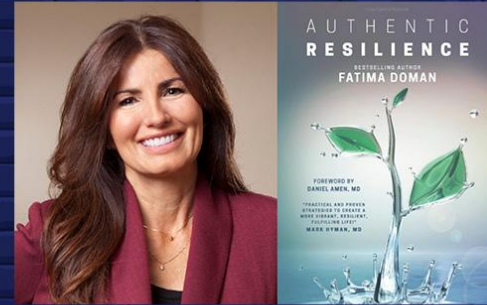
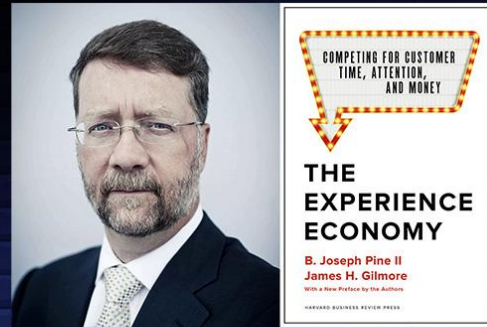


PresenceSummit: Virtual Experience Insider Guide



What is the PresenceSummit?

1. Professional development for video communication
2. Thought leadership forum
3. Full day of education and interactive workshops
4. Online networking community



What's inside this guide?

This guide includes a complete technology workflow that is being used for the **PresenceSummit**.

Understanding the technology behind the PresenceSummit, can enhance your experience and provide a guide for hosting similar events.

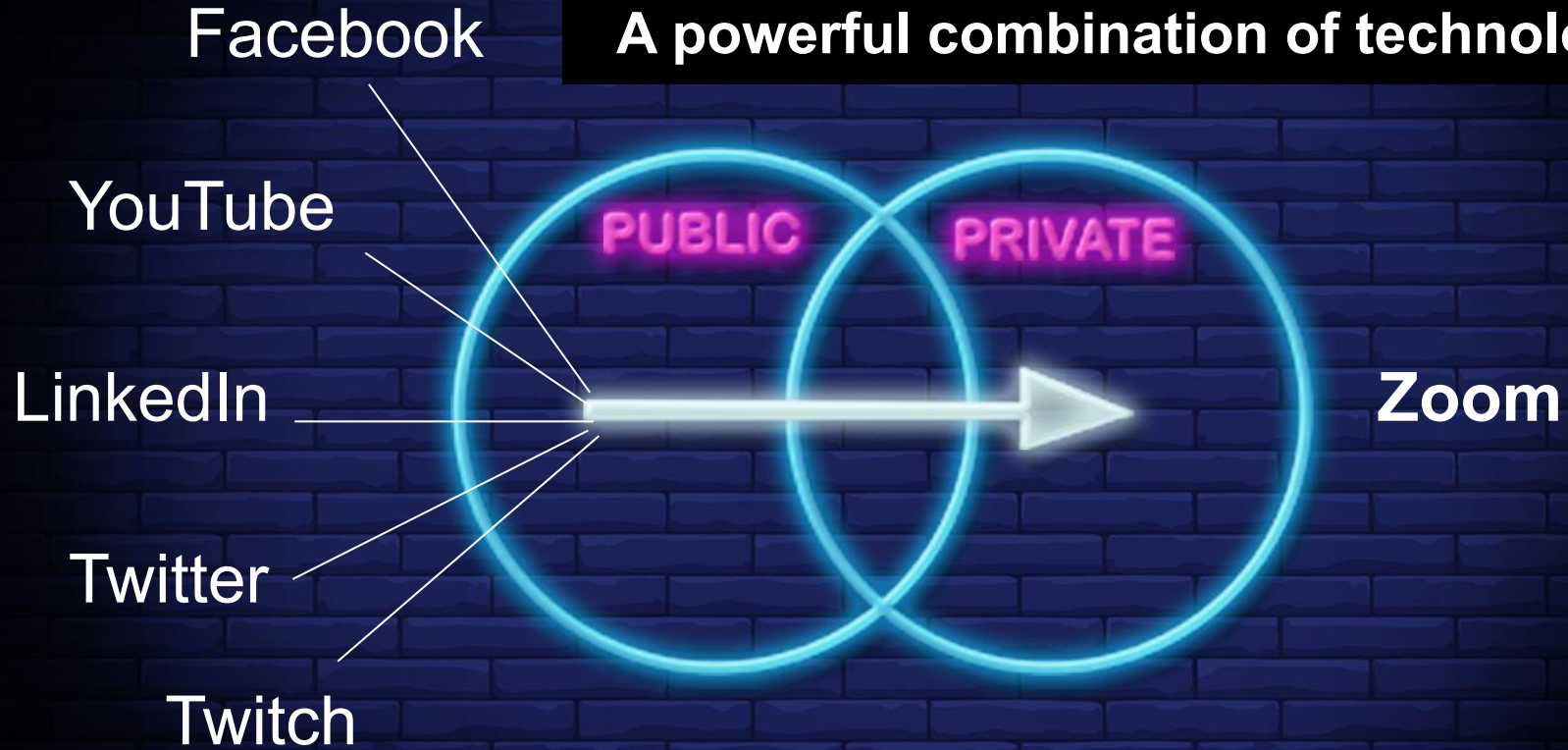


Goals for an Amazing Virtual Event

1. Maximize exposure on social media
2. Create engaging online experiences
3. Provide valuable education
4. Extend event networking possibilities



A powerful combination of technology



Live Stream



Video Conference



Interactivity

Breakout
Sessions

Website:

Schedule
Ticketing

Community:

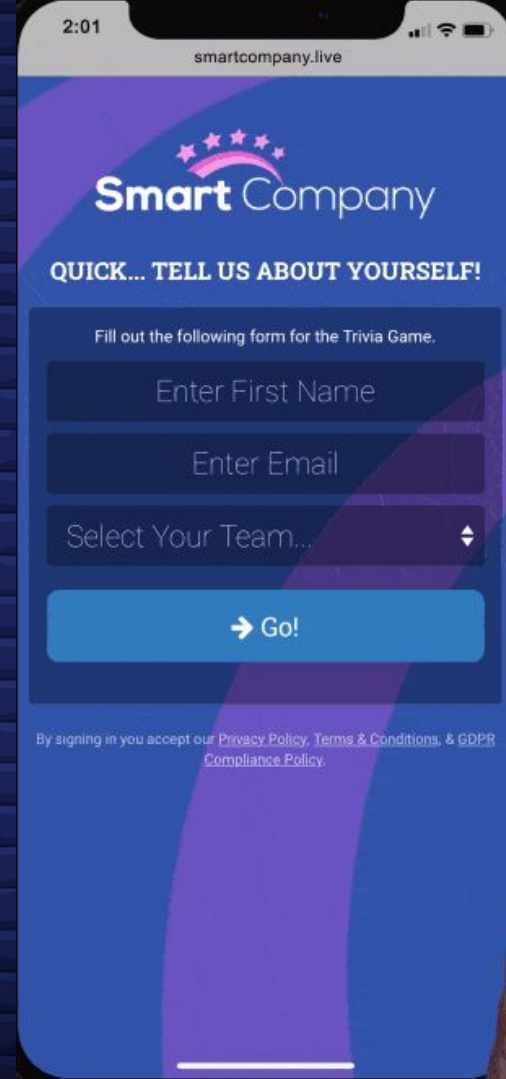
LinkedIn Group
Facebook

Interactive Learning

Interactive learning is provided by Crowdpuurr's audience engagement platform

The Summit is able to:

1. Host trivia questions
2. Share a leaderboard
3. Collect leads
4. Display real-time responses



The image shows a mobile app interface for 'Smart Company'. At the top, the status bar shows the time 2:01 and the URL 'smartcompany.live'. The app header features the 'Smart Company' logo with a pink starburst graphic. Below the header, a section titled 'QUICK... TELL US ABOUT YOURSELF!' contains a form for a trivia game. The form includes three input fields: 'Enter First Name', 'Enter Email', and 'Select Your Team...' with a dropdown arrow. A blue 'Go!' button with a right arrow is positioned below the form. At the bottom, a small text line states: 'By signing in you accept our [Privacy Policy](#), [Terms & Conditions](#), & [GDPR Compliance Policy](#)'.

An Engaging Host

Key to any virtual events success is an engaging host.

Our host will be:

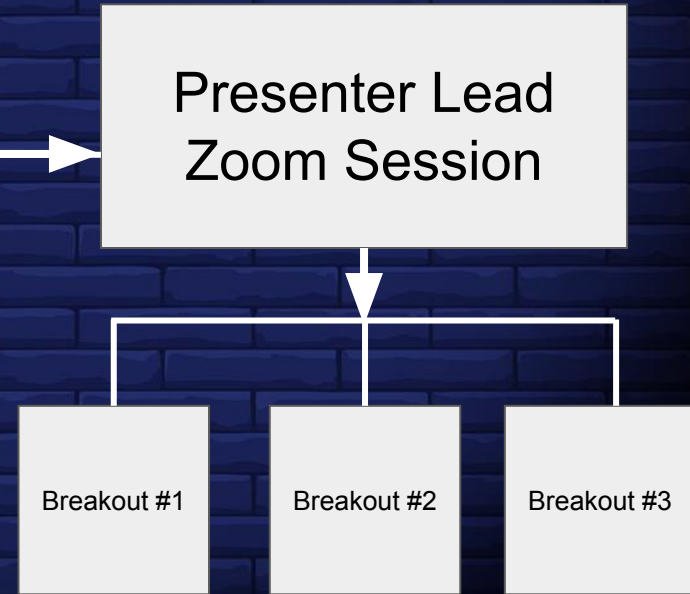
1. Presented in a professional studio
2. Connected to social media for engagement
3. Prepared to introduce guests and commentate on ongoing interactive elements



Livestream Track



Professional Development Track

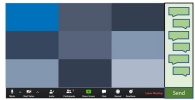


Using Zoom for a Virtual Event

Open Zoom Rooms

Open Space Collaboration

Moderated Group Collaboration



Zoom Room 1



Zoom Room 2



Zoom Room 3

Dedicated Room Discussions

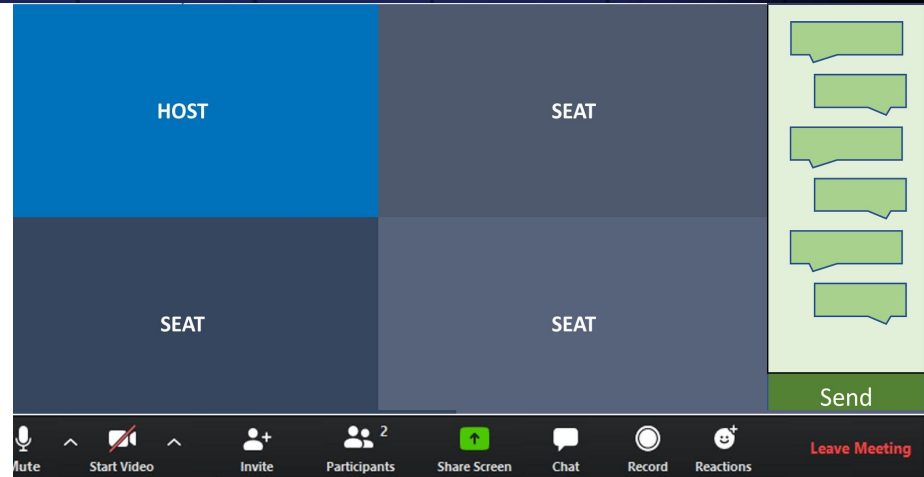


Social Butterfly



Busy Bee

Small Group Breakouts



Small Break Out Sessions (Presenter Lead)

HOST

SEAT

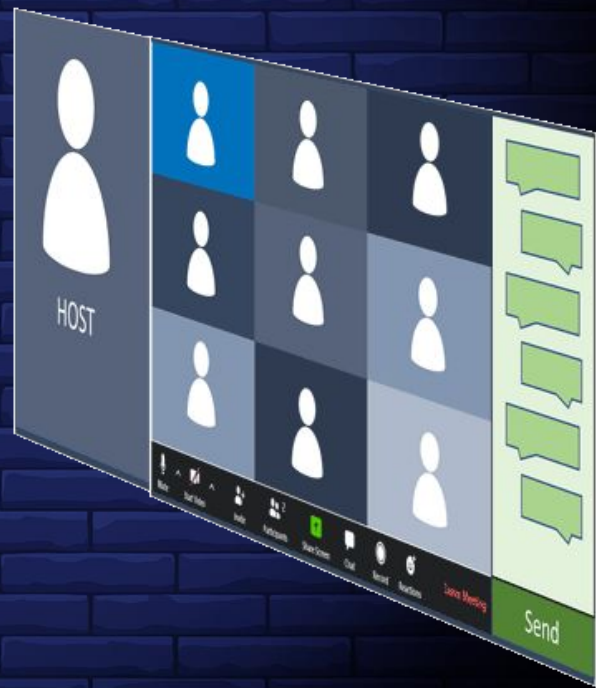
SEAT

SEAT

Send

Mute Start Video Invite Participants 2 Share Screen Chat Record Reactions Leave Meeting

Combining the Live Stream & Zoom Meetings



Capture Remote Guests for Live Production:

Video Conference Software:

zoom



CAPTURE

Video Production Software:



vMix



Wirecast



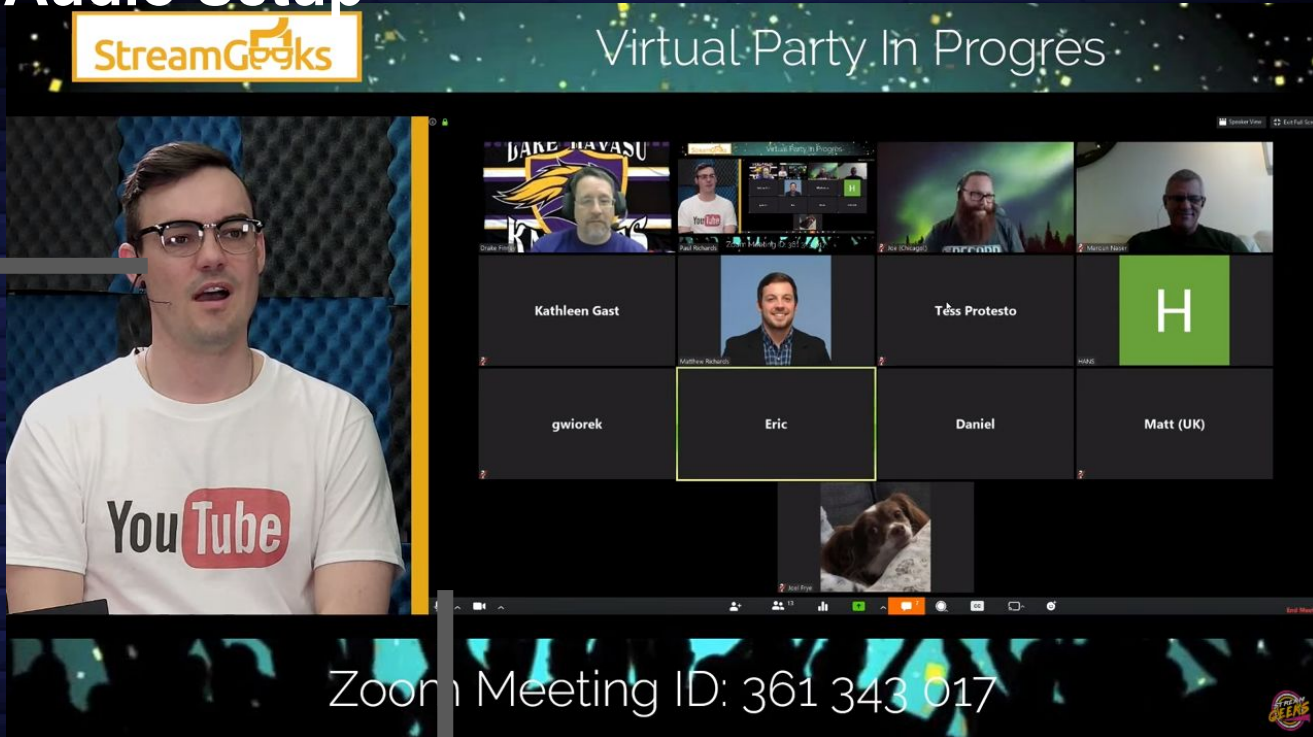
XSplit

YouTube



LIVE

Simple Audio Setup



Host can hear audio from Zoom conference and interact with meeting participants

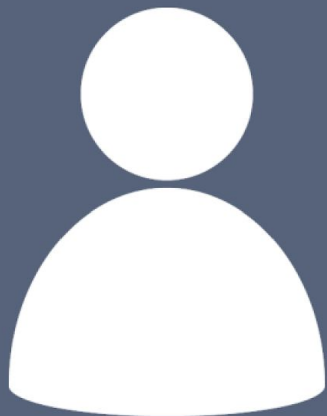
Audio Setup Options

1. Bluetooth headset (connected to computer)
2. Wireless in-ear microphone system
3. Could be totally separate or the same as streaming system

Consistent Branded Presentation Style



Presence2020



HOST

PRESENTATION

Zoom Meetings are
password protected!

ZOOM MEETING ID

Presence2020



HOST



CO-HOST

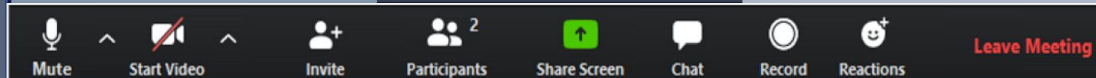
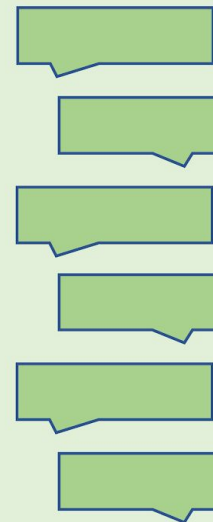
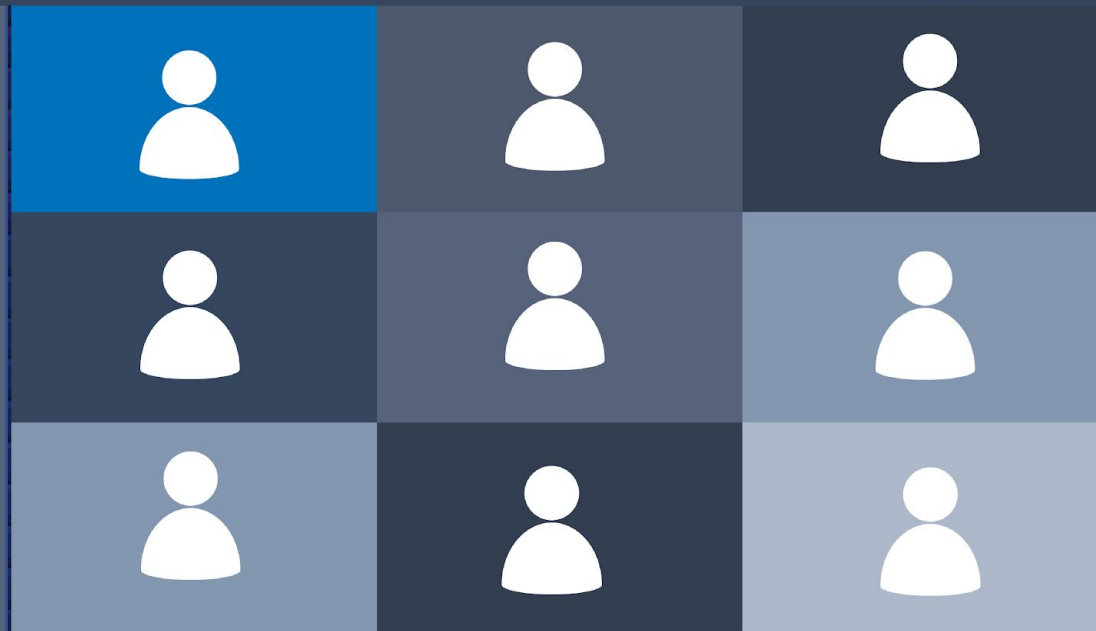
PRESENTATION

