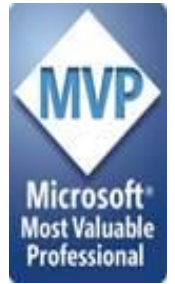# How to Run a Microsoft 365 / Teams Virtual Conference

Thursday, October 29, 2020

12 – 1 PM EDT

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Agenda

- Introductions
- Meetings, Live Events, and Channels
- Privacy and Teams Policies
- Registration
- Sessionize, Website, and Recordings
- Analytics
- Summary and Closing

Events

Event	Date
Commsverse	July 6 – 9, 2020
Teams Day Online	Sep 30 – Oct 1, 2020
Microsoft Ignite	Sep 21 – 24, 2020
TSPUG Bootcamp	Nov 27, 2020

Teams Day Online Powered by EUM Case Study

Challenges

- Microsoft licensing
- User information and privacy
- Conference registration and user onboarding

Solution
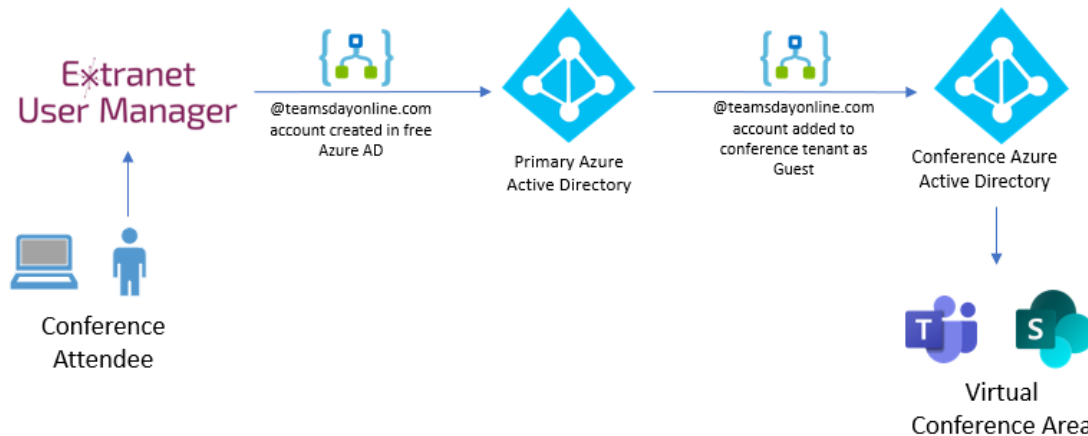
www.teamsdayonline.com

www.extranetusermanager.com/resources/case-studies/teams-day-online-powered-by-eum

Lessons Learned

- **Get a solid registration process in place well in advance**
  - Started with EventBrite for registration
  - Updated website and Extranet User Manager registration process was late
    - Started with only 4 weeks to conference
    - Many technical issues around how to handle privacy
    - Didn't go live until the week before the event
  - Mass confusion around EventBrite versus website registrations and where to go
- **Creating tenant accounts for everyone sound good for privacy, but way too confusing for everyone**
  - Need a simple, simple, simple registration process
  - Make part of the privacy the responsibility of the attendee
- **Organizing a free event is tough**
  - Not all speakers did the tech check -> problems
  - No show moderators
  - Getting everyone to read or watch the prereqs so it all goes smooth

Meetings, Live Events and Channels

Teams Meetings vs. Live Events

Meetings

- **Limited to 300 people**

- **Live connection, no lag**

- **Time limit of 24 hours**

- **Open chat**

- **Anyone can present, share their webcam, or talk**

Live Events

- **Up to 10,000 people**

- **10-20 second delay**

- **Time limit of 4 hours (support can extend)**

- **15 concurrent Live Events**

- **Dedicated Producer and Presenter roles**
  - Private chat channel
  - Producers can do all presenter functions except change their background

