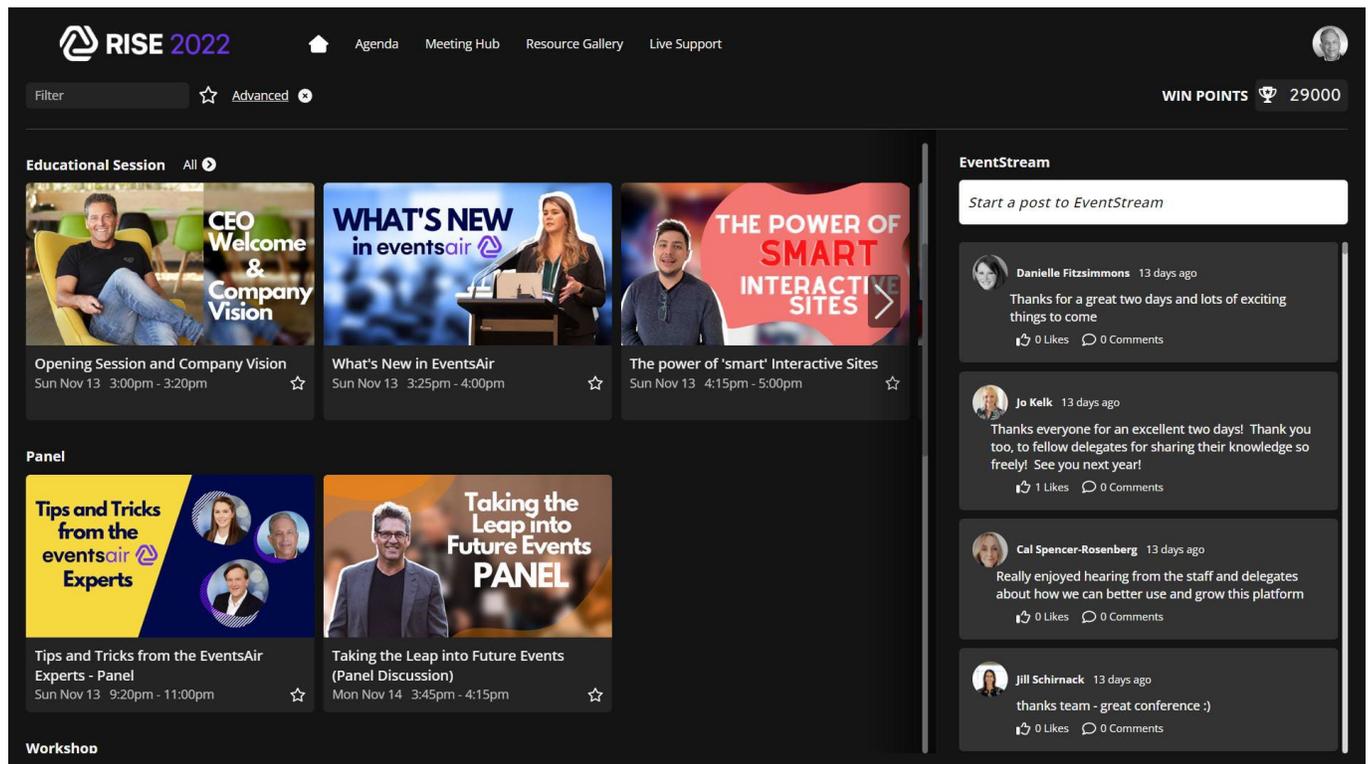




Managing Your OnAIR Virtual Program

Introduction



OnAIR, like any virtual or live program, has many moving parts that need to be carefully orchestrated. Done correctly, you will have a complete program consisting of sessions, networking functions, virtual exhibitions, poster presentations and lots of attendee connections being made.

To make this happen, you need to carefully map out and plan what your virtual program will look like to ensure maximum engagement.

You can use the EventsAir platform to manage your event for the attendees that will attend virtually using OnAIR as well as the attendees that will attend the live event. One event created and managed in EventsAir will cover both type of attendees.

When you are planning and producing your virtual program, there are essential steps you will need to undertake, including the live management and operation of your virtual program.



Virtual Event Planning Checklist

The following checklist is useful for when you are planning your virtual program. Not all steps may apply to your specific program, but you should carefully review these steps when you undertake your event planning efforts.

