



Microsoft Teams Hybrid Meetings and Rooms Workshop

Hosting virtual events with Microsoft Teams

Agenda

01 Introduction

02 What are virtual events

03 Webinars

04 Live Events

05 Broadcasting

Hybrid has shifted the event experience



Dynamic format with deeper engagement

Attendees' expectations have risen for how they engage both in-person and virtually



Measure value and effectiveness

Hosts need to be able to convert event data and insights to quantify business impact



Sustainable, scalable, and customizable

Every event is unique and requires an end-to-end platform that addresses various needs

Navigate market uncertainty and accelerate growth with webinars and virtual events in Teams



Vendor consolidation

Consolidate to a single platform to host and deliver virtual events both inside and outside of your organization



Reduce total cost of ownership

Minimize additional costs of hosting webinars with core capabilities included in existing licenses; and get access to advanced webinar functionality at a low price



Decrease onboarding and training investments

Leverage the familiarity of Teams meetings functionality for ease of onboarding; minimize learning curve for adoption and usage



Lessen IT administration, management, and deployment

Simplify the management of multiple platforms and integrations for IT; reduce the need for additional administration and deployment configuration



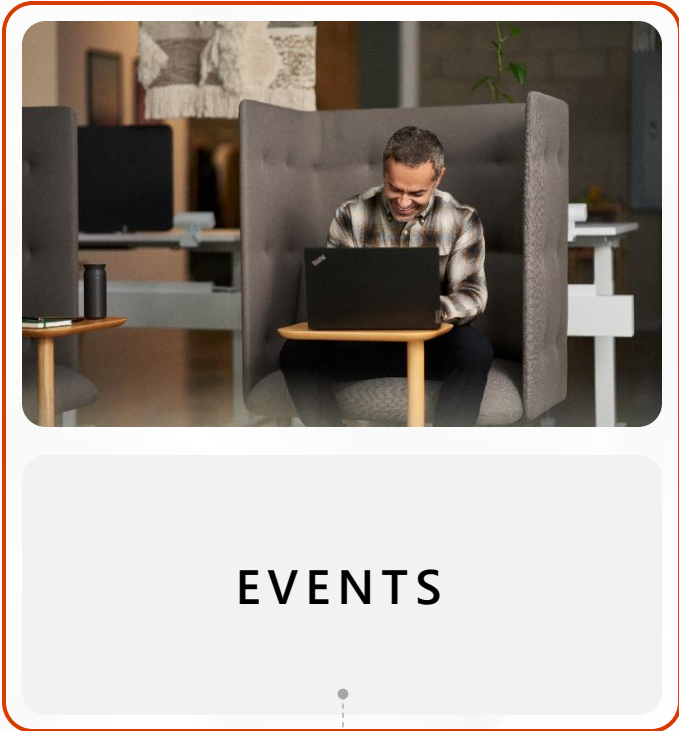
Communications Spectrum



**1:1 MEETINGS
AND CALLS**



**GROUP
MEETINGS**



EVENTS



Virtual Events

Deliver virtual events of all types, from company town halls, to lead generation webinars, to worldwide broadcasting and online conferences with Teams



Town Halls

One:many format streaming experience to a cross-company audience, using advanced production tools



Webinars

Structured and interactive presentations to people outside of an organization, and driving lead generation



Broadcasts

Professional grade broadcasting for high-profile events and media outlets



Conferences

Multi-day large scale events for external audiences with keynotes and networking



Webinars

Deliver easy, professional webinars to engage customers



Deliver easy, professional webinars with Teams



Familiar look & feel

Leverage the familiarity of a Teams meeting with the ease of a simple registration



Professional

Present like a pro and stand out with professionally produced content



Engaging

Keep your attendees engaged with real-time, interactive tools



Actionable

Stay connected with attendees and follow up with potential leads

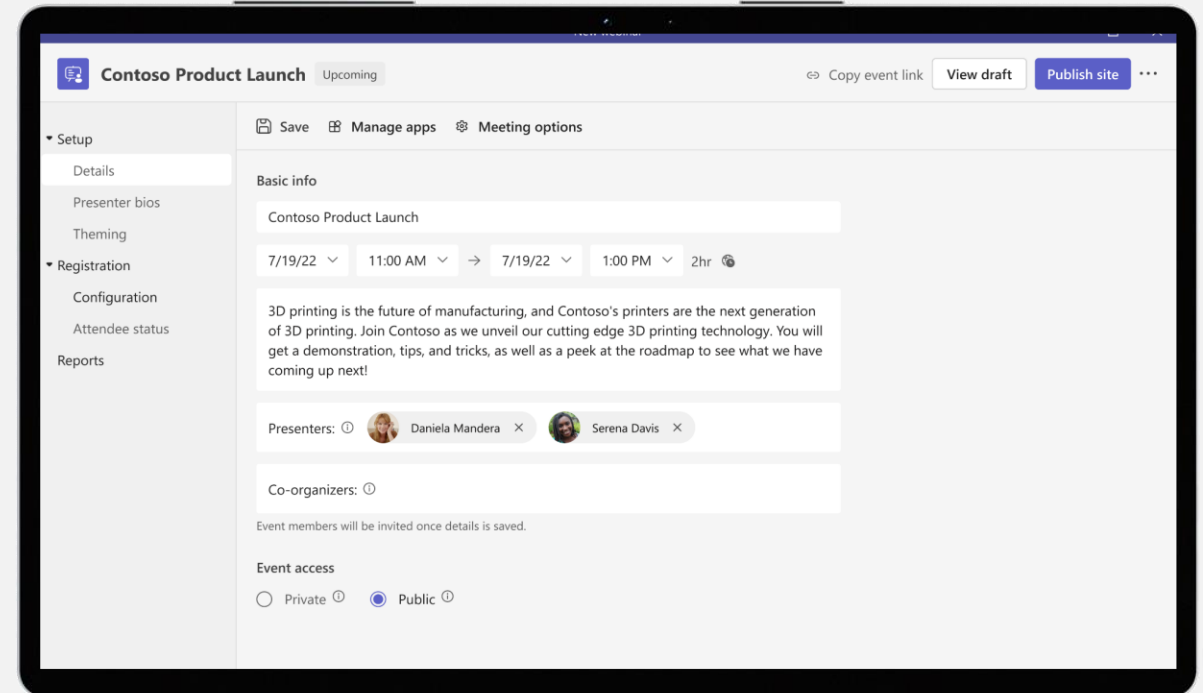


Streamline the registration setup and customize event options

Robust scheduling options with detailed presenter bios and personalized branding

Manage and customize all of the aspects of the registration details and settings within Teams