ZOOM MEETING ID

Presence2020



HOST

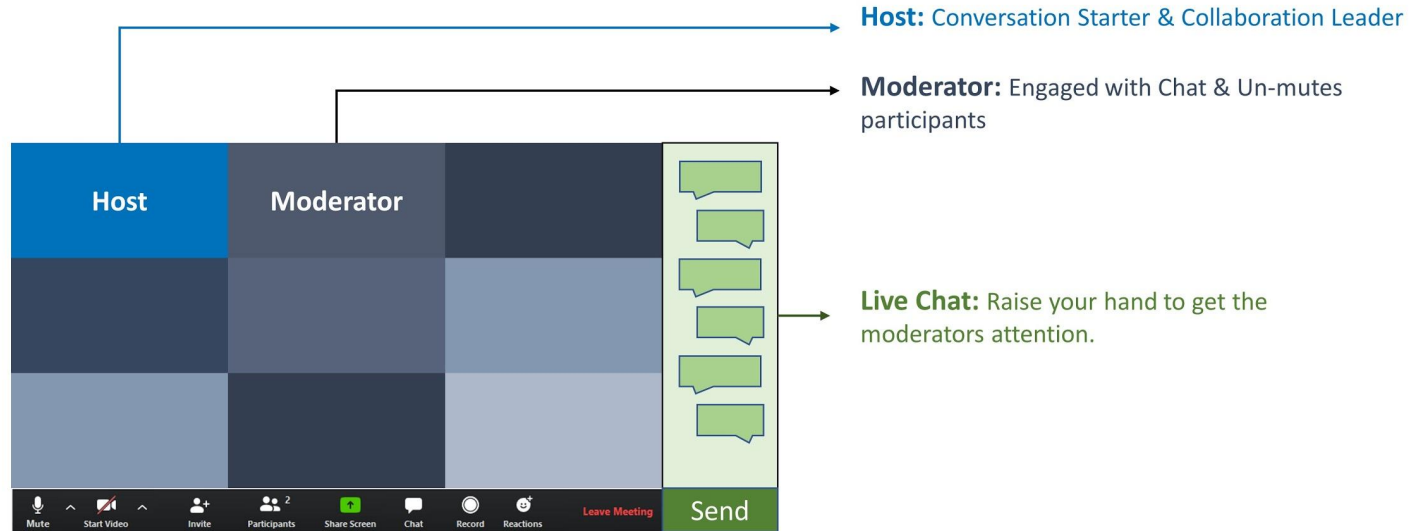


Leave Meeting

Send

ZOOM MEETING ID

Zoom Breakout Room Design



Open Space Collaboration Design

Moderated Group Collaboration



Zoom Room 1



Zoom Room 2



Zoom Room 3

Dedicated Room Discussions

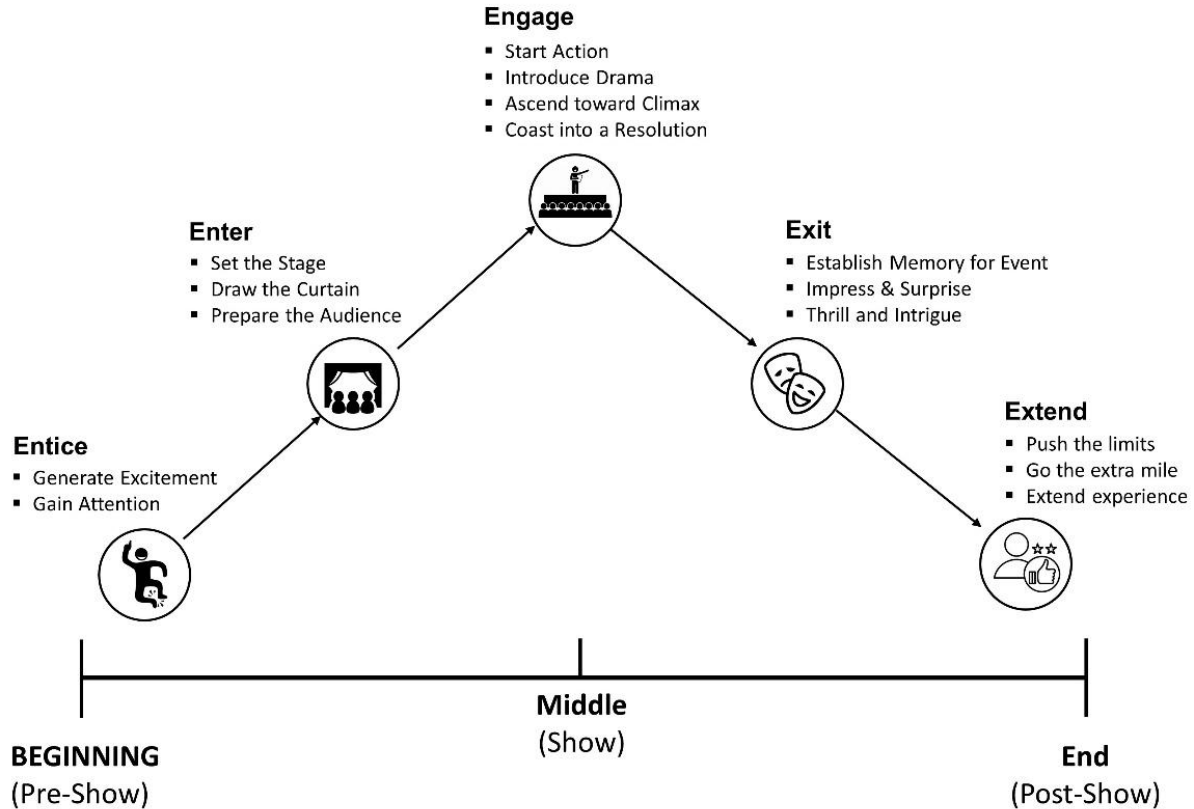


Social Butterfly

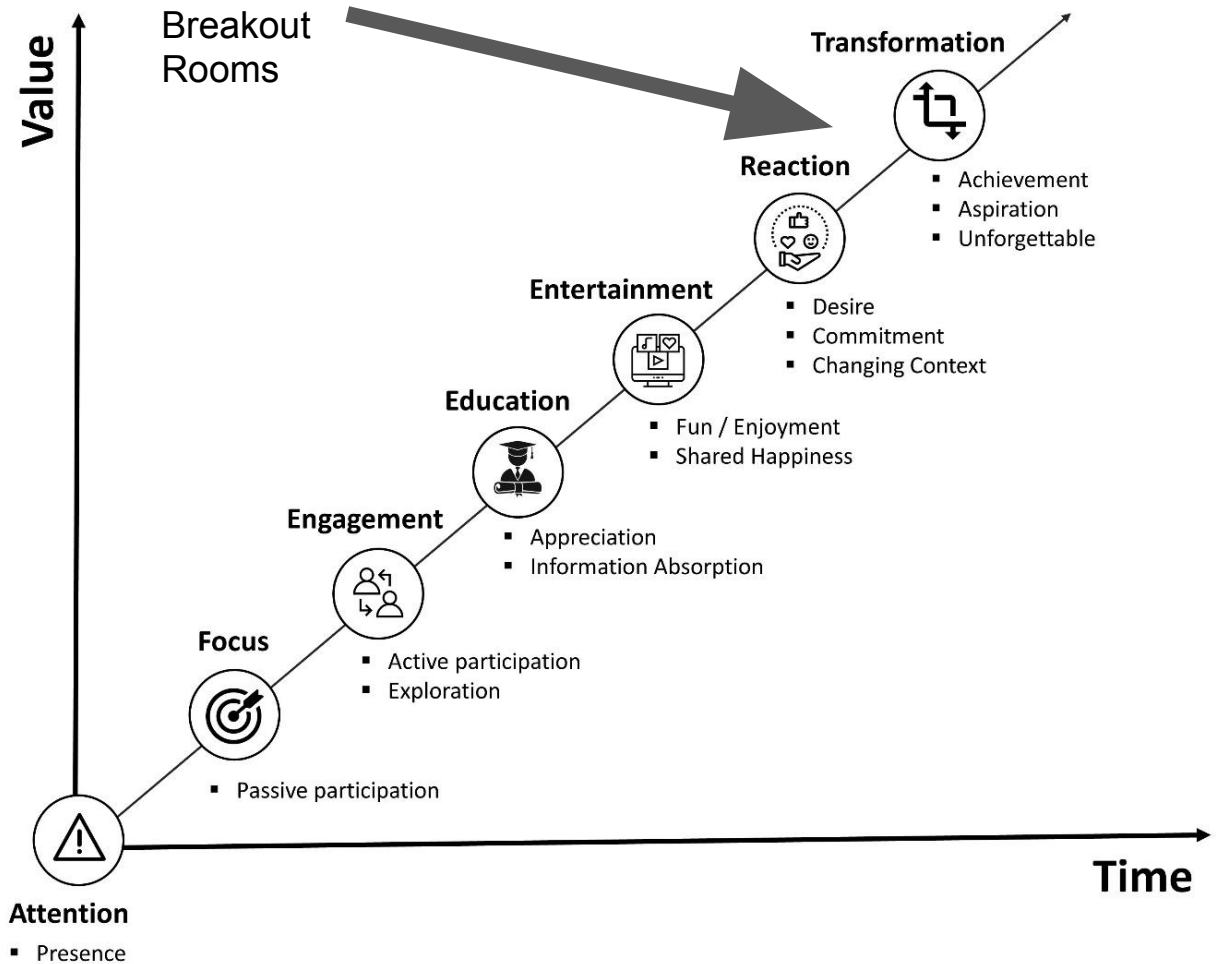


Busy Bee

DESIGNING YOUR EXPERIENCE



VALUE EXPERIENCE DIAGRAM



What is a Zoom Breakout Room?




Breakout Rooms must be enabled to appear

