Presence Summit: Virtual Experience Insiders Guide
What is the Presence Summit?

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

Joseph Pine is the author of The Experience Economy an international best selling book that has helped define modern business today. Pine will deliver a keynote speech designed to help you come up with an experience that can transform the products and services that you offer through the use of video communications. Let’s learn how to transform customer experiences with a professional approach to online communications.
Joe has helped us design the Zoom Experience

Open Zoom Rooms

Small Group Breakouts
Fatima Doman

Interact & Unpack with Fatima Doman
One of today’s most influential voices in engagement, productivity, resilience and well-being, Doman is passionate about empowering people for sustainable high performance—at work and in life.
The Online Meeting Survival Guide

The #1 new release in Running Meetings and Presentations.

Download for free at https://huddlecamhd.com/online-meetings
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
Behind the Scenes
In the Studio

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
Interactive Learning

Interactive learning is provided by Crowdpurr’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
Livestream Producer

Live Producers Job = not easy

1. Producing in studio content
2. Connecting with remote Zoom callers
3. Managing Waiting Room
4. Listening to Audio Levels
5. Monitoring Livestreams
Our Co-Host

Tess will not yet be back from Maternity Leave.

So, Chris Neto will join as our Co-Host.
A powerful combination of technology
Using Zoom for a Virtual Event

Open Zoom Rooms

- Open Space Collaboration
- Dedicated Room Discussions

Small Group Breakouts

- Host
- Seat

Social Butterfly vs. Busy Bee
Small Break Out Sessions (Presenter Lead)
Combining the Live Stream & Zoom Meetings
Capture Remote Guests for Live Production:

Video Conference Software:
- Zoom
- BlueJeans
- Cisco Webex
- Microsoft Teams

Video Production Software:
- NewTek TriCaster
- vMix
- Wirecast
- XSplit
- NDI

CAPTURE

Channels for Live Streaming:
- YouTube
- Facebook Live
Capture Laptop & Zoom Grid View

Laptop Computer Running NDI & Zoom

Live Streaming System
- NewTek TriCaster
- vMix
- Wirecast
- XSplit
- NDI

LAN Local Area Network
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
Zoom Meetings are password protected!
Zoom Breakout Room Design

Host: Conversation Starter & Collaboration Leader

Moderator: Engaged with Chat & Un-mutes participants

Live Chat: Raise your hand to get the moderators attention.
Open Space Collaboration Design

Moderated Group Collaboration

Zoom Room 1

Zoom Room 2

Zoom Room 3

Dedicated Room Discussions

Social Butterfly VS Busy Bee
DESIGNING YOUR EXPERIENCE

Engage
- Start Action
- Introduce Drama
- Ascend toward Climax
- Coast into a Resolution

Enter
- Set the Stage
- Draw the Curtain
- Prepare the Audience

Exit
- Establish Memory for Event
- Impress & Surprise
- Thrill and Intrigue

Entice
- Generate Excitement
- Gain Attention

Extend
- Push the limits
- Go the extra mile
- Extend experience

BEGINNING
(Pre-Show)

Middle
(Show)

End
(Post-Show)
VALUE EXPERIENCE DIAGRAM

Breakout Rooms
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
This screen will come up as you switch between rooms

Joining Breakout Rooms...

Breakout Room 1
It may take a few moments.
The meeting host will see this button
Managing Breakout Rooms

- Assign participants into Rooms:
  - Automatically
  - Manually

1 participant per room

Create Rooms

- Breakout Room 1
  - Eren Yaeger
- Breakout Room 2
  - Jack Barker

Move to Breakout Room 2

- Breakout Room 2
  - Eren Yaeger

Exchange with Jack Barker
Zoom Breakout Room Communications
Breakout Room Participants

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

Eren Yaeger in Breakout Room 1 asked for help.
<table>
<thead>
<tr>
<th>Number of breakout rooms</th>
<th>Maximum number of participants in the main meeting*</th>
<th>Number of Participants inside each breakout room</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 breakout rooms</td>
<td>Up to 500 participants</td>
<td>25</td>
</tr>
<tr>
<td>30 breakout rooms</td>
<td>Up to 400 participants</td>
<td>13</td>
</tr>
<tr>
<td>50 breakout rooms</td>
<td>Up to 200 participants</td>
<td>4</td>
</tr>
</tbody>
</table>
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

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

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

Attendee: Randomly assigned during each 15 minute round.
Open Space Collaboration Rooms

- Move between multiple unique topics in unique Zoom rooms

Host: Conversation Starter & Collaboration Leader

Moderator: Engaged with Chat & Un-mutes participants

Live Chat: Raise your hand to get the moderators attention.
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 distinctions clear between the in-person experience and the virtual experience.
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
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.
Get a free copy of The Virtual Ticket at ptzoptics.com/book