



## Microsoft Teams Live Event Planning Guide

Microsoft Teams Live Events is more robust than a normal Teams meeting, enabling users to provide content to large online audiences, including those not affiliated with the College of Charleston. The idea of a Live Team Event is having a few or one presenters to a large audience. During a Live Event, the host is leading interactions and the audience is viewing the content presented. Anyone at the College has the license permissions to create a live event, with 10,000 attendees and each event lasting the maximum of 4 hours. More planning is required with a live event than a Teams meeting, and it requires a video distribution solution, and Teams is the default solution for that at the College. The attendees can watch the live or recorded event, Teams, and/or Stream, and can interact with the presenters using moderated Q & A. After the event, the recording will need to be posted to Microsoft Stream. The event can be set as public, allowing anyone who has the link to attend without logging in, or private, creating the requirement that the attendee login to join the event.

### Key Roles for a Live Event:

**Organizer** – creates the live event, sets attendee permissions, selects production method (Teams), configures event options, example: moderated Q & A, invites attendees, selects event group members, manages reports generated after the event is over

**Producer** – starts and stops the live event, shares own video, shares presenter video, shares active desktop or window, selects layouts

**Presenter** – presents audio, video, or a screen to the live event, or moderates Q & A

Note: Presenters can only share audio, video, or a screen (desktop or window) in live events produced in Teams

**Attendee** – a viewer. Watches the event live or on-demand, either anonymously or authenticated. If watching live, and the permissions allow it, they can participate in the Q & A

\*\* It is a requirement for the Producer and Presenters use a desktop computer with the Teams desktop app installed, the attendee can use the web or mobile app to watch the event.

\*\*\*Linux isn't supported for live events.

### Helpful Tips for a Successful Event

Begin planning the event at least 4 weeks in advance, if you can start earlier, even better.

Determine how many presenters are needed

Determine the numbers of moderators

Decide on who the producer will be as well and notify them of their responsibilities.

Will there be a question and answer session, hold only in the chat, or move the questions to a presentation.

Who will schedule the session or act as organizer?

Schedule the event only after deciding on presenters, producers, and moderators, adding additional presenters will generate additional emails out to those already named in the event, creating confusion.

Have all presenters leave their camera on during the entire event, even when they are not live. It takes a long time for a camera to "come up" again after turning it off. The presenters will not be seen unless they are moved from the queue to "live".

The audio will kick in before video, so when you go live, and you begin a count down, go silent from "3" on.

## Planning Timeline

### **4-6 weeks out: time for decisions and pre-planning**

The Organizer schedules the event and will need to know the following information prior to scheduling:

- The title, date and time of the event, location (if applicable)
- Other event details, what is the message you want to get across? What is the purpose of this event?
- Who will be the producer?
- Determine the presenters and how many are needed.
- Identify the moderators and how many you would like to have.
- Will there be a Question & Answer session? This could affect the number of moderators you would need.
- Schedule the event

### **3-5 weeks out: planning and practice**

Practice is vital to a successful live event

- Get to know the presenters and what they are going to present. Familiarize yourself with all content.
- If you are having a Q & A, do you want some pre-planned questions to start the session off in a positive way?
- Who will be answering the posted questions?
- Will the Q & A be presented in slide form or just using the chat and a moderator?
- Make sure they know how to decline questions if needed.
- Make sure each person is confident and knowledgeable of what they are responsible for.
- For example, who will be speaking with the audience and guiding them through the meeting.
- Write scripts or outlines if desired to keep everyone on topic.
- Practice your part/role

### **2 weeks out: practice a live session like it was real the more you practice the better the final result**

- Test audio and video with the devices you will use for the event from the locations.
- Check devices and lighting
- Can everyone be heard clearly
- Discuss with your presenters public speaking tips

### **1 week out: final practice**

- Get comfortable with your role and the devices or steps needed. Present the event as if it were live.