Configure registration capacity up to 1,000 attendees



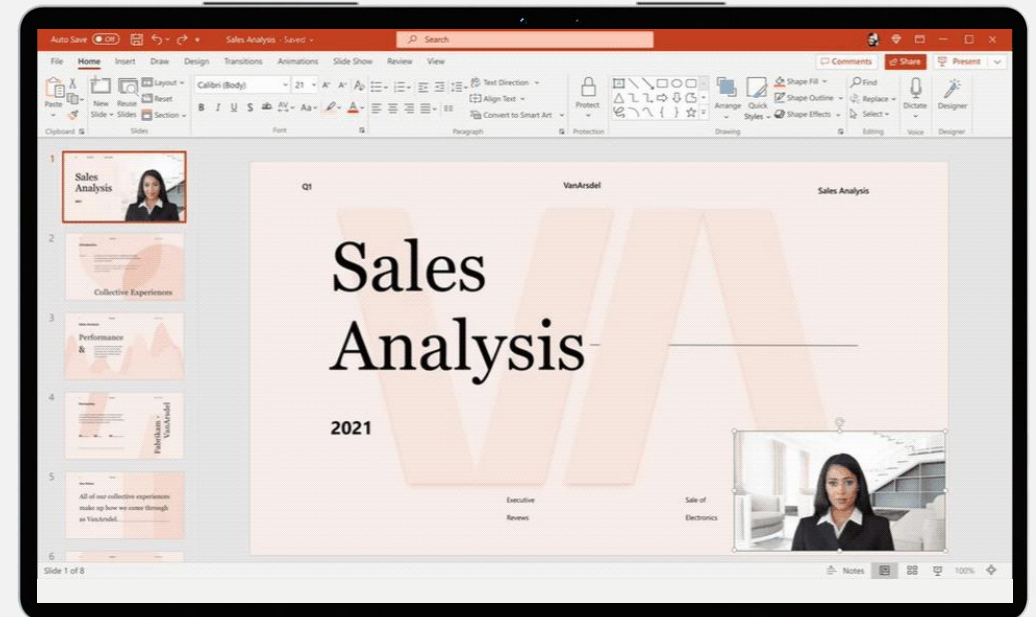
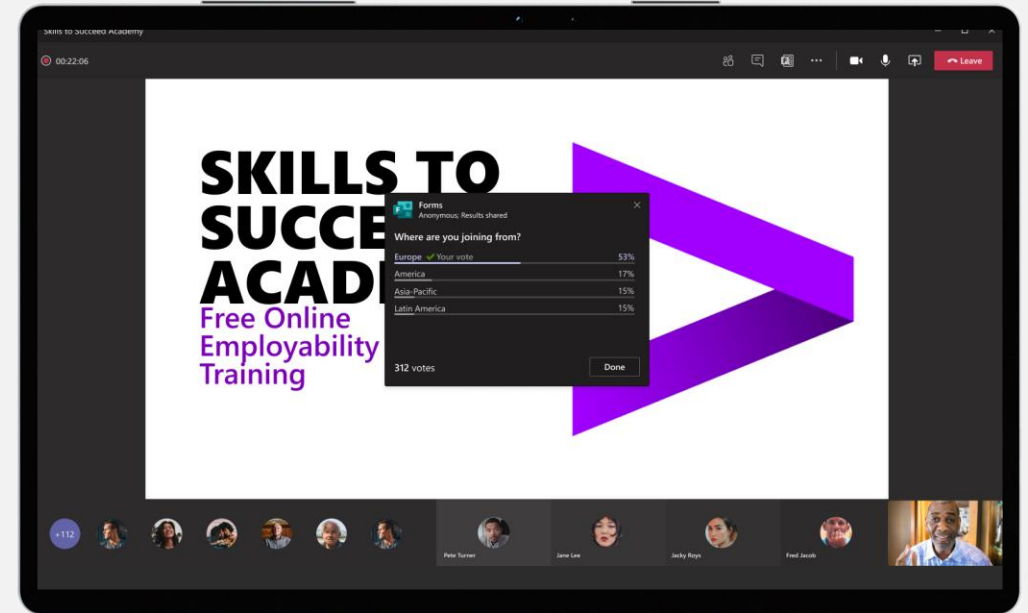
Create rich customer engagements

Keep attendee engaged with live reactions, raised hands, polls, and Q&A

Use PowerPoint Live and presenter mode to present like a pro

Customize how and where you want to appear on your slides with Cameo

Deeply connect your audience with up to 50 breakout rooms for smaller room discussions

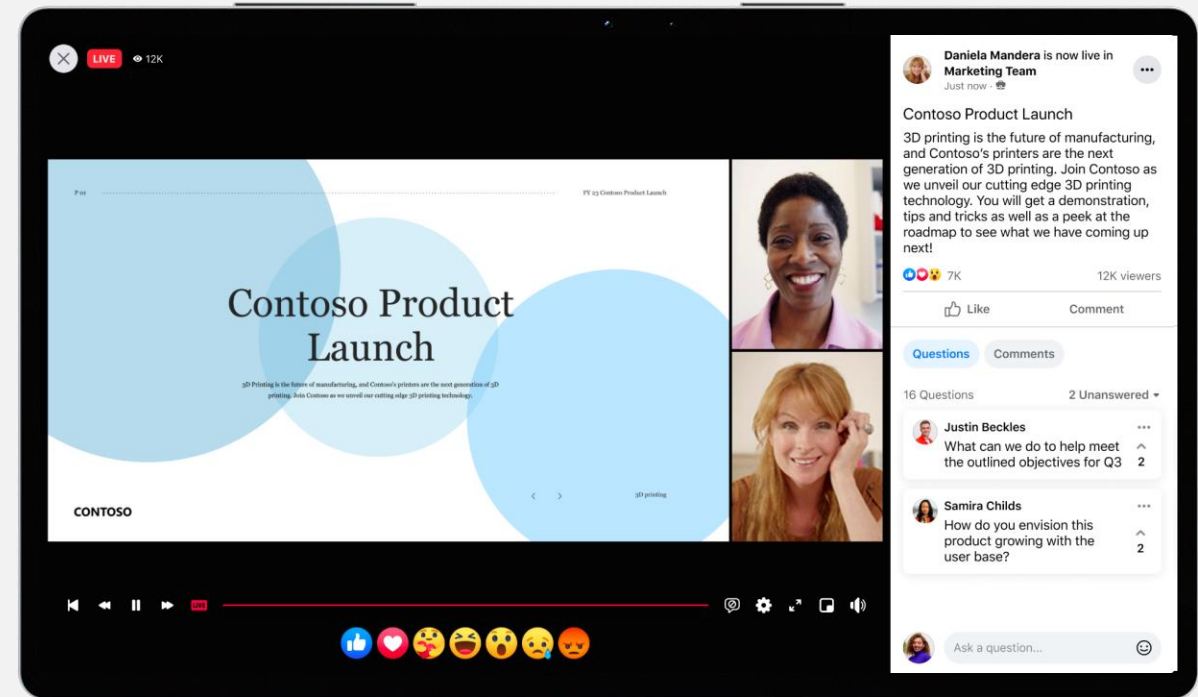


Live stream to a broader network with Meta Workplace Live

Live stream your Teams meeting or webinar directly to Workplace Live to connect to a broader audience

