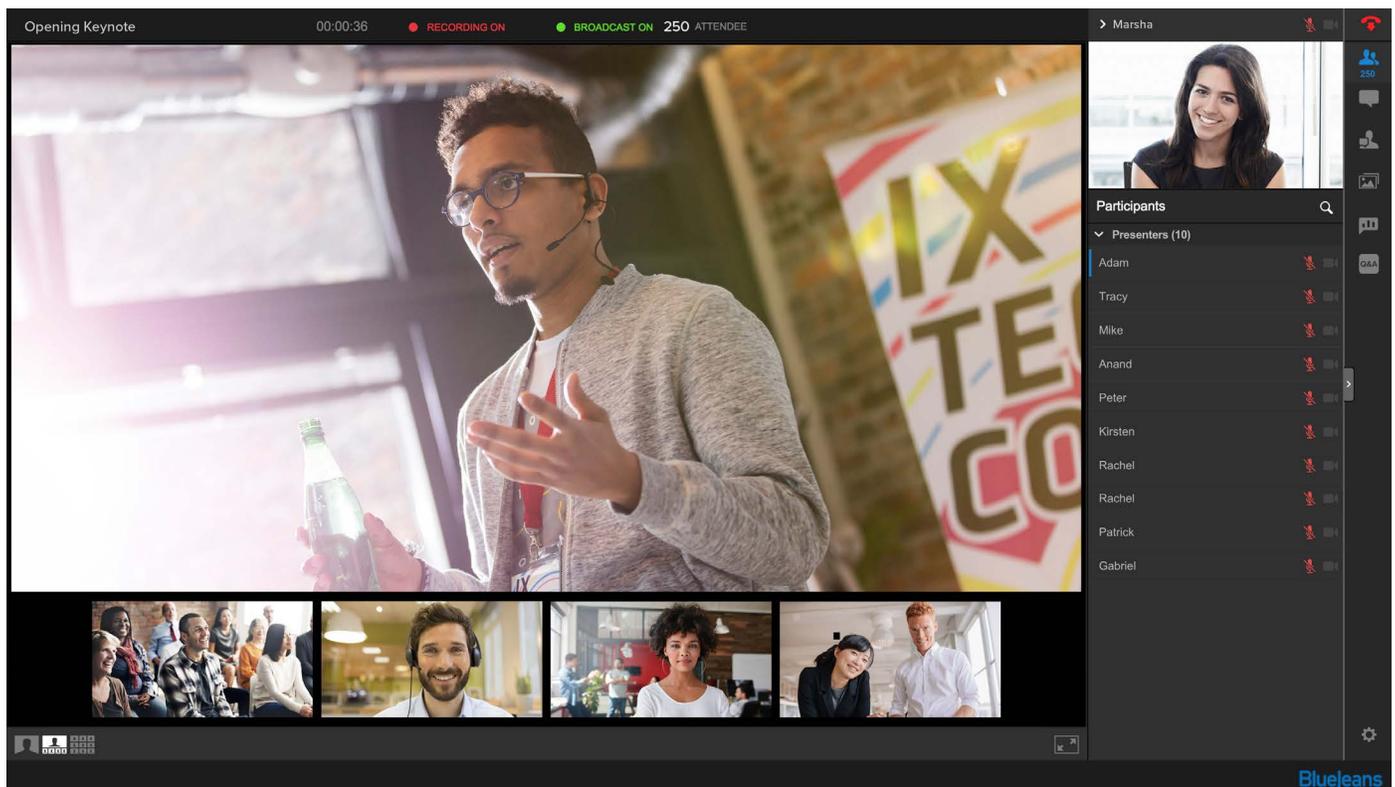
*[Research Shows The Quickest Way To Build Trust With Your Employees](#), Mark Murphy, Forbes.com, June 17, 2018.

All-hands meetings improve company culture and help strengthen employees' purpose within the organization. These meetings help people, who may not work together on a daily basis, foster a greater sense of togetherness on both a personal and professional level. For CEOs and corporate leaders, all-hands meetings provide the most important platform to share their vision, build trust, and align employees with business strategy. When done right, all-hands meetings are vital for bringing as many employees and stakeholders together in "one place" at the same time.

As the number of dispersed office locations as well as remote employees increase, there's demand for more inclusive and engaging all-hands meetings that allow employees to actively participate with ease. This

requires technology that allows corporate leaders to see their employees and gives employees much-desired face time with the CEO. To this end, enterprises are always looking for new ways to grow the all-hands experience to improve transparency and engagement.

Technological innovations have unleashed an entirely new set of capabilities for transforming all-hands meetings from traditional in-person, auditorium-based events to real-time, multi-location ones. These large meetings are typically facilitated by basic audio, web, and video conferencing services to create a virtual, enterprise-wide experience. That said, even organizations that have adopted this approach still struggle with several key issues that compromise the success of their all-hands meetings.



Four Key Challenges with All-Hands Technology

Limited Participation

When organizations deploy basic audio and web conferencing services for their all-hands meetings, they often serve as a one-way platform for executives to communicate a message or present some content to the organization, but fail to provide a sufficient mechanism for the leadership team to engage with employees using a more interactive approach.

Cost Prohibitive

For organizations wanting to leverage live video to broadcast their all-hands meetings, the production costs have historically been significant. To manage a successful event, organizations were required to hire production teams to come on-site with expensive video equipment and specialized live streaming tools to share the feed with employees.

Poor Connectivity

The nature of virtual all-hands meetings requires large numbers of employees to join the meeting from their desk or a remote location, thereby putting a considerable strain on the network and potentially limiting accessibility to employees who are not present on-site.