### **Day of the Event:**

- Start early, prior to the beginning of the event.
- Presenters check in, make sure everyone is ready. Final check device properties, (audio and video). Check camera angles and lighting etc.
- Click start. Once you start a live event it's started. After you stop it can't be started again.

## Schedule the Event

**New live event**

**You are setting up a live event**  
To invite attendees, copy the link once you schedule the live event, and publish it or send it in a calendar invite. [Learn more](#)

7

Title \*  
test run

3

Location

Start  
Sep 22, 2020 2:30 PM

End  
Sep 22, 2020 3:00 PM

Details  
Provide info about the live event

Invite people to your event

2

Invite presenters

1

Organizer  
Producer

Event group  
Presenter

Close Next

**Live event permissions**

4

People and groups  
Only the specified people and groups can watch the live event.

Org-wide  
Everyone in your org can watch the live event. (Sign-in required)

Public  
The live event will be open to anyone. Use when most of the attendees are outside your org. (No sign-in required)

**How will you produce your live event?**

5

**Teams**  
You plan to use Teams to share content from presenters' webcams and screens.

Recording available to producers and presenters

Recording available to attendees ⓘ

Captions (preview)

Spoken language English (United States) ▾

Translate to Choose up to 6 languages ▾

Attendee engagement report

Q&A

**An external app or device**  
You plan to use another tool to share content. [Learn more](#)

**6 Support**  
Give attendees access to support info for your organization.

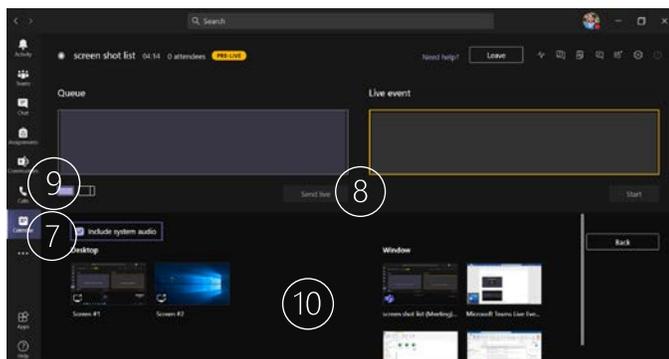
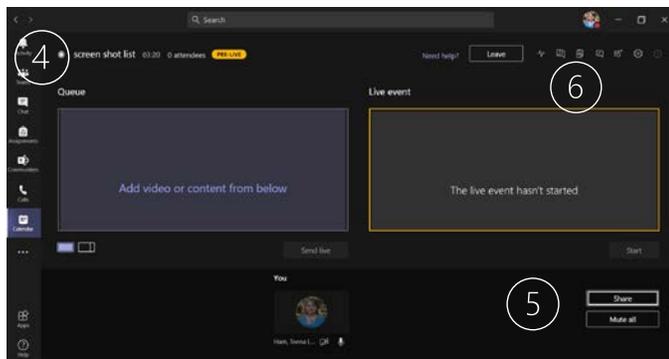
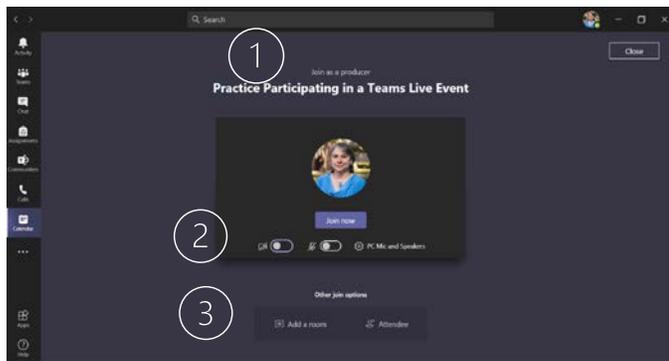
URL  
https://support.office.com/home/contact