Attendees can view, react, and comment in real-time on the live stream

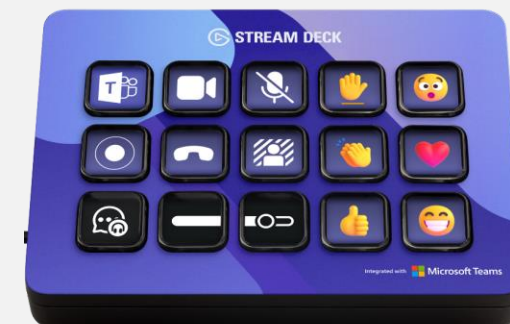
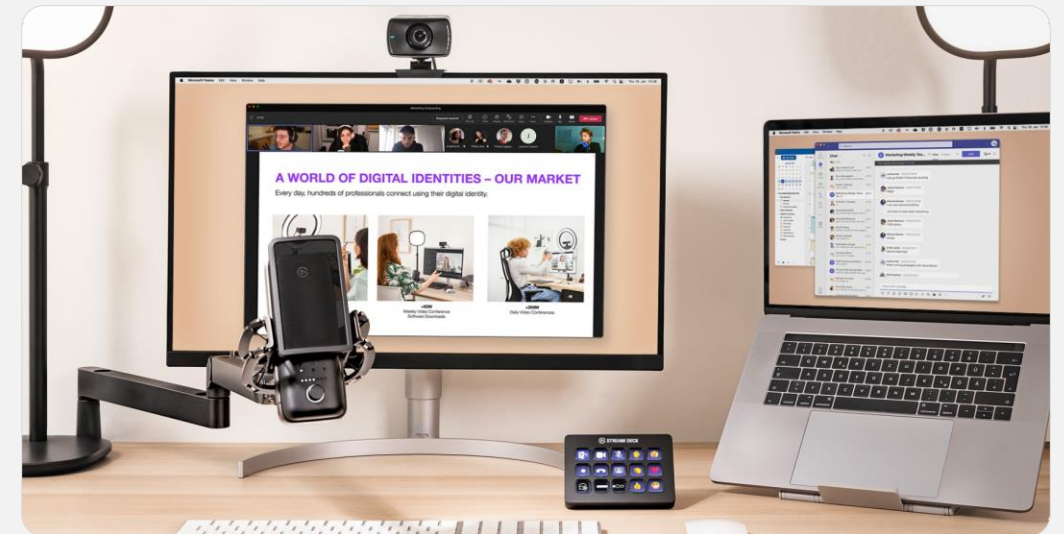
Attendees can watch the recording of the event directly on Workplace



Manage your controls with the touch of a button with Stream Deck

Leverage the Stream Deck plugin integration to control Teams functions directly in a meeting or webinar

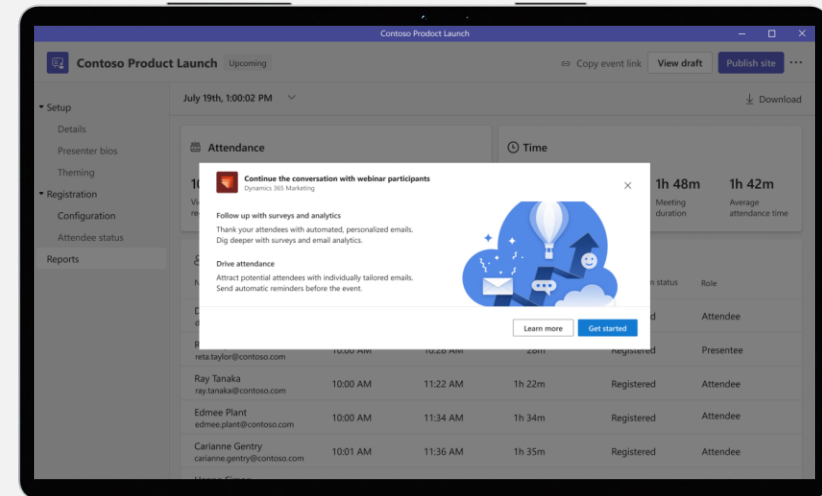
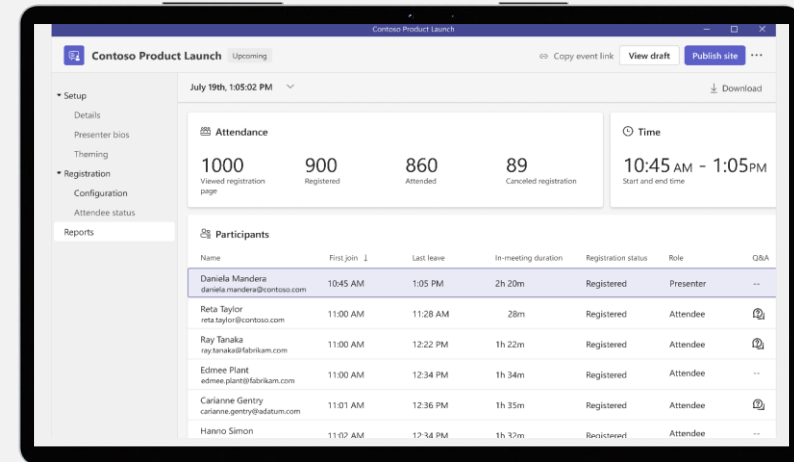
One touch of a button enables a full set of options to leave a meeting, record a meeting, toggle the camera and background blur on/off, toggle mute on/off, and use live reactions



Analyze attendee data and connect with potential leads

View attendee reporting to understand performance and download the data to import into your CRM system and marketing tool

Export attendee data directly from Teams into Dynamics 365 Marketing for ongoing nurture streams



Webinars

Webinars

Included in Office 365 & Microsoft 365

Scenarios: Trainings and onboardings, lunch and learns

- Registration with confirmation and cancellation emails
- Interactivity (live reactions, raise hands, Q&A, polls, etc.) for up to 1,000 attendees
- Presenter modes and dynamic layouts
- Co-organizers
- Breakout rooms
- Attendee reporting
- Dynamics 365 marketing integration

Advanced webinars

Included in Teams Premium

Scenarios: Product demos and launches, service offerings, lead generation

Everything in webinars, plus:

- Green room
- Manage what attendees see
- Waitlist and manual approval
- Automatic reminder emails
- RTMP-in

Advanced Webinars

Host high-quality webinars using advanced functionality to drive deeper engagement and generate new leads

Included in Teams Premium



Advanced Webinars



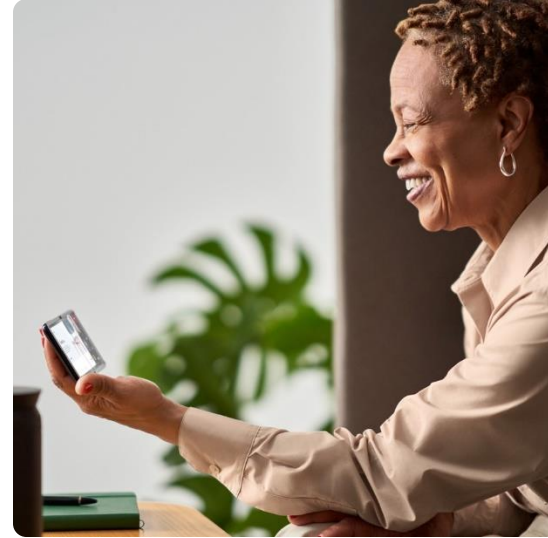
Personalized & Customizable

As each event is unique, tailor your communications to stand out and attract attendees



Familiar & Reliable

Built upon the existing webinar functionality with the familiar feel of Teams and a secure experience



Structured

Structure and convey your message and presentation in a way that connects with your audience