Minimal Insights

Basic audio, web, and video conferencing tools may provide administrators with the number of participants that joined the all-hands meeting, but they typically fail to provide value-added insights that truly measure engagement and meeting effectiveness. Without a proper understanding of meeting participation and quality, it's challenging to continuously improve the experience.

Gradually, organizations have made progress when it comes to digitizing their all-hands meetings, but there's room for improvement. Those seeking a higher impact experience should explore interactive livestreaming solutions that bolster engagement, while creating an experience that ensures optimal meeting quality for everyone.

Best-in-Class All-Hands Meetings: Interactive Livestreaming

Today's enterprise-grade, interactive livestreaming solutions provide more functionality with a higher degree of agility and reliability. Built for superior

interactivity, these tools and services are more dynamic, easy to use, provide comprehensive event management, user analytics, and are much less expensive than their predecessors. As forward-thinking companies put more of a premium on user experience, leveraging modern interactive livestreaming technology for all-hands meetings will keep employees energized, united, and informed. Additionally, this technology gives every employee a voice by encouraging them to ask questions, share insights, and engage with leadership while being seen and heard by the entire organization.



Five Critical Considerations for Evaluating an All-Hands Platform

1. How do I keep my audience's attention during the event?

Live video presentations are a great place to start. If audience members can see the presenters, it immediately creates a face-to-face connection. This is something audio-only events fail to achieve. Rather than a single person speaking from one location off camera, interactive livestreaming provides a platform that supports broadcasts from multiple locations, with multiple, on-camera presenters. Also, interactivity options make a major difference in raising the interest level among attendees. The most effective all-hands meetings provide employees a chance to engage directly with leadership teams and executives. Look for a solution that gives participants the chance to raise their hand and address presenters on camera. Also, chat, polling, and Q&A features encourage an open forum for discussion. All of these participation options humanize executive presenters while opening the door to building a more trustworthy relationship with employees across the organization.

2. Is it easy for attendees and presenters to join the event?

If getting attendees to join the event is a challenge, then the success of the event is in jeopardy from the outset. When evaluating a solution, the join options must be flexible and easy. Ensure that your interactive livestreaming solution offers templated calendar invitations that serve easy join links, without having to copy and paste any passcodes. Equally important is removing the barriers to entry for anyone who clicks

your join link. Look for download-free options, rather than an interactive livestreaming solution that requires attendees to install a desktop app before joining.

3. What devices or endpoints are supported for the event?

Rather than only allowing individuals to join an all-hands meeting from their desk, why not give teams the choice to watch and participate in a group setting? The best all-hands solutions connect attendees and presenters through conference room systems, mobile devices, laptops and desktops. When employees control how they join an all-hands meeting, they're rewarded with the best user experience possible. Specifically, joining from within a conference room with other colleagues elevates the sense of community and promotes a higher engagement level. The same goes for presenters. If speakers appear in a conference room, the team setting immediately makes the event feel conversational and less like they are giving a lecture.

4. What level of control should we have during the interactive livestream?

To ensure high production quality, many enterprise-grade, all-hands solutions include administrator and moderator dashboards to facilitate the event. These tools make a world of difference for event organizers in need of comprehensive management features on the backend while executives present to employees. This is a critical component of any interactive livestreaming solution and is often the reason organizations evaluate new, all-hands technology.

For example, if audio interruptions threw your last town hall into a tailspin, it won't happen again with modernized event controls. Likewise, if local bandwidth limitations are a challenge, top-ranking all-hands solutions include bandwidth management options to ensure high-quality video streaming while avoiding network stress and pixelated images. Your next solution should include the ability to enable/disable speaker audio and video, facilitate presenter-only chat, deliver connection analytics, promote/demote speakers, send event announcements, and more.

5. Can I monitor attendance rates and usage?

The best interactive livestreaming solutions come with built-in event analytics and live service intelligence for administrators. From a centralized dashboard, IT teams have a 360-degree view of attendance, host details, endpoint information, connectivity, overall system health, and a summary of audience feedback.

Modernize Your All-Hands Events

As companies scale, they depend on regular all-hands meetings to virtually connect employees, provide updates on company goals and rally everyone around corporate culture. However, traditional webinars or disjointed all-hands using old audio conferencing tools are often lackluster and fail to deliver the outcomes executive teams expect. Livestreaming large scale events through a modern, interactive events platform increases their impact for all attendees, no matter where they are.

Not every tool is going to be a good fit. Consider trial periods to determine which ones best suit your needs. Getting the right interactive livestreaming technology to support better connectivity and promote engagement with leadership — and the broader organization — is one of the biggest factors for making every attendee feel like they are aligned to the corporate strategy and collectively working together toward the same goal.

BlueJeans Events combines the collaborative features of a meetings platform with the scalability of a broadcast — connecting live speakers with large audiences through an immersive video experience. Confidently host up to 15,000 attendees with download-free, highly interactive livestreaming to and from any endpoint in the world.

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About BlueJeans

The first cloud service to connect desktops, mobile devices, and room systems in one video meeting, BlueJeans makes meetings fast to join and simple to use, so people can work productively where and how they want. It is the meeting solution teams trust to do their best work.

BlueJeans Meetings

Collaborate effectively with video, audio, and web conferencing from anywhere. Instantly join, host, or manage meetings from a conference room, your desk, or a mobile device.

BlueJeans Rooms

Transform any room into an easy-to-use video conference space. Increase workforce collaboration with rooms that require little to no end-user training and provide effortless IT management.

BlueJeans Events

Host and livestream interactive events, town halls, and webinars for large audiences around the world. Engage up to 15,000 attendees with immersive video, Q&A, polling, and moderator controls.

Discover how BlueJeans modernizes meetings and makes your teams more productive.

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