

Hosting Your Conference on Pluralsight

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Overview

In an attempt to assist **technology-focused conferences** during the global SARS-CoV-2 outbreak, Pluralsight is opening its platform to provide a place for “virtual conferences” to be hosted, free of charge.

We offer the ability to host content in an organized way, versus dumping a bunch of videos on YouTube and linking them via a playlist. We can construct “tracks” for sessions to live in, for example, and provide a robust video player and mobile app.

Conferences hosted during this period will remain hosted free of charge for up to two years (based on the “shelf life” of the conference content, as suggested by the conference organizers).

Our basic process is as follows:

1. Create recorded conference sessions.
We do not currently offer a live-streaming platform. However, we are able to ingest videos produced by popular video-conferencing solutions such as Zoom.
2. Create a metadata file describing the conference sessions.
This is a simple text file that provides data like session titles, abstracts, speaker names, and so on.
3. Ingest content into our platform and publish.
This requires your videos to be placed in a specific location so that we can grab them.
4. Move content in front of our subscriber login (making it freely available).
We do have other options for events seeking to monetize their content with our audience of technology learners, and we’re happy to discuss those.

During this time, our teams are fairly swamped, so we do ask that you be patient with us, as we’re trying to use our limited resources to assist as many conferences as we can.

Some Legal Bits

While you should certainly read our publishing agreement very carefully, and while this brief overview doesn't replace, supplement, or amend that agreement, we did want to lay out just a few legal notes:

- Your content remains **your content**. Pluralsight is licensing it from you, typically on a non-exclusive basis, so that we can deliver it from our platform. You retain all rights.
- We usually leave conference content on our platform for about two years, and then retire it; that's because a lot of sessions have a pretty solid archival shelf life. However, we're happy to discuss it with you if you feel a different term makes more sense.
- When we "retire" content from our platform, it remains accessible to customers who have direct URLs to it. So even outdated content is typically "available" to someone who knows how to get to it; that's why our license agreement is perpetual.
- Ask your presenters to **not** use any media assets for which they do not have proper permissions. Images downloaded from the Internet, for example, should be accompanied by **permission**. Things like "Fair Use" do not typically apply in this scenario. It's best if presenters avoid using images they don't own themselves.

Things to Consider in Advance

Spending a little up-front time can make for a much more amazing recorded event!

- Consider creating a simple slide deck template for your presenters to use. This can include event branding, and even a footer directing to the event website. This can help capture interest for future in-person events!
- Plan for each recording to start with a title slide that shows the session title and presenter name. We suggest including prominent event branding (like your logo) here as well!
- Consider asking each presenter to close with a slide that reinforces the event branding and event website.
- Please do not use any Pluralsight branding or logos on any slides, unless we've discussed something in advance.
- Have presenters treat their recording like it was an in-person session: introduce themselves and the session, explain what they're presenting, and so on. They're welcome to refer to additional resources or follow-up materials when they conclude, too.

Recording Your Sessions

We suggest using a videoconferencing platform, such as Zoom, to record your conference sessions. **Pluralsight does not currently offer an in-platform recording or streaming solution.**

Each video must be in .MP4 format and not exceed 5GB in size. We suggest recording at either 720p or 1080p; 4K recordings will often top out size-wise at around an hour.

Some tips:

1. Ask speakers to record in a quiet, distraction-free environment, ideally with a neutral, professional-style background. That might include a bookcase in an office setting, a neutral-colored blank wall, etc. Speakers should use a quality USB headset rather than a computer's built-in microphone and speakers.
2. If you want to host live attendees, set up your recording time and date and publicize that with your audience. Note that the default Zoom package permits only 100 attendees total, which must include all presenters.
3. Mute all participants other than the speaker. If you plan to take questions from the audience, ask participants to use Zoom's "Raise Hand" feature, and have the meeting host unmute them, ask them their question, and then re-mute them as the speaker responds.
4. Zoom supports screen sharing for presentation of slides, technology demonstrations, etc. We recommend that you screen-share a "title slide" with the session name and speaker name before you start recording, so that the recording begins with that title slide.
5. We do not require the use of live speaker video. If the speaker uses slide or demo screen-share for the entire presentation, that's fine.