Interactive & Dynamic

Keep your audience engaged and immersed from beginning to end

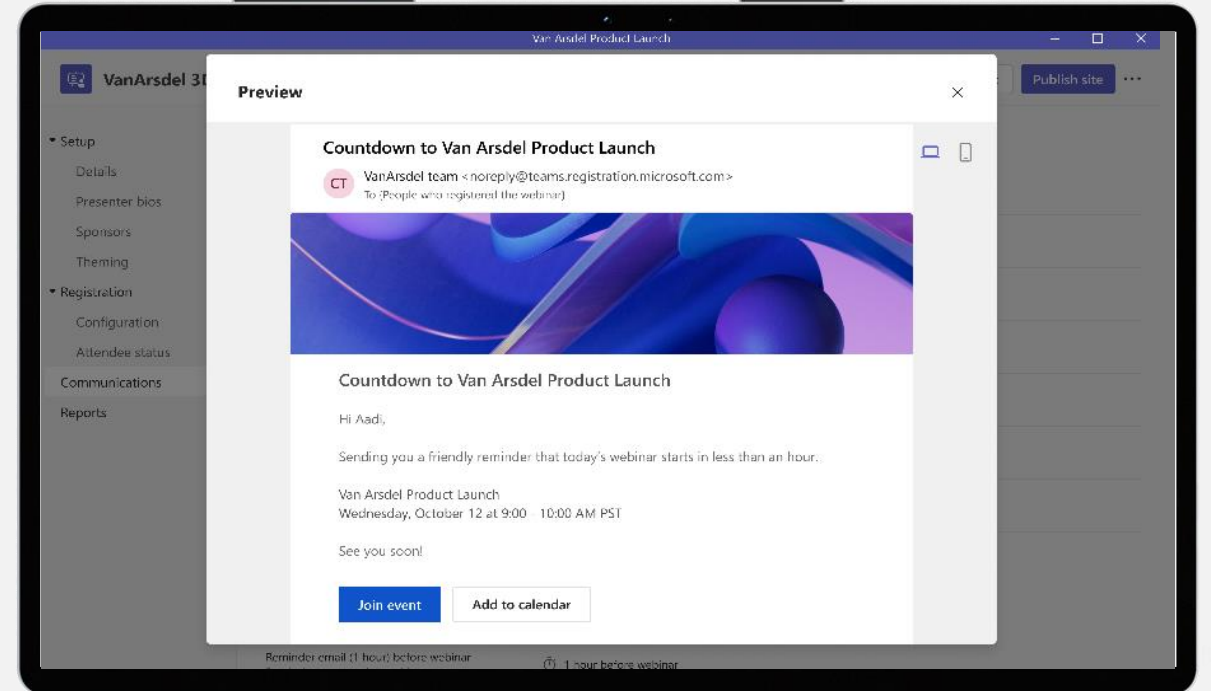


Attract attendees with timely automated reminders

Send reminder emails that include a custom branded header, webinar details, and a link to join the event

Configure the timing for sending a reminder email ahead of the event

Preview the reminder email before it's sent to attendees

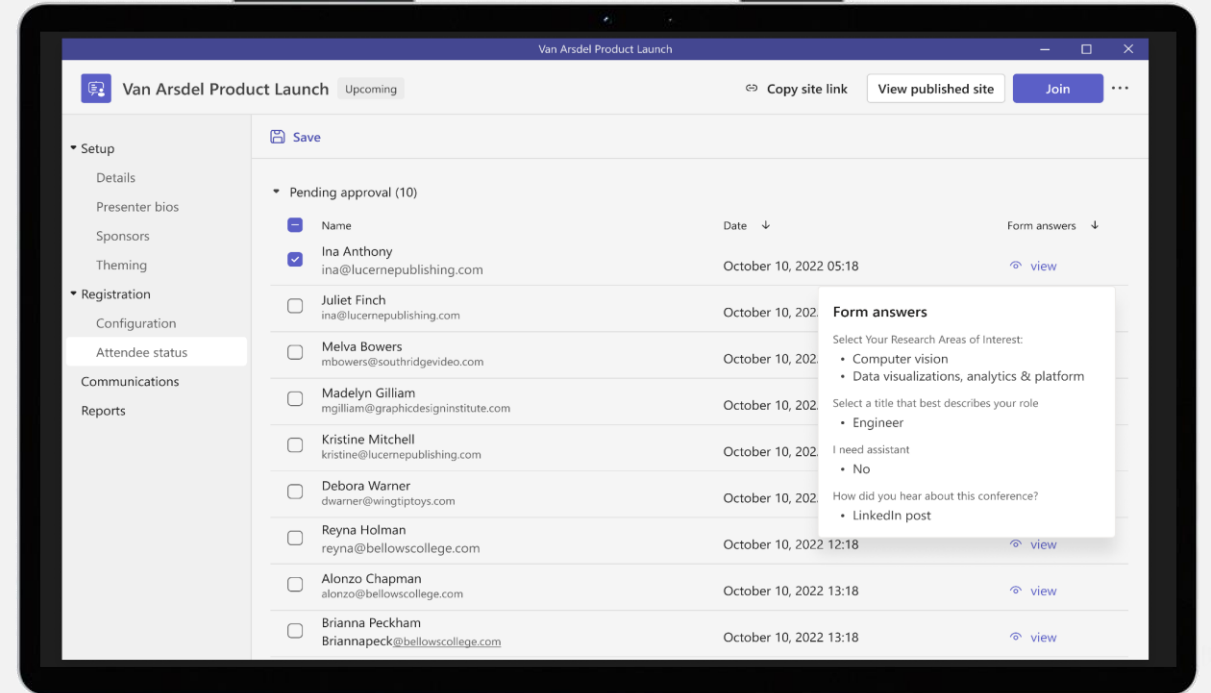


Manage demand and registration capacity

Enable registration waitlist to keep registration open even after the event has reached capacity

As new spots become available, view registration information and easily manually approve or reject registrants

Customize the registration start and end time for easier management and planning of your event

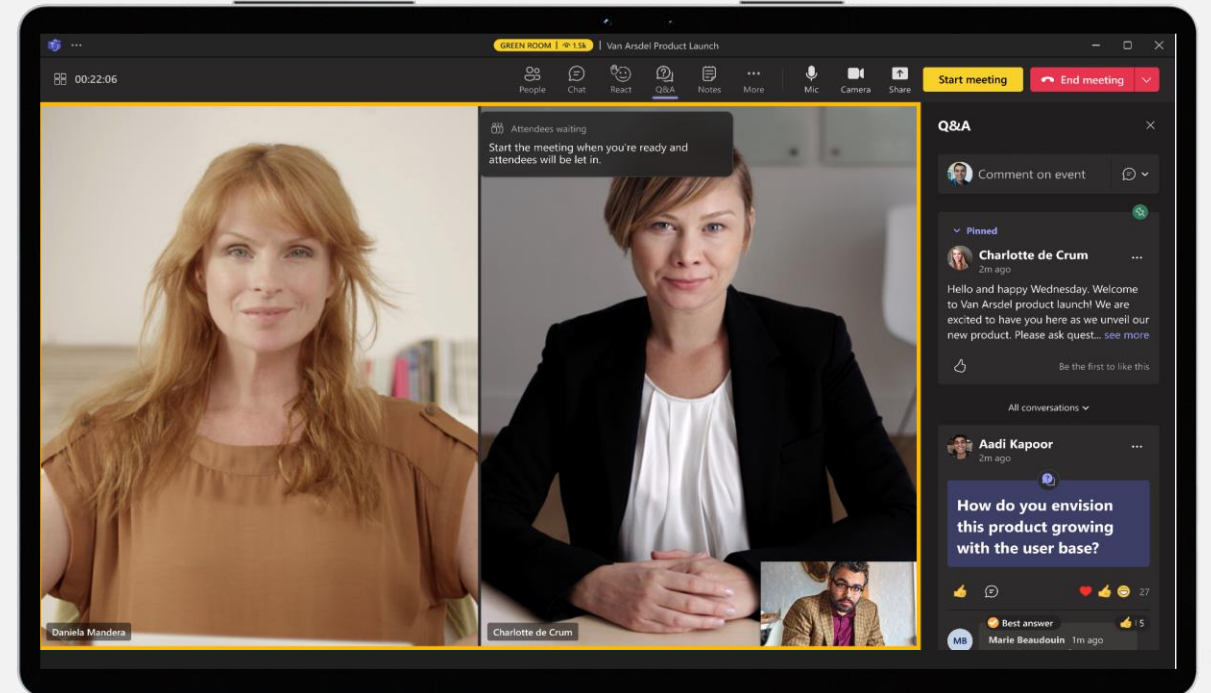


Connect behind-the-scenes in the virtual green room

Join together with the host and other presenters in a dedicated space separate from attendees