- **Moderated Q&A**

- **Real time recording and time shift**

- **Increased limits through Jan 2021**

https://docs.microsoft.com/en-us/microsoftteams/limits-specifications-teams
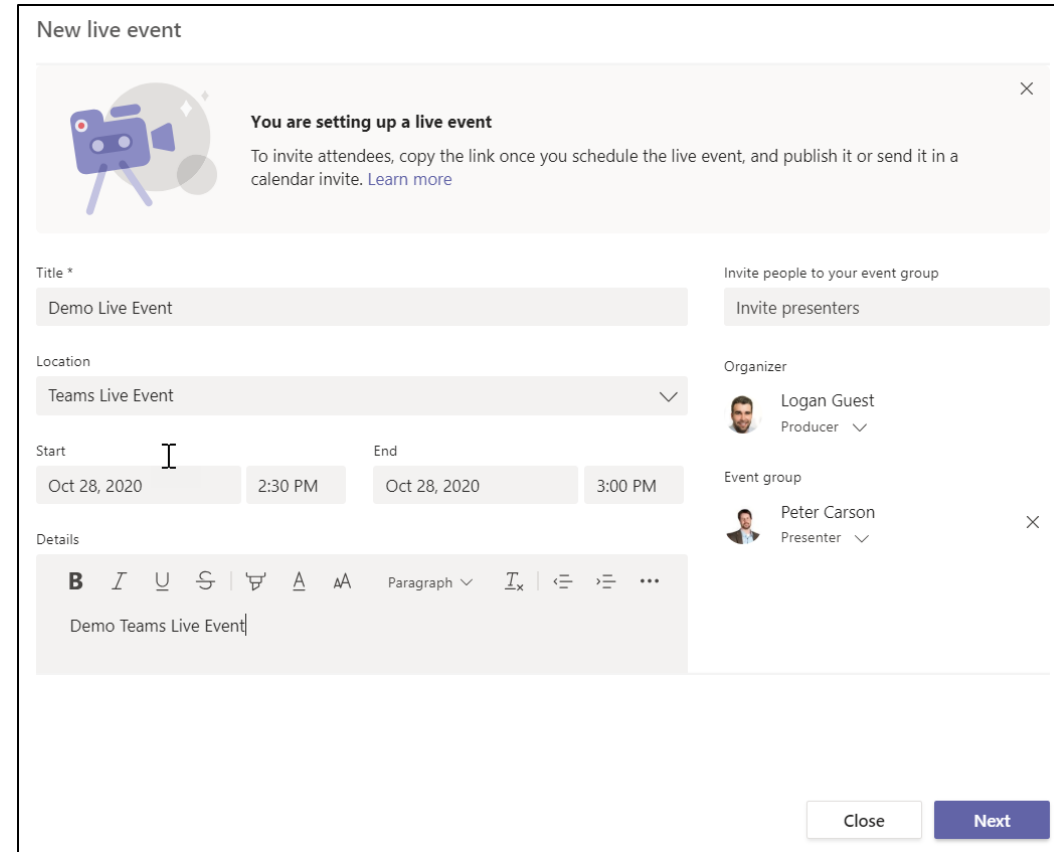
Channels in Teams Conferences

Channels can represent different items in a virtual conference

- Different session tracks

- Forums to encourage discussion