Breakout room

Allow host to split meeting participants into separate, smaller rooms



☒ Allow host to assign participants to breakout rooms when scheduling 



Mute



Stop Video



Security



Manage Participants



Polls



Chat



Share Screen



Record



Closed Captions



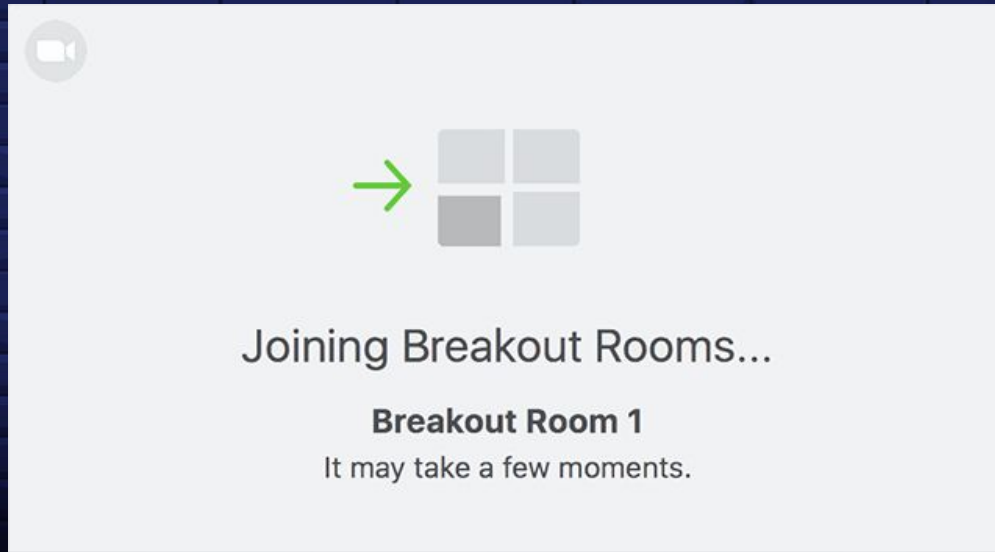
Breakout Rooms



Reactions

End Meeting

This screen will come up as you switch between rooms



The meeting host will see this button



Open
Breakout
Rooms

Managing Breakout Rooms

Assign 1 participants into Rooms:

☒ Automatically ☐ Manually

1 participants per room

Create Rooms

▼ Breakout Room 11

Eren Yaeger

→ Move to

Breakout Room 21

▼ Breakout Room 21

Jack Barker

▼ Breakout Room 11

Eren Yaeger

→ Move to

↔ Exchange

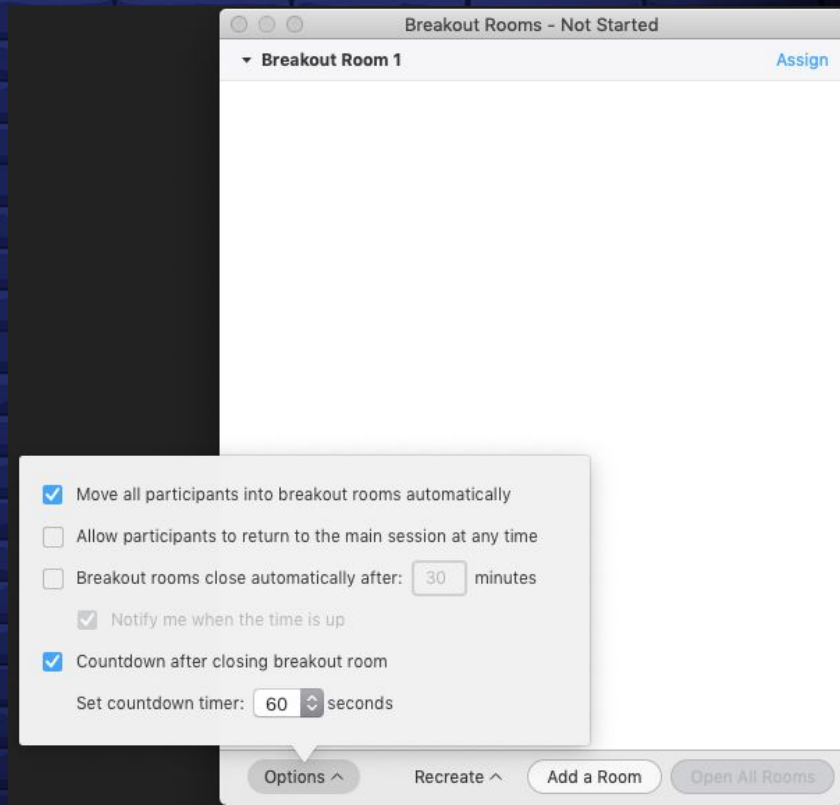
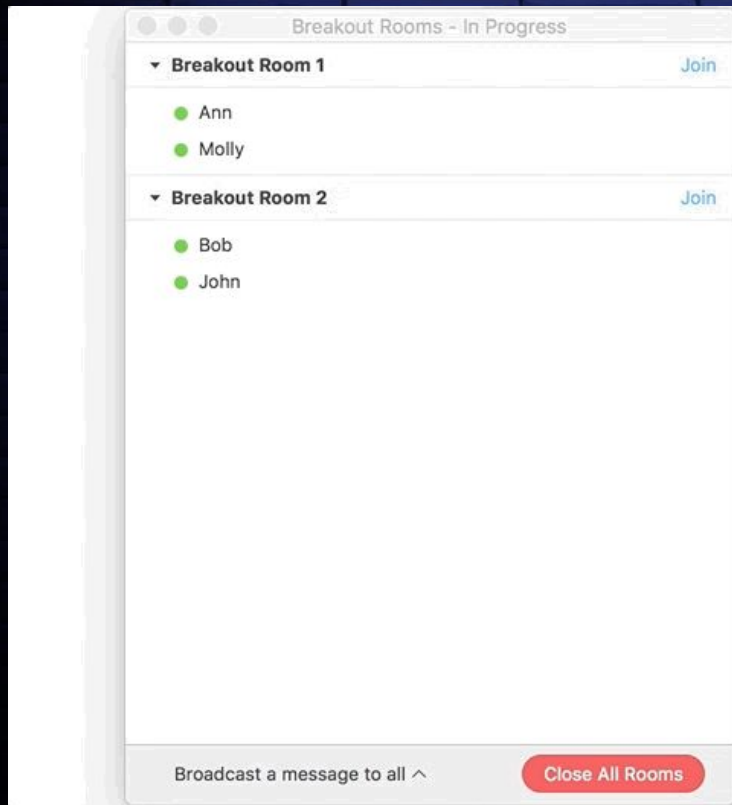
Breakout Room 21

Jack Barker

▼ Breakout Room 21

Jack Barker

Zoom Breakout Room Communications



Breakout Room Participants

▼ Breakout Room 1

Eren Yaeger

▼ Breakout Room 2

Jack Barker

Join

Join

Broadcast a message to all ^

Close All Rooms



Eren Yaeger in Breakout Room 1 asked for help.

Join Breakout Room

Later

From Molly Parker to everyone: We will be returning to the main room in 5 minutes.

| Number of breakout rooms | Maximum number of participants in the main meeting* | Number of Participants inside each breakout room |
|--------------------------|---|--|
| 20 breakout rooms | Up to 500 participants | 25 |
| 30 breakout rooms | Up to 400 participants | 13 |
| 50 breakout rooms | Up to 200 participants | 4 |

Ideas for Breakout Sessions

Icebreaker Questions:

1. Do you love working from home or would you rather be in the office? Is there a balance of both that you like best?
2. What's the hardest part about working virtually for you? The easiest?
3. Do you have a dedicated office space at home?
4. Show us your office space!
5. Where do you work most frequently from at home? Your office? Your kitchen table? The backyard? Your bed?
6. Be honest, how often do you work from bed?
7. What did you eat for breakfast?
8. What does your morning routine look like when working from home?
9. What's your number one tip for combating distractions when working from home?