Socialize, monitor chat and Q&A, manage attendee settings, and review content before the event starts

Connect to talk live real-time and stage content and presenters for a seamless start to your event

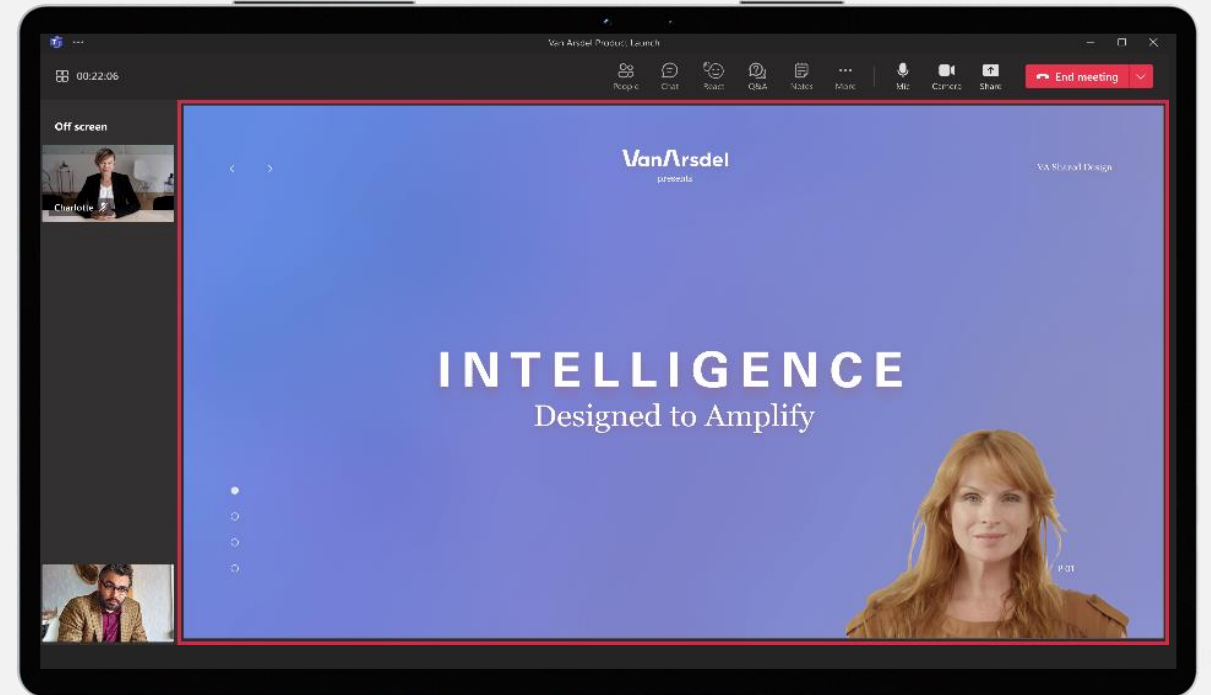


Keep attendees engaged with a curated view

Manage what attendees see with only shared content and participants brought on-screen

Create a professionally produced event and easily bring presenters on and off screen

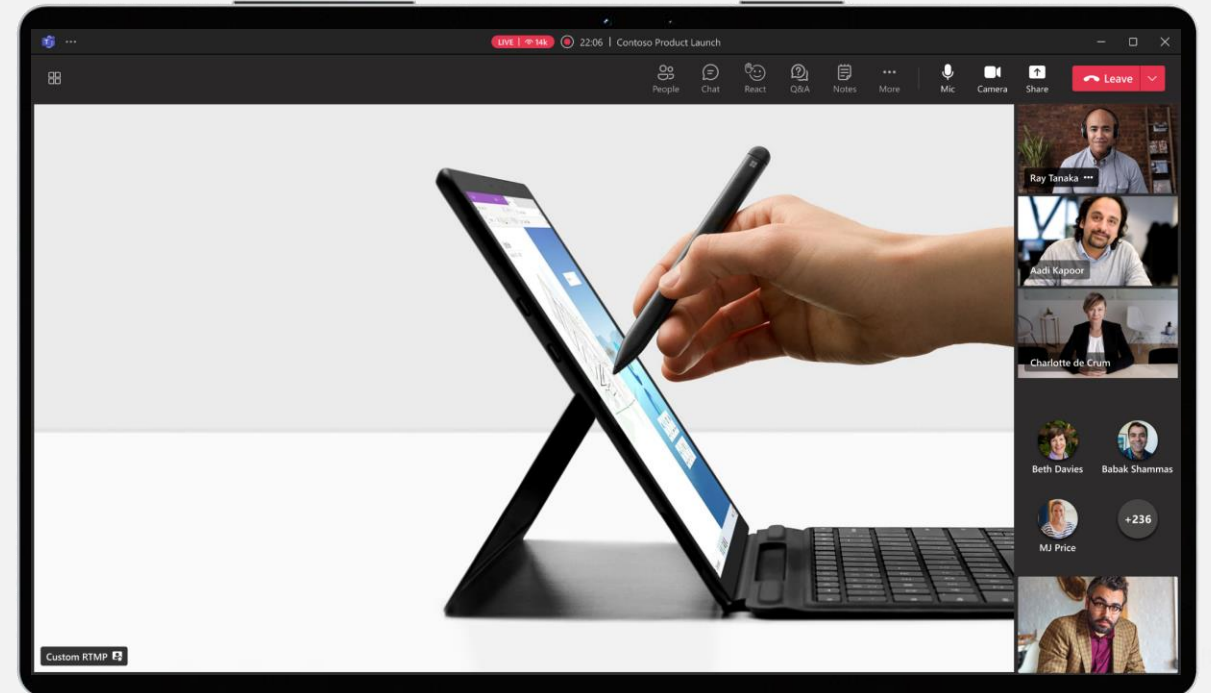
Drive deeper engagement by bringing an attendee on-screen that raises their hand to ask a question real-time