- Support to Attendees and Speakers

- Conference Hall

- Sponsor Shoutouts

Creating a Teams Live Event

You must be in your Teams Client to create Live Events!

Creating a Teams Live Event

Conference events must be Public!

Enable Q&A to engage with your attendees!

Producing and Presenting in a Teams Live Event
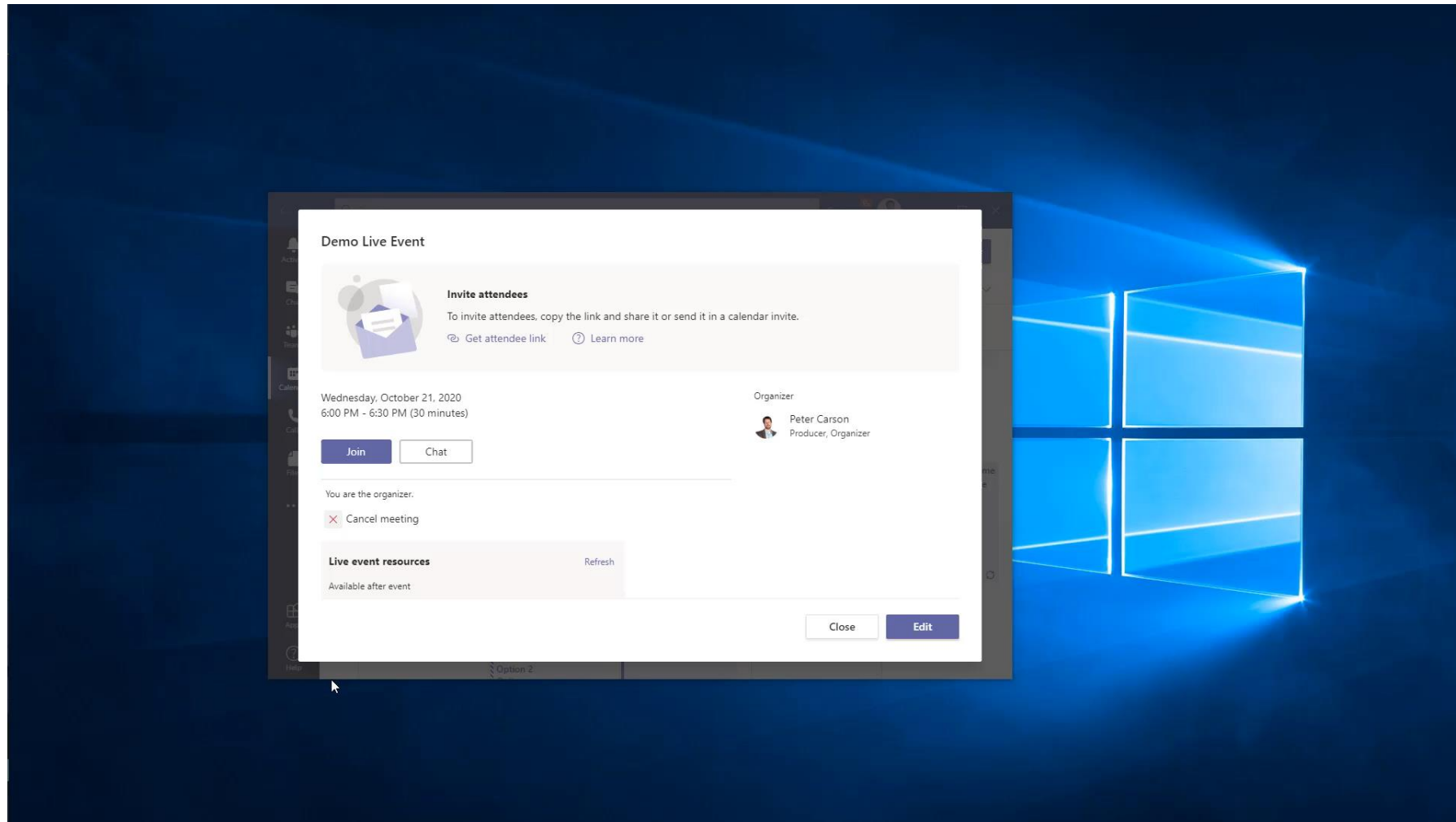
Teams Privacy and Policies