Close Back Schedule

1. The person scheduling the event in Teams is the Organizer and a producer by default. You can name other producers.
2. Add the presenters in the line provided. Make sure to add all presenters before you schedule the event.
3. Provide the information about the event. Date, start time, end time, and details.
4. Select the event permissions. Org-wide is the default setting. Which means everyone in your organization can watch the live event, but logging in is required. This is the best choice if only CofC will be watching.
5. It is best to use **Microsoft Teams** to produce the event rather than an external app or device. Make your choices according to best practices and preferences.
6. Provide the link to Microsoft support pages to the audience in case they need support.
7. Use the separate link to invite attendees at the top of the Event information above the title. Copy the link to add in the meeting invite, or to place in a web page.

\*\* You are not able to make changes to most of the settings for the event after it is scheduled. Verify the choices as well as presenters before clicking the **schedule** box at the bottom of the page.

## What to Expect During the Event

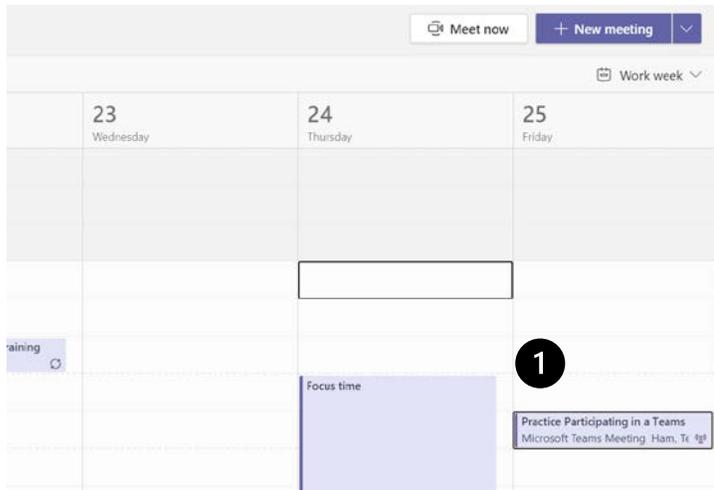


The view you have during the Live Team Event will be determined by the role you have for the event. This is the Producer's view.

1. If you are the producer, you will see a prompt to Join as the Producer.
2. As with any Teams meeting you can join the event with the camera and mic on or off.
3. You can add a room or an attendee by clicking on the link from the join page.
4. After you join the event, you will have indicators showing if it is pre-live or live. You will also see if it is recording, a time ticker of the event and the number of attendees. (This number doesn't include the presenters.)
5. A producer is responsible for starting and stopping the event. Stop the event by clicking stop when the event is over. Once a Live Event is started you must keep going. You can't stop and restart.
6. There is a row of icons for the event in the top right showing, health and performance of the network, Q & A, meeting notes, conversations, participants and the settings pane. \*
7. Make sure to select the box by **Include system audio**, so that presenters can share audio from their computer while they present if needed.
8. A producer is also responsible for queuing up the presenters. You will have a queue for 'who's next' and who is presenting live at that time. Send the presenter live by clicking the **Send Live** button.
9. Change the experience of the attendees by changing the views from **single source** to **content left**. Content left includes a video feed from a web camera of the presenter at that time as well as the shared content.
10. Click on the content from the lower pane to add someone to the queue.

\* Attendees will only see the Q & A.

## Available Resources After the Event



After the event, you will have information with the click of a mouse.

1. Using the calendar in Teams, open the event by clicking on the link.
2. Scroll down until you see **Live Event Resources**
3. Click the download button  for the Recording, Q & A Report, or Attendee Engagement Report.
4. You also can disable the Recording for Attendees, by clicking on **Disable**.
5. If you click on **Transcript** you will have the option to download the transcript. If you chose additional languages, you have those choices as well.
6. Clicking on **Advanced options** will allow you to download the Backup Recording if it was enabled to record a backup. (recommended)
7. The downloaded files will be an Excel file, located in the download folder.