Stream multiple media types with RTMP-in

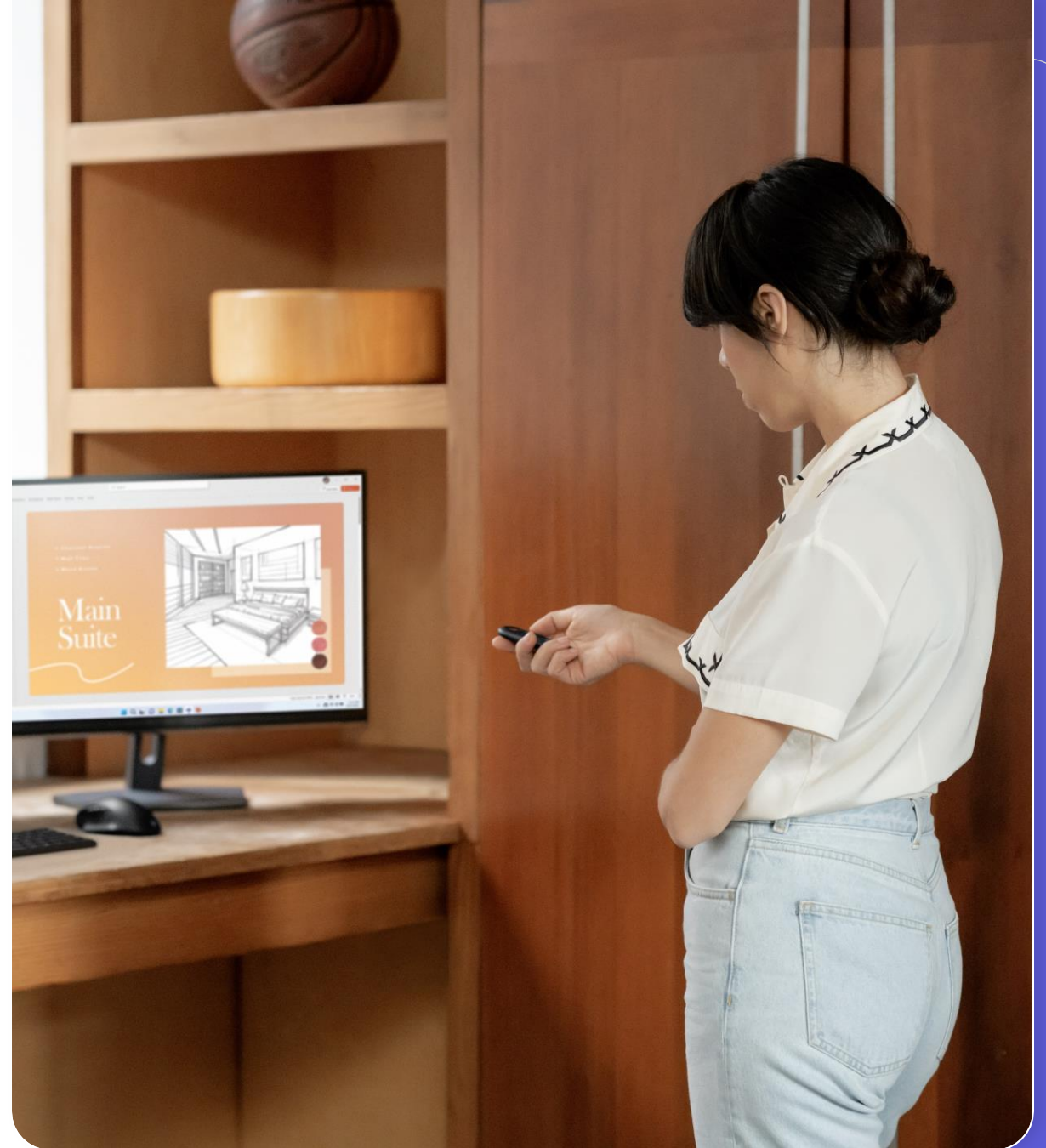
Deliver dynamic content with professionally produced content from external sources

Integrate other media beyond direct video and audio feeds within Teams



Teams Live Events

Deliver virtual events
at scale

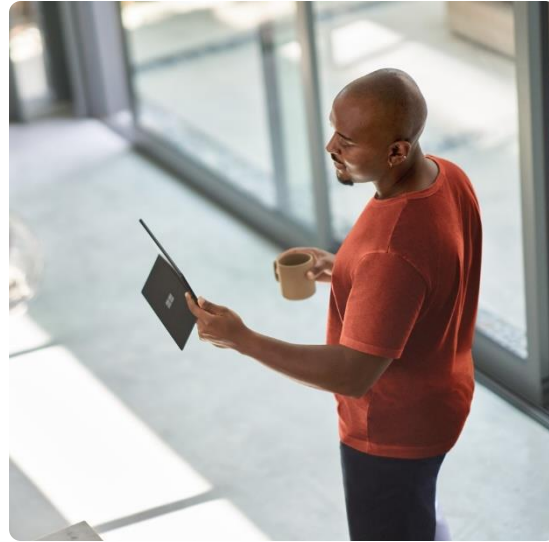


Deliver virtual events at scale with Teams Live Events



Scalable

Extend your reach to scale your message and content to audiences around the world



Professionally produced

Leverage rich media types and external feeds for a polished and professional presentation



Structured management

Simplify audience participation, moderate discussions, and maintain focus on the content



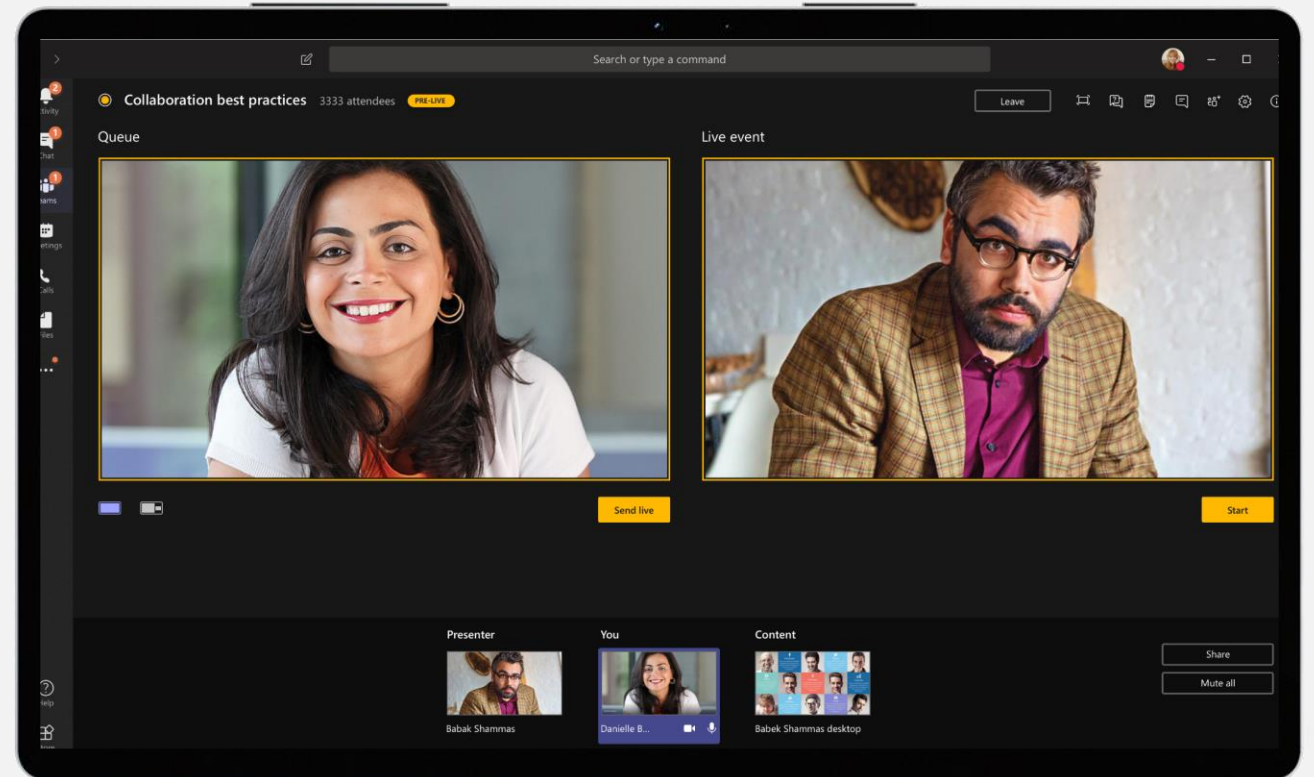
Create a professionally produced event

Prepare with confidence in a separate space for producers and presenters before the event starts

Enable attendees to watch real-time or catch up in case they need to pause watching the live event

Present to Yammer or Stream to reach across more of your organization allowing for continued conversation post event