Teams Meetings and Live Events Settings and Policies

- **Approach is to leverage Azure AD B2B Guest User access to bring users into the Microsoft 365 to attend the conference**

- **Settings and Policies need to be updated in a couple places to enable Guest Access**
  - Microsoft 365 Admin
    - Tenant wide Sharing Settings
  - SharePoint Admin
    - SharePoint and OneDrive Settings
  - Teams Admin
    - Org-wide settings > Guest Access
    - Meetings > Meeting policies > Global (Org-wide Default)
      - Automatically admit people – Set this to **Everyone** for conferences or large events
    - Live events policies and settings

Setting Up Microsoft 365 Policies

Microsoft 365 Admin Tenant Settings
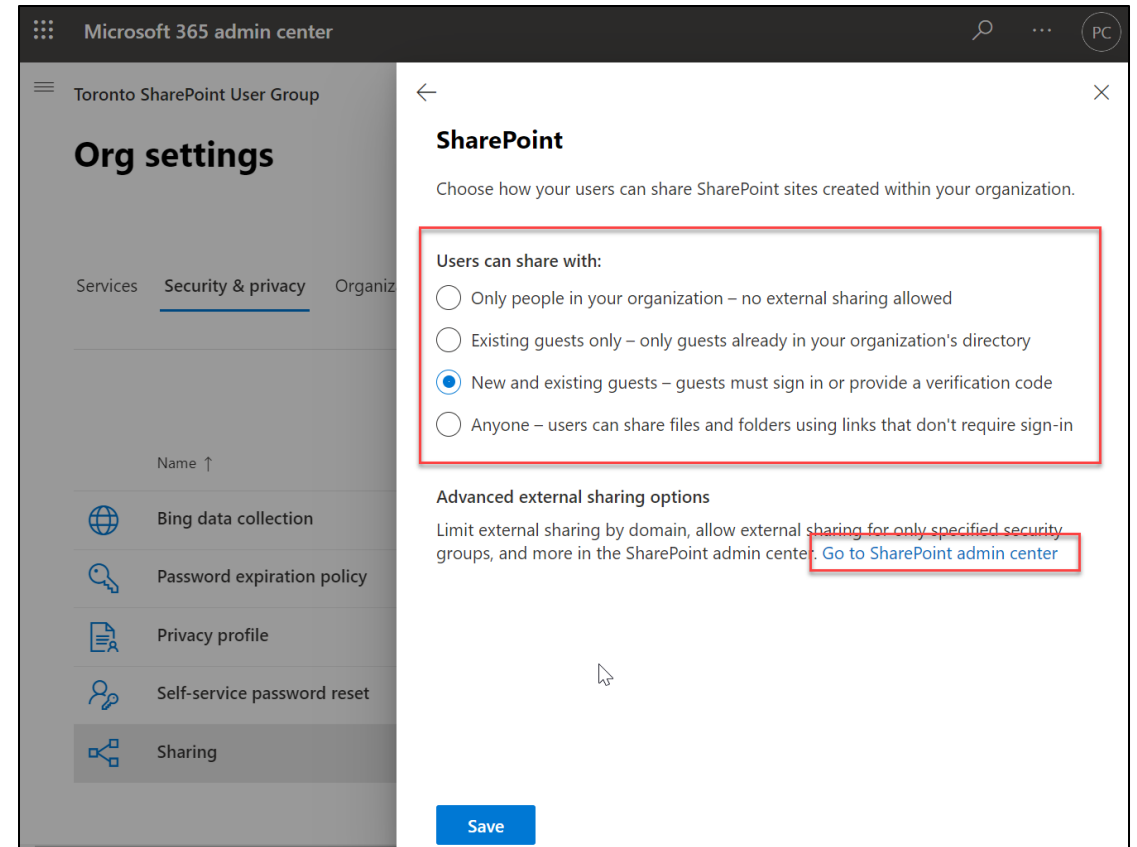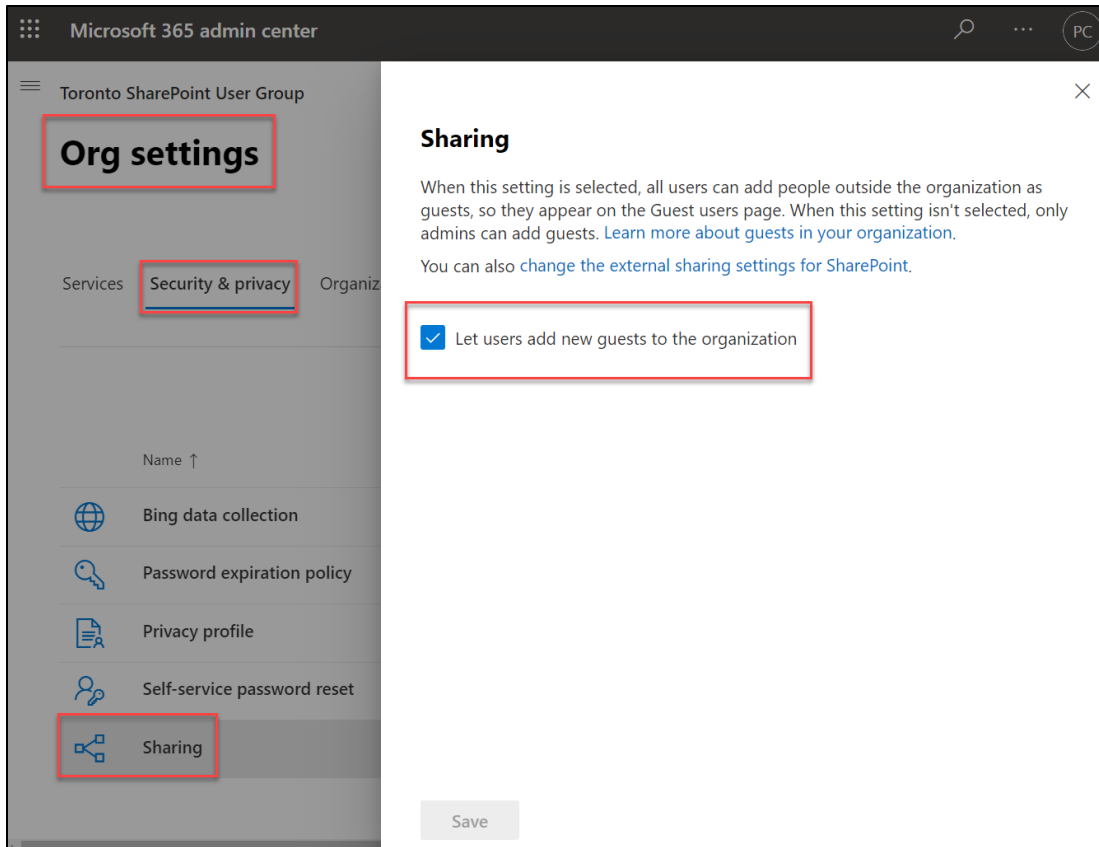
Setting Up Microsoft 365 Policies