We are not able to provide editing assistance due to our current workload. You are welcome to capture videos and submit them as-is, or use a simple editor (the free iMovie on macOS, for example) before submitting videos. Avoid adding fancy transitions or other elements. At most, your editing might consist of:

- Adding a title slide to the front of each session, if this was not done as part of the initial recording
- Snipping out any “dead air,” such as when a presenter struggles to switch on screen sharing or some other non-essential task.
- Trimming the start and end of the video to remove any “dead air” before the presenter starts or after they finish.

Create a Metadata File

This file helps us match videos (by filename) to data like the session title, description, speaker name, and so on. You can generally create these in a spreadsheet like Microsoft Excel or Google Sheets, and just send us that file.

The metadata file should be a standard CSV file, with one row per session video, containing the following fields:

- `course_title` - The name of the session; try to keep this under 60 characters
- `course_short_description` - A short description of the session; must be under 250 characters
- `course_description` - This is a longer description, and can just repeat the short description if desired. Max 1024 characters.
- `speaker_name` - The full name of the presenter(s); for more than one, use semicolons to separate the names.
- `course_level` - indicate "beginner," "intermediate," or "advanced."
- `video_filename` - the full filename of the video for the session.

Signing a Publication Agreement

We will need you to sign a publication agreement, giving us permission to publish your content on our platform. We will provide this to you in email via DocuSign for electronic signature.

In addition, we **strongly recommend that you obtain written agreements from your presenters** to have their likeness and/or intellectual property published on the Pluralsight platform. We can provide sample Appearance Release forms, and we can even facilitate sending those to your presenters via DocuSign for electronic signatures.

Your agreement with us requires you to affirm that you have presenters' permission to use their likeness and/or intellectual property, which is why we recommend you explicitly do so via an Appearance Release.

We've strived to create a publishing agreement that's fair and balanced, but our ability to make changes to it is somewhat limited – and all changes have to go through a Legal review, which *will* slow things down. We just ask that you bear that in mind as you review it. Also, while we do appreciate that Legalese can be a bit counterintuitive sometimes, it's the required language of law. If you have questions about the Legalese in the publishing agreement, we urge you to work with an attorney of your own choosing. Hopefully, though, you'll find the publishing agreement straightforward enough.

Provide Additional Media Assets

We will need a few additional media assets from you, in addition to your video content:

- Event logo, in .PNG format with a transparent background, sized 600 x 600.

Prepare Content for Ingestion

We will need your content (video files, metadata file, and additional media assets) in a place we can download them from. YouTube isn't acceptable, as we cannot download from YouTube.

We're happy to supply a Dropbox folder for you to upload your content to – this helps prevent the need for you to maintain a large-capacity account, or to use a lot of your own capacity.