Use external encoders that support RTMP to share event broadly



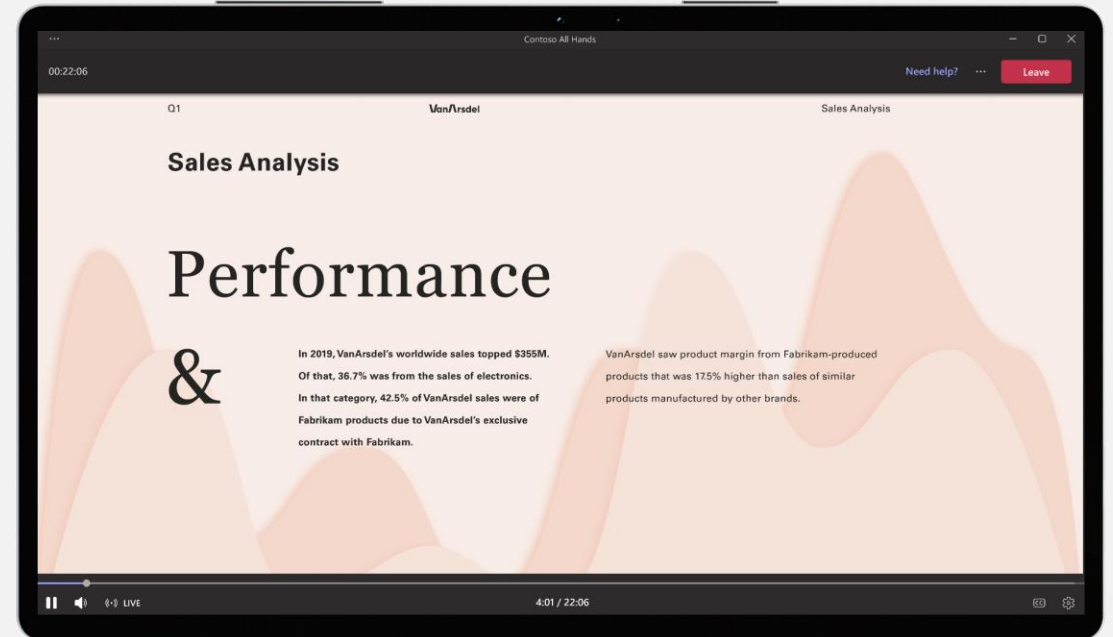
Structure attendee engagement and scale your reach

Live stream up to 10,000 attendees* and keep the focus on the content or a presenter with the content

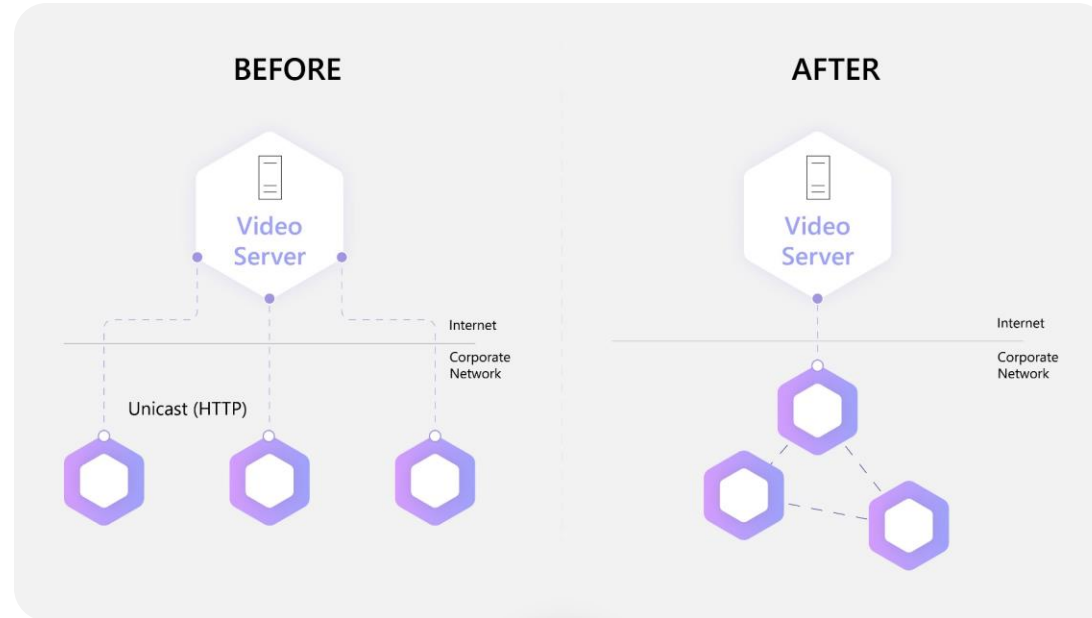
Provide a structured attendee experience with moderated Q&A

Enable on-demand viewing in case attendees aren't able to consume in real-time or want to reference at a later time

**Attendee limits have been increased to 20,000 through June 30, 2023, to accommodate for the increased remote work*



Enhance live video streaming with Microsoft eCDN



Reduce bandwidth load on the corporate network with the peer-to-peer network



Easy to adopt with no additional installation required on user endpoints and devices



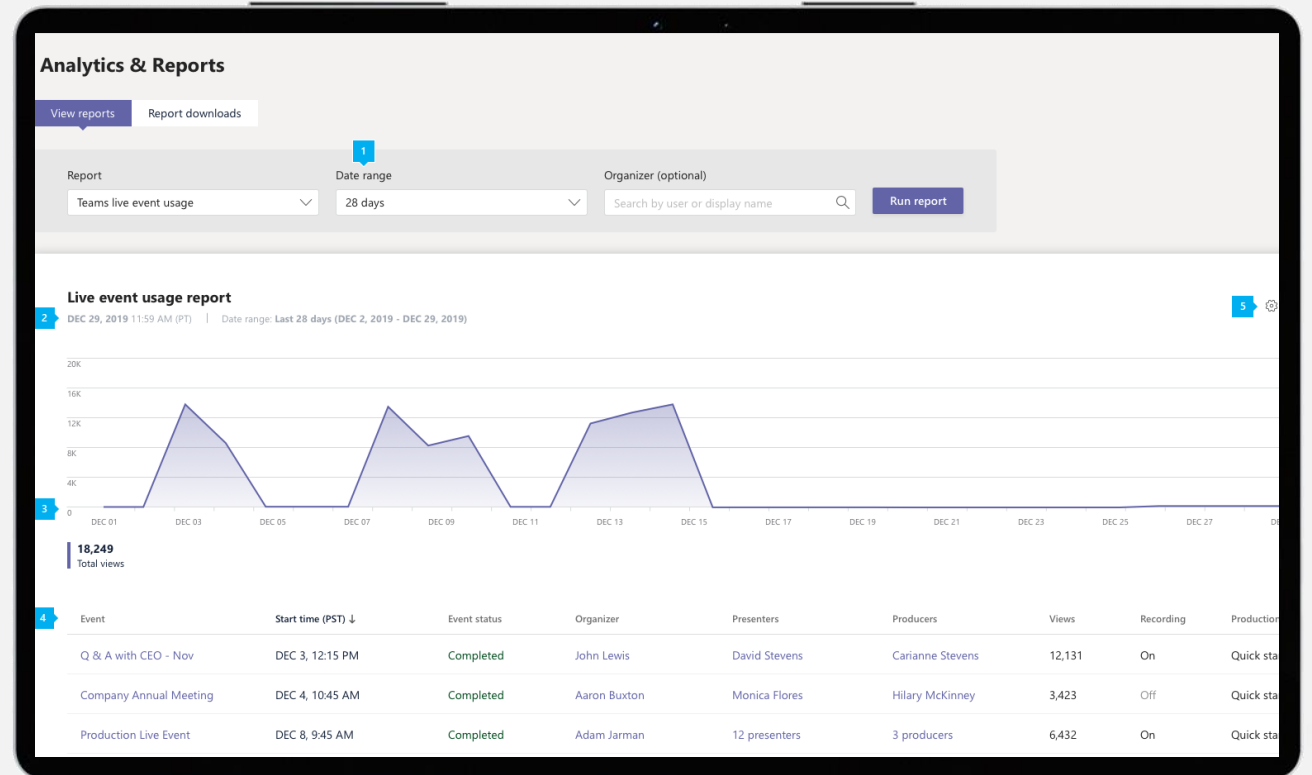
Trusted solution that's built and managed on the Microsoft Cloud with Office 365 compliance