Credit: <https://museumhack.com/list-icebreakers-questions/#virtual>

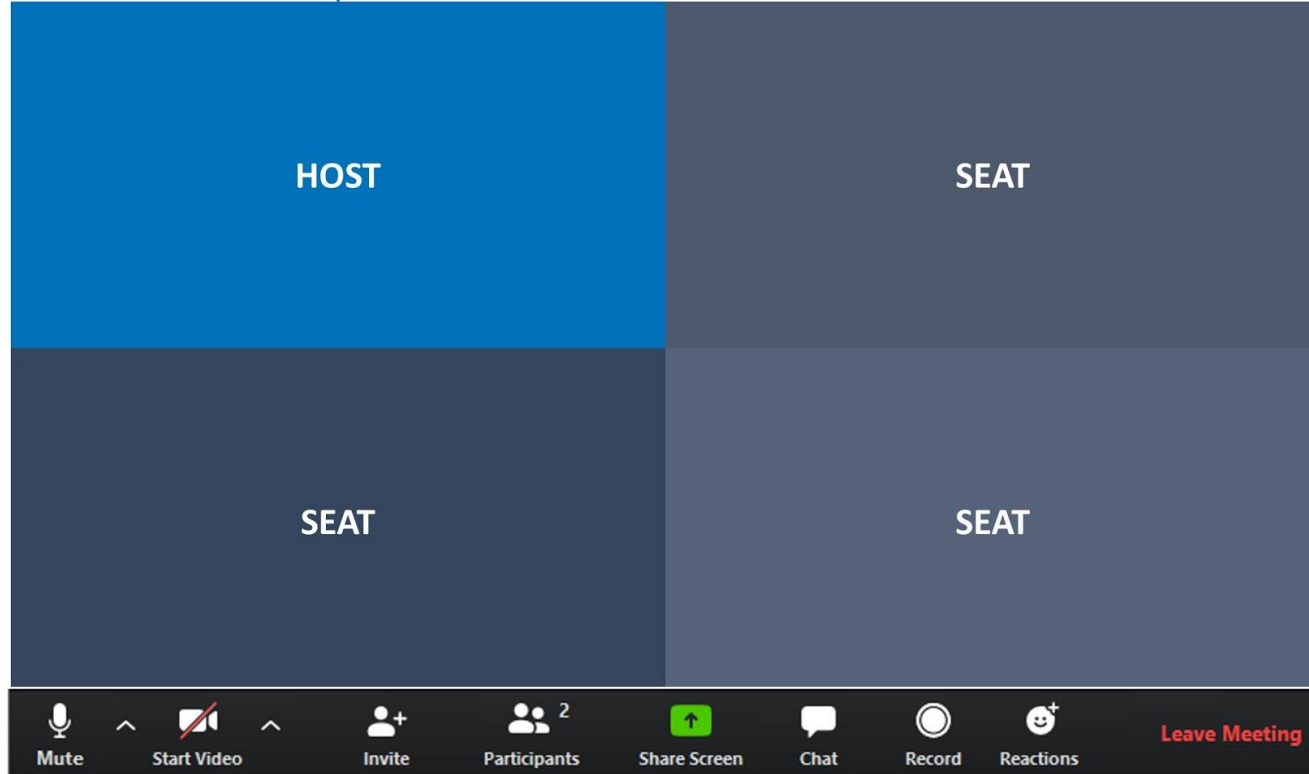
Ideas for Breakout Sessions

Virtual Team Building Ideas

1. Virtual board games or different jigsaw puzzles
2. An online game of Pictionary or office trivia
3. Desert Island Scenario
4. Personal facts guessing game (gather facts about meeting attendees and then have people guess whos facts are whos)
5. Picture Sharing

World Cafe Creative Breakouts Sessions

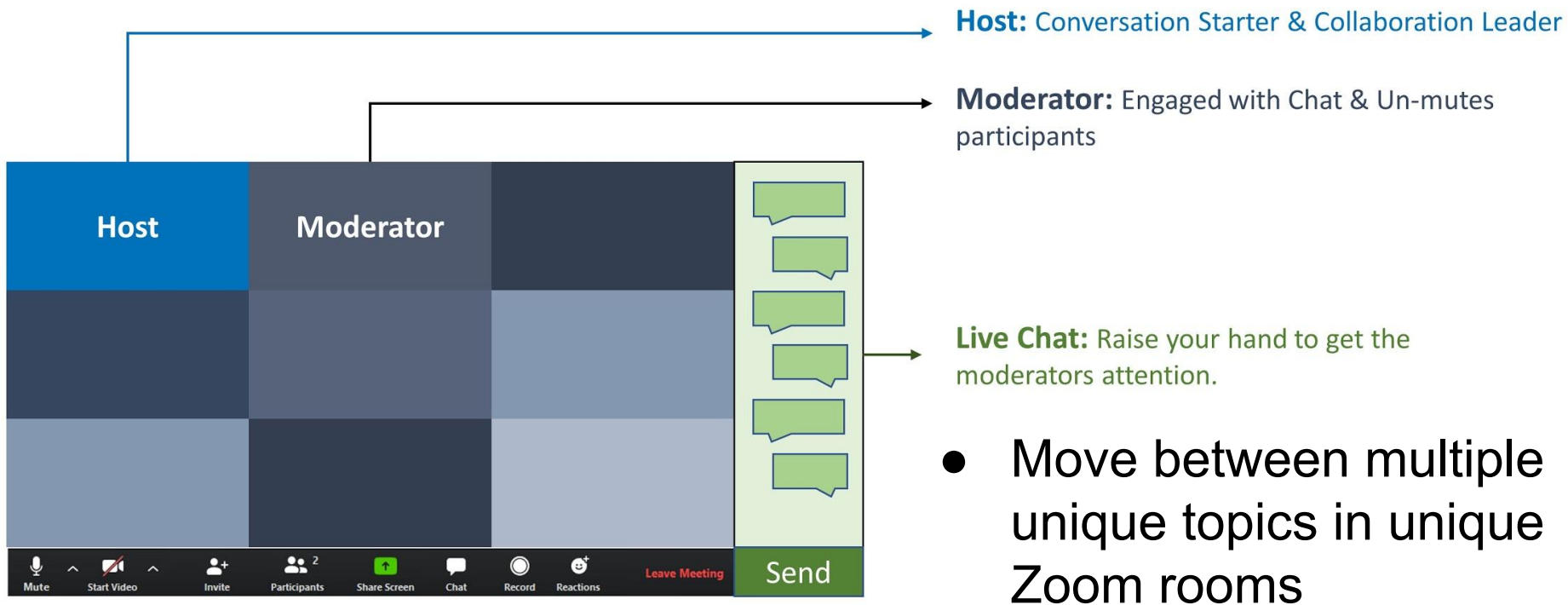
HOST: Responsible for sharing best takeaways from previous rounds with new guests.



- Four-person breakout meetings
- Host stays attendees rotate through four rounds

Attendee: Randomly assigned during each 15 minute round.

Open Space Collaboration Rooms



WHY PEOPLE ATTEND EVENTS

Great event planners know how to stimulate the five human senses (sight, touch, smell, hearing, and taste) to create unforgettable experiences. The marketing of your event should distinguish clearly between the in-person experience and the virtual experience.

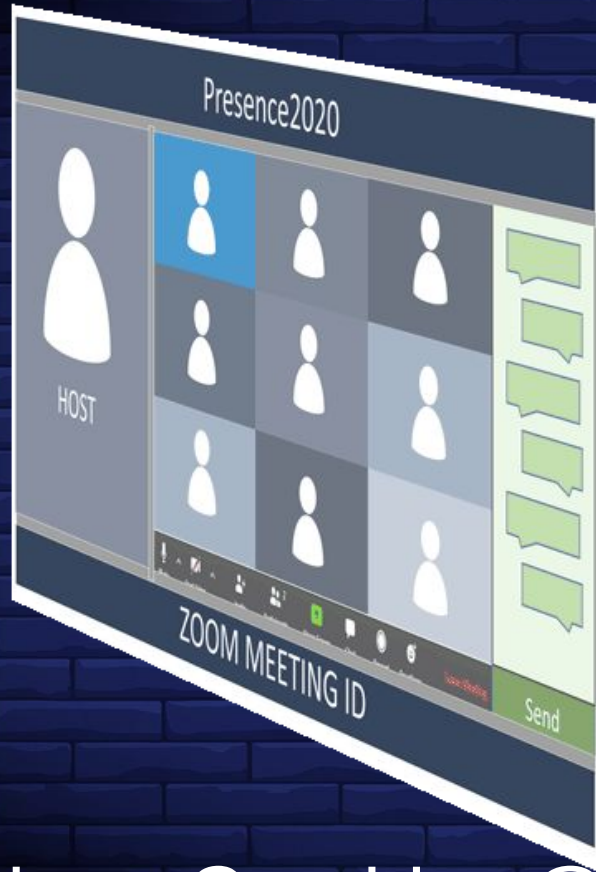


The virtual **ticket**

UNDERSTANDING AN AUDIENCE

Event managers who understand their audience can deliver an experience that both excites and engages. Today more than ever, audiences are willing to pay to gain precious time well spent via engaging experiences.