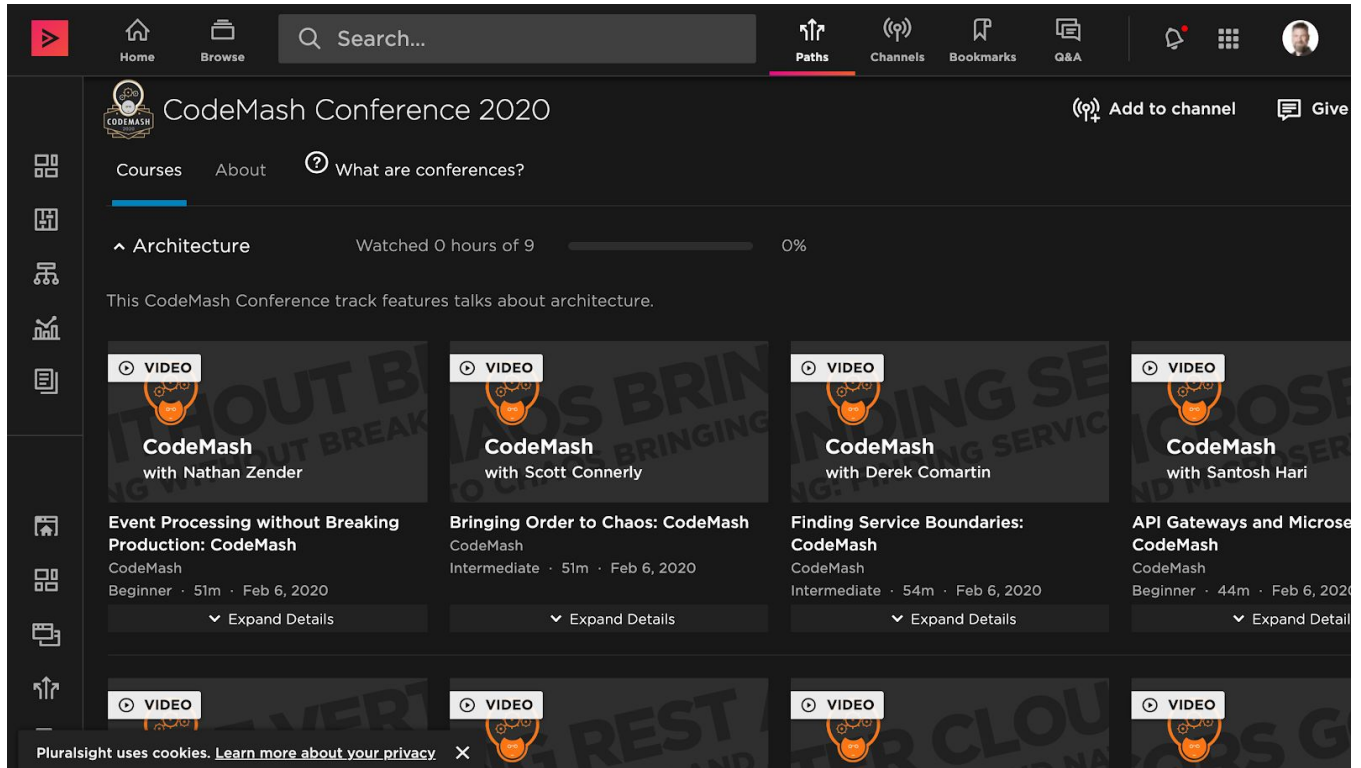
We can also work with other file-sharing services if Dropbox is problematic. Just get in touch.

Once everything is in place, give us a ping via email and we'll get the ball rolling. We need *all* of your videos in order to begin; we can't start with a few and then bring in a few more later (due mainly to our current workload).

Timelines

From the time we receive your ready-to-publish videos and metadata file, you can expect it to take up to three weeks for us to publish your content, depending on our current workload, and where we are in relation to our publication windows.

When it's all done, you'll have a URL that directs to your conference's page, which will look something like this:



Quick Checklist: Here's What You'll Need

Here's a quick list of everything you'll need to provide to us:

- ❑ A list of your presenters' names and email addresses, if you want us to assist in obtaining electronic Appearance Releases from them.
- ❑ All of your session titles, descriptions, presenter names, and other information, assembled into a metadata file as described earlier in this document.
- ❑ All of your recorded videos, with at least the minimal editing that we've described in this document. Ensure that each video starts with a title slide that shows the session name and presenter name, at a minimum. We also recommend including your logo or other branding on the title slide.
- ❑ Additional media assets, such as your event logo, as described earlier in this document.

Contact Information

Get started by contacting conferences@pluralsight.com.

We'd prefer to hear from you **before** you get started on recording your sessions, but if you've already done that, it's fine – just get in touch with us as soon as possible so we can slot your event into our workflow.

We *are* pretty busy, so if you don't hear back the same day, we appreciate your patience. We'll definitely try to get back to you by the next business day.