- Define Your Virtual Agenda, using EventsAir and the Agenda Builder. You can visualize the flow and structure of your program, and it's easy to jump into each session or function to make changes.
- Ensure you mix up your session types to keep maximum attendee attention. Just having multiple PowerPoint webinars one after the other may lose your attendee's focus. Consider mixing up webinar style sessions with panel sessions, workshops, professional live streams with guest speakers etc. Allowing attendees to choose from possible concurrent sessions also encourages interaction with the platform.
- Encourage attendee interaction by including networking sessions at certain points throughout the day. This allows attendees to interact with other attendees just like they would at coffee breaks or networking events.
- If you have many short presentations, consider combining these into larger sessions and have a host of the session control and introduce different presenters throughout the session.
- Allow enough time between sessions to allow your attendees and presenters of the sessions to join the next session. This is important since it may take a minute or two for the presenter to log into the webinar session and prepare to share screens and give their presentation.
- If you think a particular session may run over time, perhaps add a networking function after the session so that attendees will join that late, instead of another important session.
- Obtain your Streaming Service license or licenses. You can refer to the White Paper on **External Connections You Need for OnAIR**, once you have the agenda designed. You will need to decide on how you wish to program sessions and make use of pre-recorded videos.
- Set Your External Connections. Once you have licensed your external connections, you will need to setup those external connections inside of EventsAir. This is also covered in detail in the White Paper on **External Connections You Need for OnAIR**.



- You will want to review your registration types and set the option for virtual attendee for any registration types that will be attending your virtual event. This is simply a checkbox found in each Registration Type settings.
- Once you have made your external connections and set your registration types, you will need to revisit all your sessions and functions to set the virtual settings for each. For each session and function, you will set:
 - What attendee types can access this virtual session.
 - How will this session be delivered?
 - What streaming platform is used to deliver this session.
 - Other settings that deal with recording or networking formats.
- Configure Virtual Exhibitions (Premium License). This includes setting the times for your virtual exhibition and determining what details you wish to collect from your exhibitions, such as logos, profile descriptions, brochures or marketing videos.
- Configure Virtual Poster Presentations (Premium License). Depending on the size of your poster presentation program, you will want to decide on using the standard poster presentation format or the Poster Gallery, which is a gallery format that is searchable and more visual by design. You will also want to determine what information you want from your poster presenters, such as biographies, presentation descriptions, brochures and/or videos.
- Configure and Publish Your OnAIR Portal. Once your advance preparations are complete, you will want to configure the structure and design of your OnAIR Portal. You will want to manage the branding, themes, sponsor promotion, and enable specific functionality, such as:
 - Virtual Exhibitions
 - Poster Presentations
 - Meeting Hub
 - Virtual Control Room/Admin Mode
 - Analytics Dashboard
 - Live Support
- Presenter Management. This is an important task to spend time on, as you will want to manage presenter details, such as biographies, presentation documents and more.



- ❑ Once portal configuration is done, you will want to spend time testing your virtual program operation. This is easily managed by either cloning your event and setting up test records, or simply changing the times of your program to a current time frame. You will want to test each session and function, ensuring that video and audio function properly within the streaming service you have licensed.
 - Staffing. This is important to plan ahead for, as you will want to assign access to Live Support, Control Room and Analytics Dashboard.
 - Live support will be your support and/or customer service teams, and these people will be assisting virtual attendees in the operation of OnAIR or answer questions about the program.
 - Control Room is the behind the scenes management page where team members will keep an eye on all sessions, communicate with presenters, publish alerts to all attendees and trigger a live host or MC to speak to attendees at various points in your program.
 - Analytics Dashboard is where authorized staff can view real-time statistics about your virtual program, as well as view statistics for individual sessions or functions.



Virtual Event Rehearsal Checklist

The following checklist is useful for when you are planning your virtual program. Not all steps may apply to your specific program, but you should carefully review these steps when you undertake your event planning efforts.

- It is recommended that you schedule a practice session with all presenters prior to the start of your event. This should not focus on practicing their session content; rather, the practice session should focus on:
 - Joining a session
 - Sharing their screen to display a PowerPoint or video
 - Checking that their audio and video is working
 - How to use Live Q&A
 - How to use Live Polling
 - Introduce them to their presenter view, including timers and if enabled, Discussion Forum
- Consider providing instructional videos to your exhibitors and presenters on how to use the platform



Managing Your Virtual Program

When your program is live, you will want to be managing and controlling critical aspects. The following areas will need your attention and hands-on management throughout your virtual program.