SharePoint Admin Settings

Setting Up Microsoft 365 Policies

Teams Admin Settings
- Org-wide Settings > Guest Access
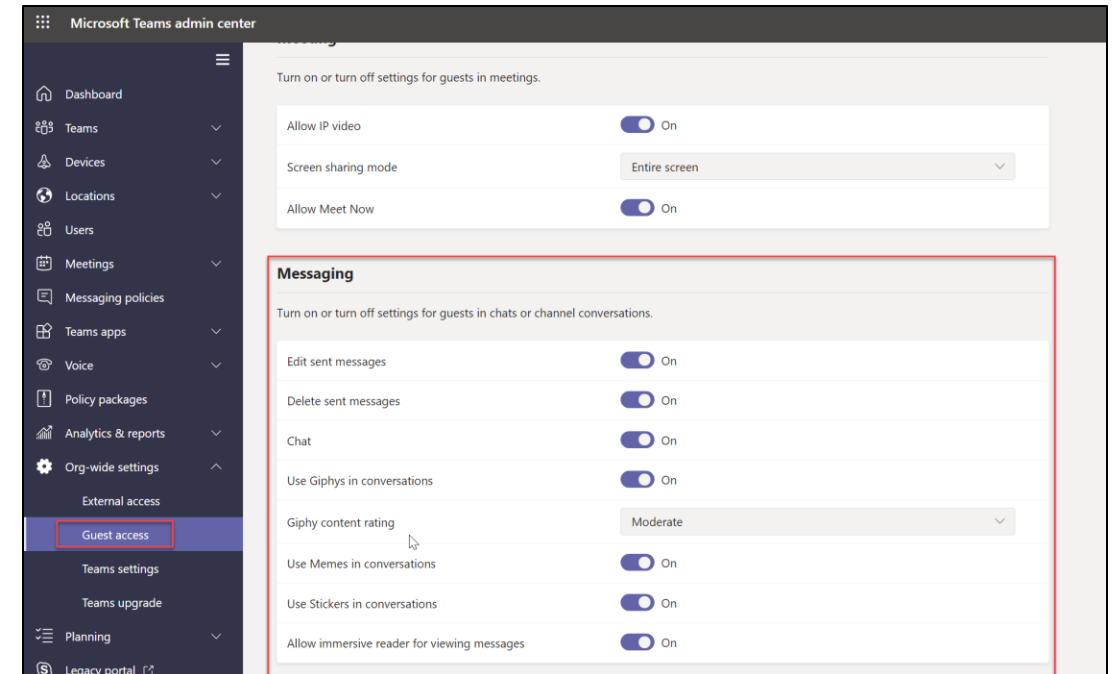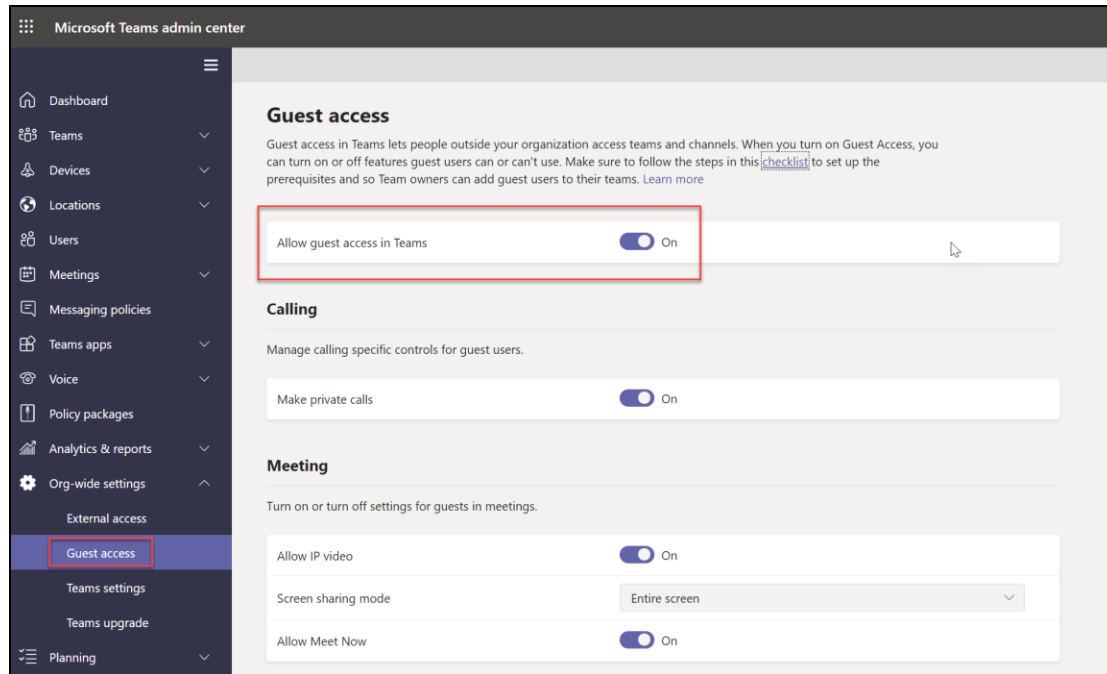
Setting Up Microsoft 365 Policies