Gain insights and understand usage trends

Review the activity overview for events held across the organization within the admin center

Download attendee lists and engagement reports for helpful event analytics to prepare for the next event

View advanced analytics with Microsoft eCDN in the eCDN dashboard, and view third-party eCDN provider insights within the partner report



Simplifying the virtual event experience

Teams Meetings and Teams Live Events are coming together

Soon, Team Live Events will have the same setup process that Teams Meetings do today, creating a unified experience that's familiar to users while providing greater customization options for organizers.

Deliver Virtual Events with the Support of Microsoft Partners

Managed Service



ISVs/Extensibility/
Network



Virtual Event
Integrations





Virtual Event Playbook

Accessible | Inclusive | Engaging

<https://aka.ms/VirtualEventPlaybook>

Broadcasting

Stream professional-grade broadcasts to a global audience



Broadcast from Microsoft Teams Webinars or Meetings

Settings

- General
- Accounts
- Privacy
- Notifications
- Devices
- Permissions**
- Calls
- Recognition

Permissions


Get the most out of the apps you add as tabs by allowing them to access your device. Apply the same permissions to all of them, or customize them individually below.

- Media (Camera, microphone, speakers)
- Location
- Notifications
- External links
- MIDI device

Network Device Interface (NDI)

Use NDI technology to capture and deliver broadcast-quality audio and video over your network. [Learn more](#)

NDI is a registered trademark of NewTek, Inc. in the United States and other countries.



Transmit local content
with NDI®

Use your studio equipment
with SDI capabilities

Create content from your Teams meeting

- Use NDI® -out to share a clean video feed of Teams meeting participants, screenshares, or Together Mode

- Use the NDI® feed to ingest the media to hardware like a NewTek TriCaster or software like OBS

- Choose to get the full meeting audio or isolated audio of each individual*



Use your professional studio hardware

- Send video of individual meeting participants out from Teams to your studio mixer via SDI* or HDMI* as a clean stream

- Choose isolated audio to pick audio source for event

**Additional equipment required such as an AJA or Blackmagic Design device connected to your computer*

[Get started](#)



Questions and answers

Thank you.



Got Feedback?

aka.ms/HybridMeetingsandRoomsWorkshop/Feedback



Licensing for Advanced Webinars, Webinars, and Teams Live Events

Everything in webinar, plus green room, manage what attendees see, waitlist & manual approval, limit registration date & time, reminder emails, and RTMP-in for **advanced webinars**, included in:

- Teams Premium

Registration with confirmation and cancellation emails, interactivity, presenter modes and dynamic layouts, co-organizers, breakout rooms, Dynamics 365 integration, 1,000-person interactive **webinars**, and attendee reporting included in:

- Enterprise E1
- Enterprise E3
- Enterprise E5
- Education A1*
- Education A3
- Education A5
- Business Standard* (300-person limit)
- Business Premium* (300-person limit)

Organizers can schedule and produce **Teams Live Events** streams for 10,000** attendees, with producer UX, view-only attendee experience, and attendee reporting included in:

- Enterprise E1
- Enterprise E3
- Enterprise E5
- Education A3
- Education A5

***Attendee limits have been increased to 20,000 through June 30,2023, to continue the support to navigate hybrid work*

**SMB plans only support up to 300-person limit for webinars*

Live Events Assistance Program

If you are new to hosting virtual events, Microsoft can provide you with guidance and assistance to deliver your best webinar, townhall, or broadcast

With Microsoft live events assistance, we help you get more familiar with setting up and running an event and can be available during a live event to help if any questions or issues come up

[Request assistance](#)

Microsoft 365 live events assistance
Get help and answers to questions for an upcoming event

Whether you are new to hosting live events, or just need some extra help, Microsoft can provide you with guidance and assistance to deliver your best live event broadcasts. With Microsoft live events assistance, we can help you get more familiar with setting up and running a live event or be directly available during a live event to help if any questions or issues come up.

During preview, the assistance program is free to customers using Teams, Stream or Yammer to deliver their events. Sign up now to get started.

[Request assistance >](#)

Live events enable anyone to create live and on-demand events that deliver compelling communications to employees, customers and partners. Events use video and interactive discussion across Teams, Yammer, or Stream, and can be as simple, or as sophisticated as needed. Up to 10,000 attendees can participate in real-time from anywhere, on any device, or catch up later with powerful AI features that unlock the content of the event recording. For additional details, visit the assistance program [documentation page](#).

To help support our customers, through June 30, 2021, we will extend limit increases for live events, including:

- Event support for up to 20,000 attendees
- 50 events can be hosted simultaneously across a tenant
- Event duration of 16 hours per broadcast

Additionally, events for as many as 100,000 attendees can be planned through the live event assistance program. [Learn more](#)

Before an event

- Education on how Microsoft live events works across Teams, Yammer, and Stream
- Determine which service to use based on your needs
- Review best practices for coordinating, producing and running an event
- Validate current setup and configuration
- Answer questions
- Plan assistance logistics for rehearsal and upcoming event

Rehearsal for an event ▾

During an event ▾

After an event ▾

Customer story: Coldwell Banker using Teams for events

Coldwell Banker hosts virtual events with Microsoft Teams to forge deeper customer relationships

Coldwell Banker Real Estate needed a solution that enabled clear two-way communication between leadership and its nearly 100,000 affiliated agents across the United States

Using Microsoft Teams, the company has delivered virtual events that give thousands of employees and affiliates a way to engage with its CEO through live online video question and answer sessions

The solution also played a role in Coldwell Banker's public response to the COVID-19 crisis and its effect on the real estate industry

[Learn More](#)



When we host a virtual event, the real-time conversations we have help inform us, without a doubt, of what's on our participants' minds. That ensures that what we're saying is relevant to our audience and that they're getting more value from the conversation."

Ryan Gorman

President and Chief Executive Officer
Coldwell Banker Real Estate



Customer story: Crocs using Microsoft Teams for events

Crocs stays in step with customers' needs, delivers comfort in difficult times with Microsoft Teams

It was key for Crocs to stay connected with customers, retailers, and colleagues through the onset of COVID-19. They used event capabilities in Teams to enable better remote and hybrid work

"We took advantage of Teams live events to answer employees' questions about our response to COVID-19 and to coordinate our charitable efforts in response to the pandemic," says Adam Michaels, Chief Digital Officer at Crocs

[Learn More](#)



crocs[™]

Keeping our business moving forward through COVID-19 and launching new product lines is directly tied to Teams and the fact that we can communicate with customers and get our product out in ways that others can't."

Mike Feliton

Senior Vice President and
Chief Information Officer
Crocs