Starting Zoom Sessions

If you are using Zoom for your sessions, each session will need to be started and stopped by the licensed account owner.

Understanding that, you can have an authorized party use the correct email address to access Zoom directly and start and stop sessions according to your event schedule.

OnAIR lets the authorized account holder start the Zoom session directly within the portal, but it still loads and opens the actual Zoom program to run the presentation, share screens and more.

What Will Your Presenters See?

While some presenters may use Zoom for their sessions, most presenters will work directly in AIRCast Studio, the built in production studio for managing session content in OnAIR.

The screenshot displays the AIRCast Studio interface. At the top, there's a header with "AIRCast Studio" on the left, a warning "Do not close, minimize or refresh your browser during the session" in the center, and "END BROADCAST EARLY" on the right. Below the header, the main area is divided into several sections: "OnAIR Presentation" with a "SESSION LIVE" indicator and "End in 17m" timer; a "MAIN STAGE" area showing a "LIVE" broadcast of a "GIT TV" event; a "PREVIEW" area with "2/16" items; a "GREEN ROOM" area; and a "Media" area with "Add Media" and "Add Camera" buttons. At the bottom, there's a control bar with icons for "Join Preview", "Start Camera", "Mute Mic", "Settings", "Share Screen", "Media", "Invite Guest", "Attendees & Sponsors", "Breakout Rooms", "Live Poll", "Live Q&A", "Session Information", "Recordings", "Presenter Chat", "Preview", and "Control Room".



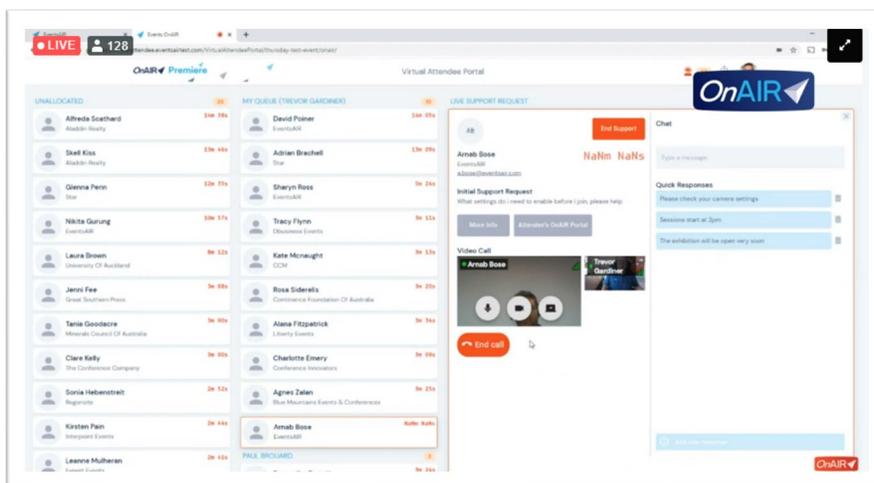
What Will Your Attendees See?



Your attendees will see the video and hear the audio of your presenter, and if enabled, ask questions via the Live Q&A panel on the left of their screens.

Also, if enabled, your attendees can interact with other attendees or even the presenter via the Discussion Forum. Finally, attendees may respond to Live Poll questions setup and displayed by the presenter.