Teams Admin Settings
- Meetings > Meeting Policies > Global (Org-wide Default)
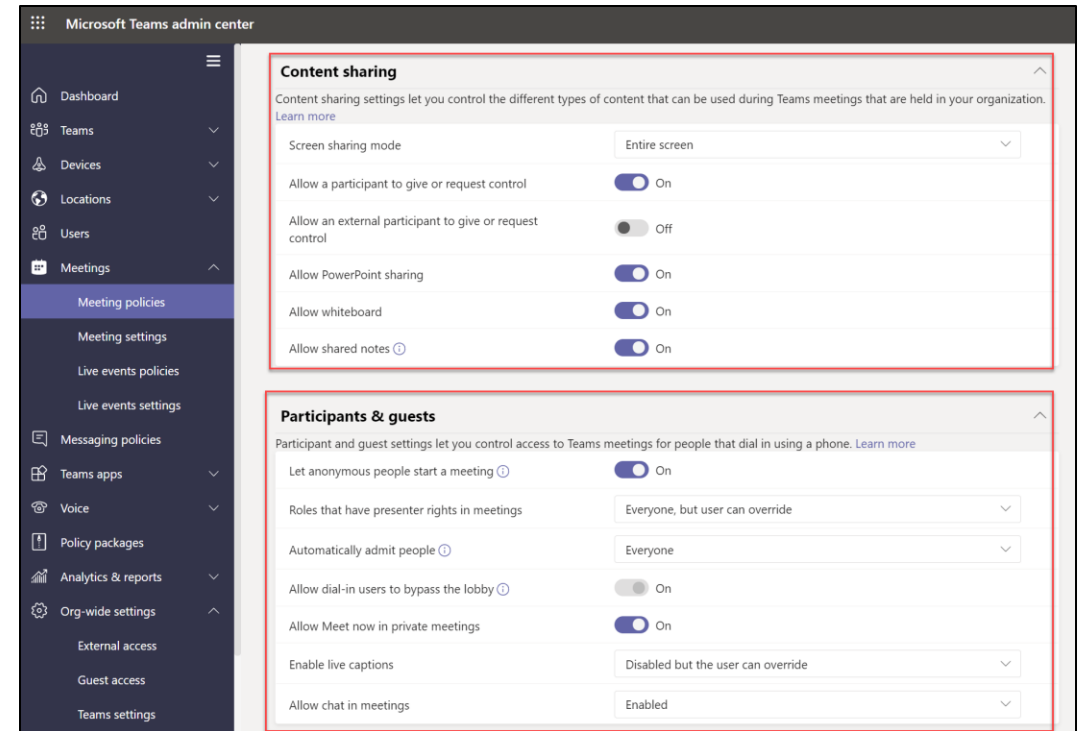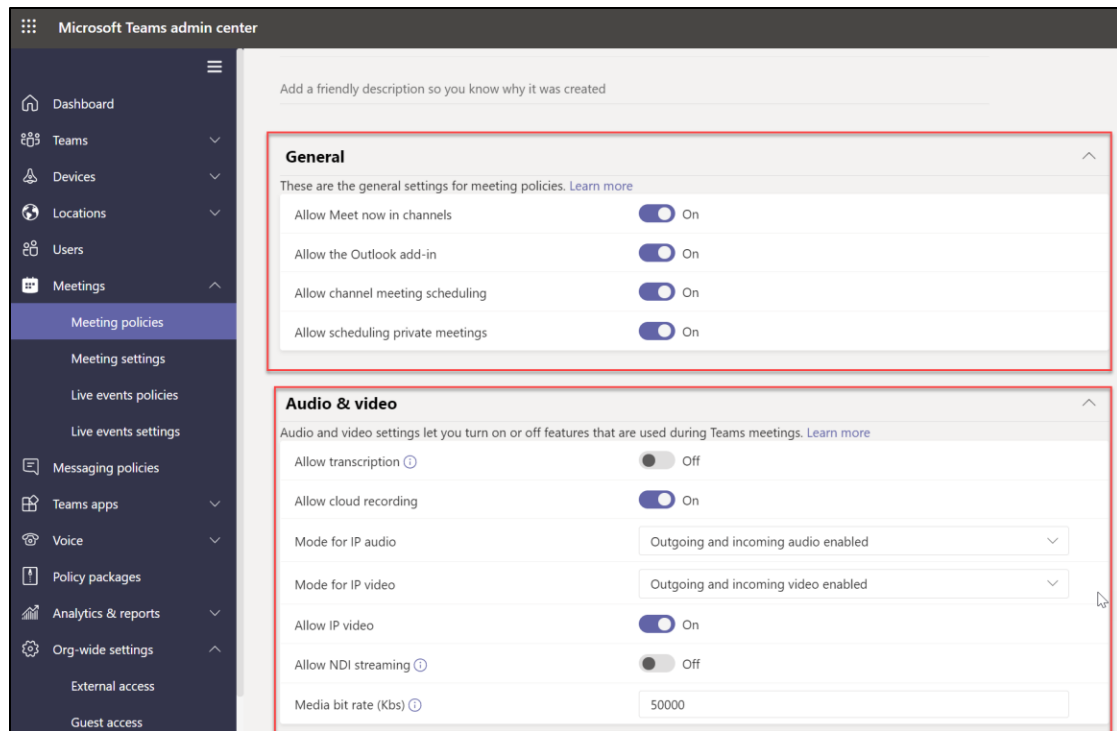
Setting Up Microsoft 365 Policies