Download our Graphics @ StreamGeeks.us/2way

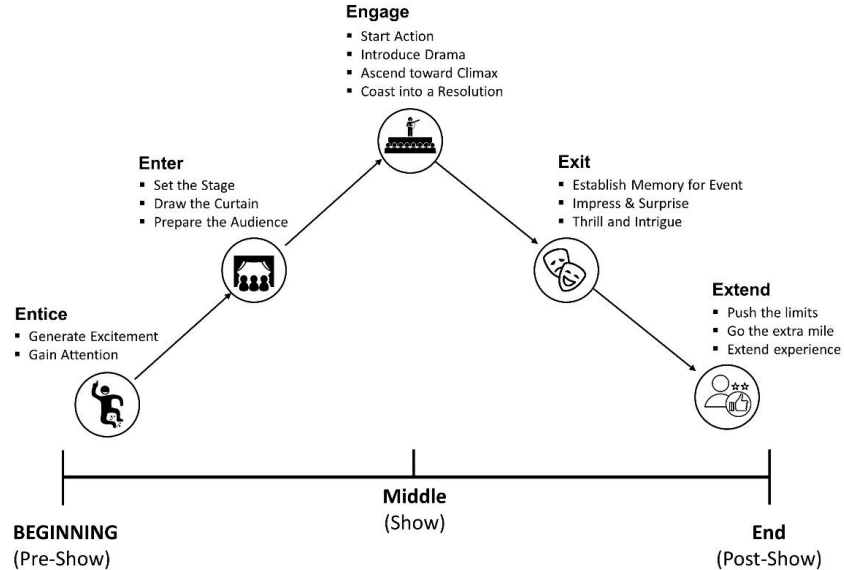
SCALABILITY OF VIRTUAL TICKETS GLOBAL



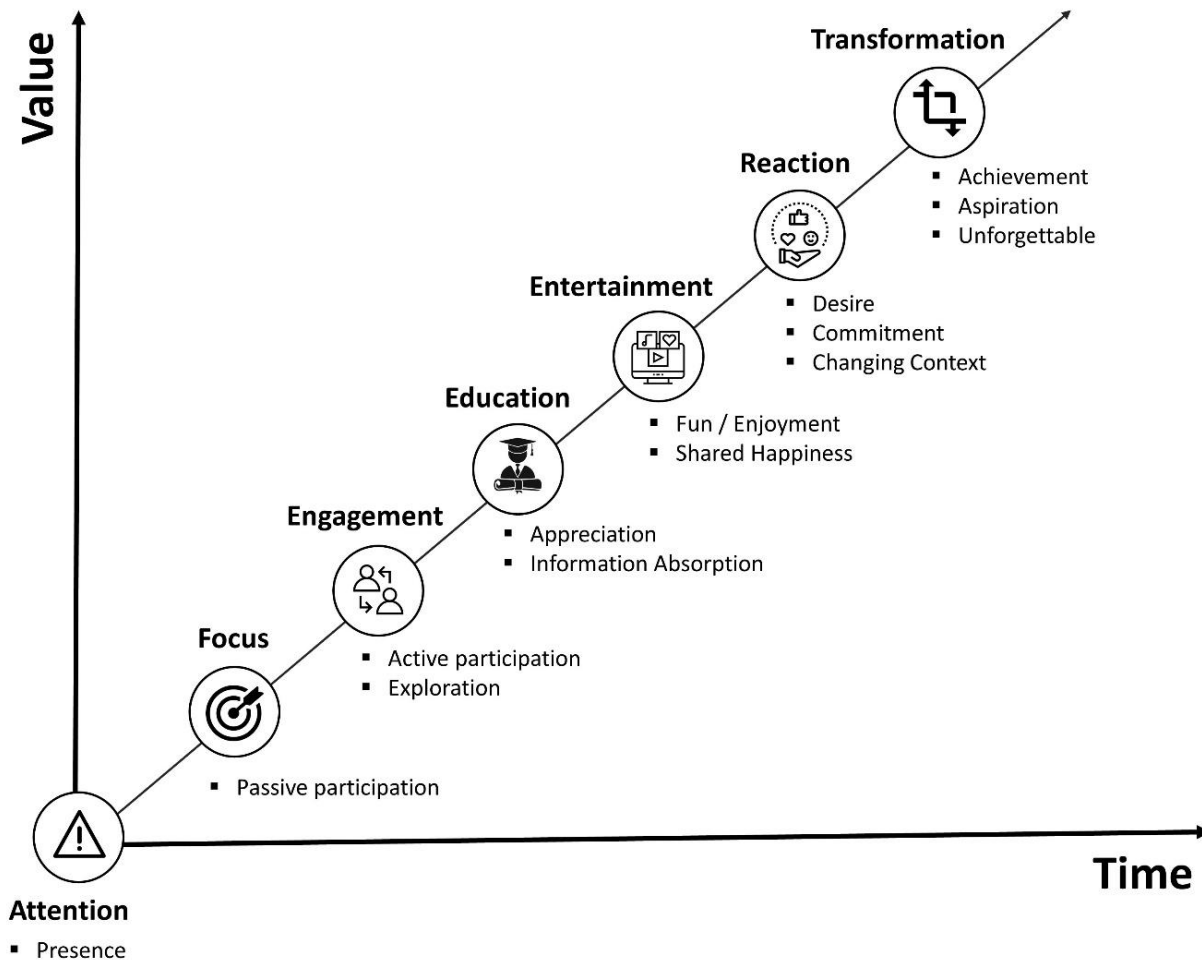
"We wanted to share the excitement of the live event with our online viewers and that is why we went with the Virtual Ticket."

DESIGNING YOUR EXPERIENCE

A cohesive experience should have a clear beginning, middle and end. The diagram below outlines some of the key experience stages you should plan to take your online audience through



VALUE EXPERIENCE DIAGRAM



TAKE YOUR EVENT GLOBAL

Event managers may be asking themselves, who is this online audience? How can you create an experience for people watching online? What type of experience are they expecting? How does an event planner manage the expectations of a live audience they can't see? Event managers who lack an appropriate strategy often neglect to address the virtual ticket opportunity because they have too many other pressing matters to attend to before the event's deadline.



THE VIRTUAL TICKET



Get a free copy of The Virtual Ticket at
ptzoptics.com/book