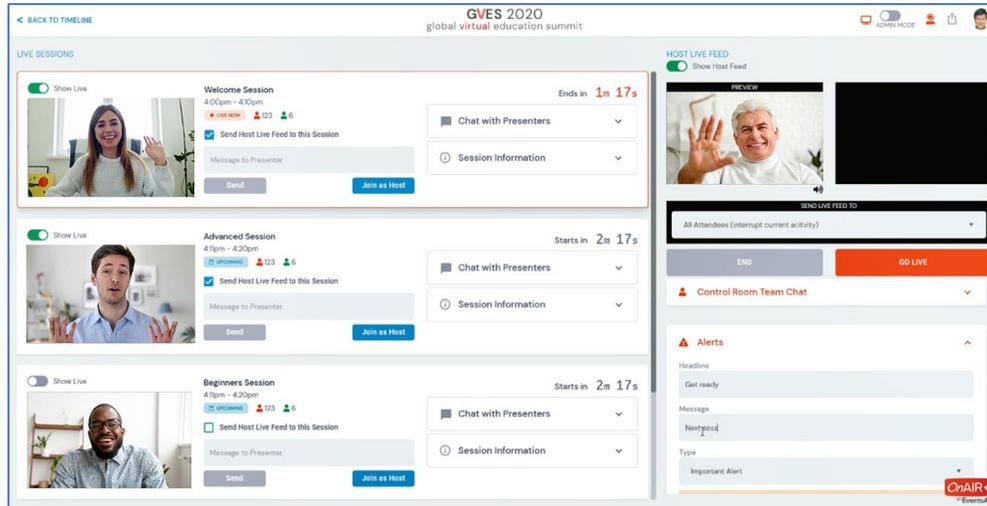
Live Support



If you enable this, you can provide support or customer service staff to answer questions and assist attendees with the OnAIR Portal. This tool lets you have as many support team members as you wish, and your support team can use chat to answer questions or engage in a video conversation that an attendee has started.



Using the Virtual Control Room



This powerful, behind the scenes tool, lets assigned staff keep an eye on presentations, making sure they are starting on time and that presenters are ready to present. You can also generate different types of alerts that are displayed to all attendees and trigger a virtual host of MC that is displayed to attendees with a video and audio feed.

Functions of the Virtual Control Room include:



Live Sessions

Each session in your program has its own panel. Each panel displays:

- Show live - allowing the control room team to view the audio and video of the actual session
- Session Description and Times
- Live Now Indicator with real time number of attendees and presenters
- Enable Send Host Live Feed to this Session – this option lets the host appear to all attendees in the specific session
- Presenter Messaging -the control room team can send a message to all presenters in the session
- Join as Host – Join as Host lets you join a webinar as the host of the webinar in order to start the Zoom session. This relies on you having logged in using the appropriate email address that is associated with the webinar account used
- Chat with Presenters – the control room team can engage in chat with all presenters in the session
- Session Information - this panel displays the published information available to attendees for the session



Host Live Feed

This powerful feature lets you live stream your host or MC in a pop up window that appears in either the overall Time Line or within a specific session.

You can also choose to display the host live feed to all attendees whether they are in sessions or not, or just to available attendees not currently in a session.

The Live Host feed allows one or more individuals to host the event from start to finish as follows:

- Engaging attendees and entertaining attendees between sessions
- Providing direction to attendees i.e. introducing upcoming sessions
- Thanking speakers from previous sessions and wrapping up with any fun and entertaining comments
- Any ad hoc announcements as required. For example, if the presenter of a session loses audio or is having internet difficulties, you can jump into the session with a live update to the participants.

See "Using the Host Live Feed" later in this document for specific details on using the Host Live Feed function.

Alerts

You can generate different types of alerts that can be displayed across the top of the Time Line and in sessions. The sessions you can generate include:

- **Important Alerts** – these are shown in red and are meant to alert all participants of important information, such as a session or function time change
- **Info Alerts** – these are used for reminders and general alerts that are not urgent
- **Timeline Refresh Alerts** – These alerts include a refresh link in the message that attendees can click on to refresh their OnAIR Portal. If you update the timings of existing sessions a timeline refresh is not required as these are updated automatically. A timeline refresh is only required if you have added an additional function or session or if you have enabled features that were not previously enabled such as the Meeting Hub.
- **All Presenter Alerts** -this alert lets you send an alert message to all presenters, no matter what they are doing or participating in throughout your event



Using the Host Live Feed

To effectively use the Host Live Feed, you will want to engage with a host or master of ceremonies and have them available throughout the event.

A good recommendation is to create a schedule of Host/MC communications that is used by the entire control room team to schedule the Host Live Feed functionality.

Connecting Your Host Live Feed to a Live Stream

You can use either Vonage or YouTube to create a live stream that can be used to generate your Host Live Feed.

Please refer to the White Paper on **External Products You Need to Work with OnAIR** for information on setting up a YouTube or Vonage live stream.

Tips for a Good Live Host Feed

- Practice the Live Host feed in advance with each host that you have engaged with
- Make sure your host is dressed appropriately since they will be viewed by all of your virtual attendees
- Make sure your host is in a studio or a location with a neutral or professional background
- Make sure your host has proper lighting. This may include avoiding strong backlighting and having either natural sunlight or a video light in operation
- Work with your host to make sure their camera is at eye level and that their microphone operates properly
- Eye contact with attendees is important. Remind your hosts to be looking at the camera before their host appearance goes live, and when it ends, to keep their eyes looking at the camera for a few seconds. Looking away while the host feed is live is distracting to the those watching the live feed
- Keep host live feeds short, and if possible scripted so the host knows exactly what their message will be