Teams Admin Settings
- Meetings > Live events policies > Global (Org-wide Default)
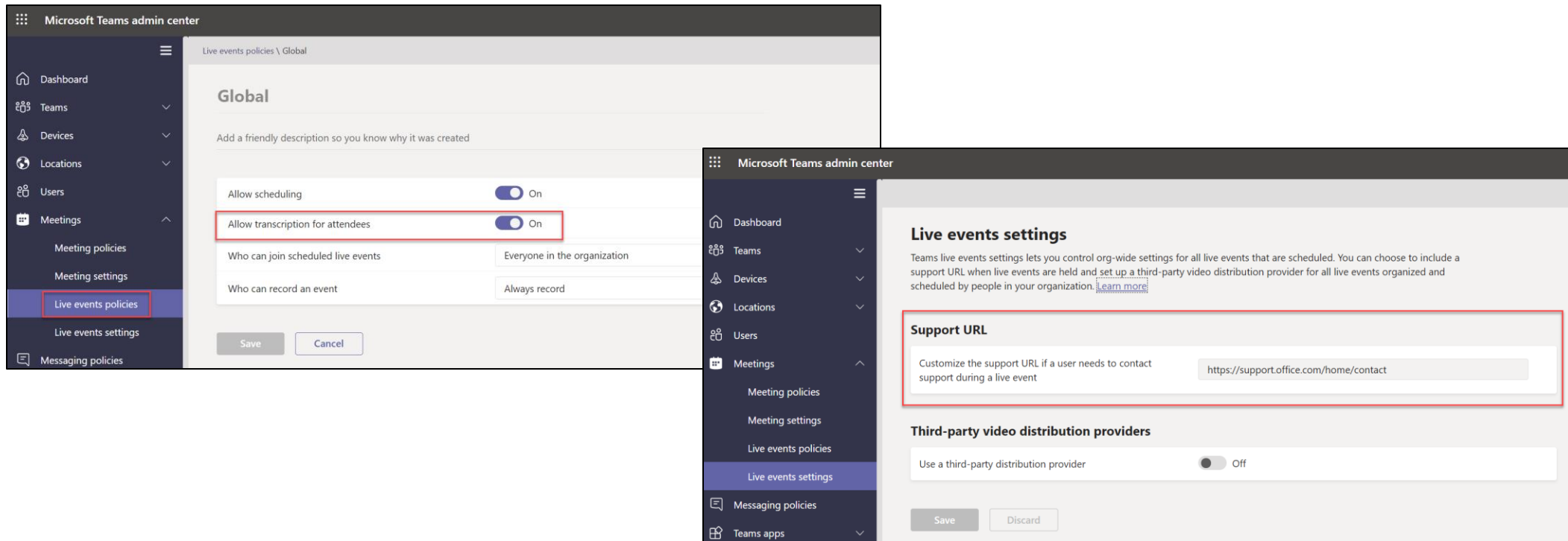
Teams Conference Registration

Conference Registration Demo

- **[Extranet User Manager](http://eum.co) (EUM) is integrated into the Azure website to manage self registration and logins**

- **User authenticates via Azure Active Directory**

- **EUM adds user to a role that allows them to join in the conference**
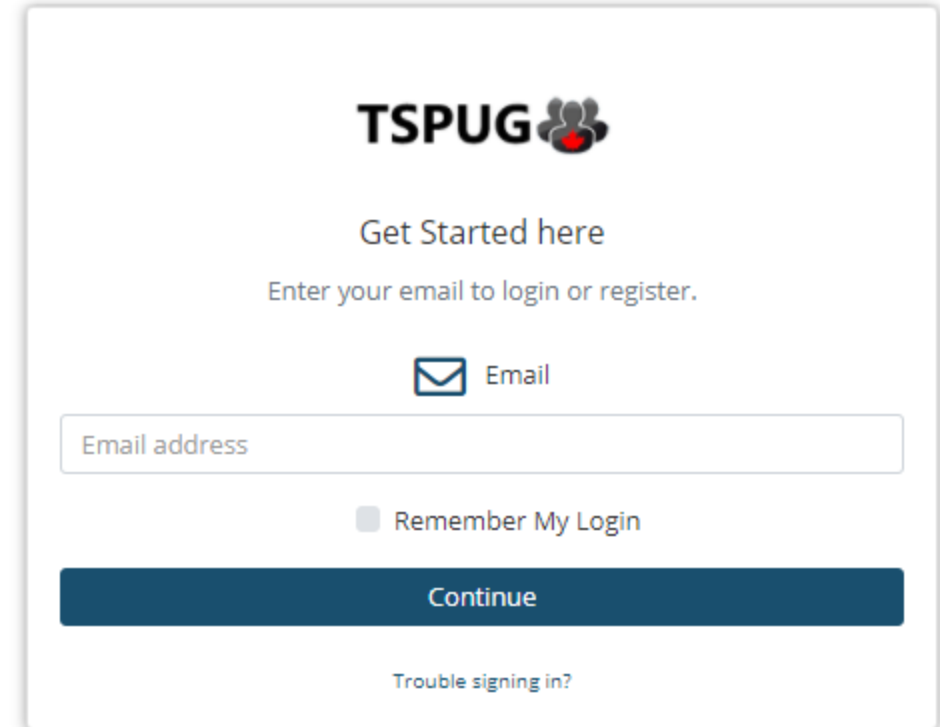
Conference Registration Demo

Demo Registration Process:

- **User registers for Developer Bootcamp at https://bootcamp.tspug.com/**

- **Self Registers with Developer Subscription Email**

- **Created as a Guest user in the TSPUG Tenant**
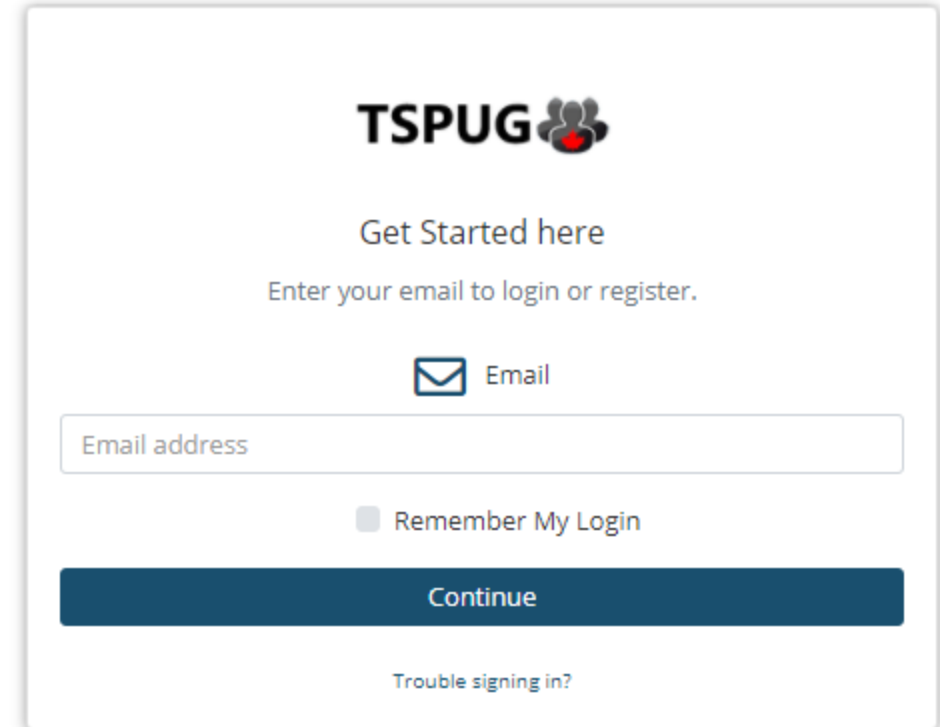
- **Authenticates with Microsoft developer subscription**

- **Redirects back to the website as a registered user**

Sessionize, Website and Session Recordings

Sessionize

- **Sessionize is a great way to manage call for speakers, session scheduling and conference agendas for your virtual event**
  - Session details
  - Speaker details
  - Evaluations
  - Schedule builder
- **API integrations for live feeds into conference website**
- **Great for larger conferences with many speakers and concurrent sessions**

https://sessionize.com/

Conference Website

- **Live feeds from Sessionize into the website**
  - Schedule Builder
  - Speakers
  - Session
    - Session embed with previews
    - Small line of script to wire up Sessionize into the website
- **Azure hosted website**
  - Hosted web app
  - Extremely scalable and cost effective

Session Recordings and Presentation Slides

- **Publishing presentation slides and session recordings**

- **Keeping Recording and Presentations gated**
  - New users can register
  - Conference users can login with existing account
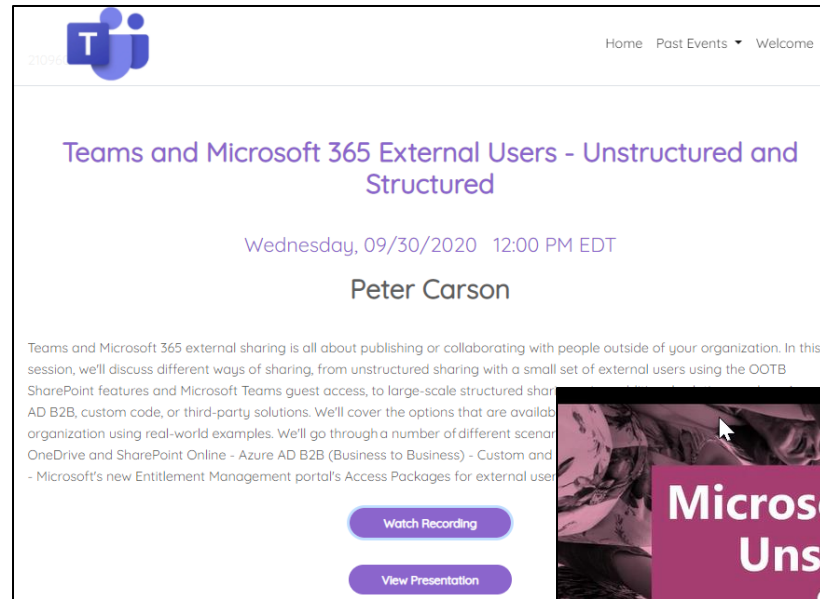
Analytics

Teams Live Meeting Analytics

- **Teams Live Events**
  - Attendee Engagement Report
    - Only accessible to Event organizer and from Teams Admin
- **Power BI**
  - Registration and Login detail
  - Login History
  - Session Joins
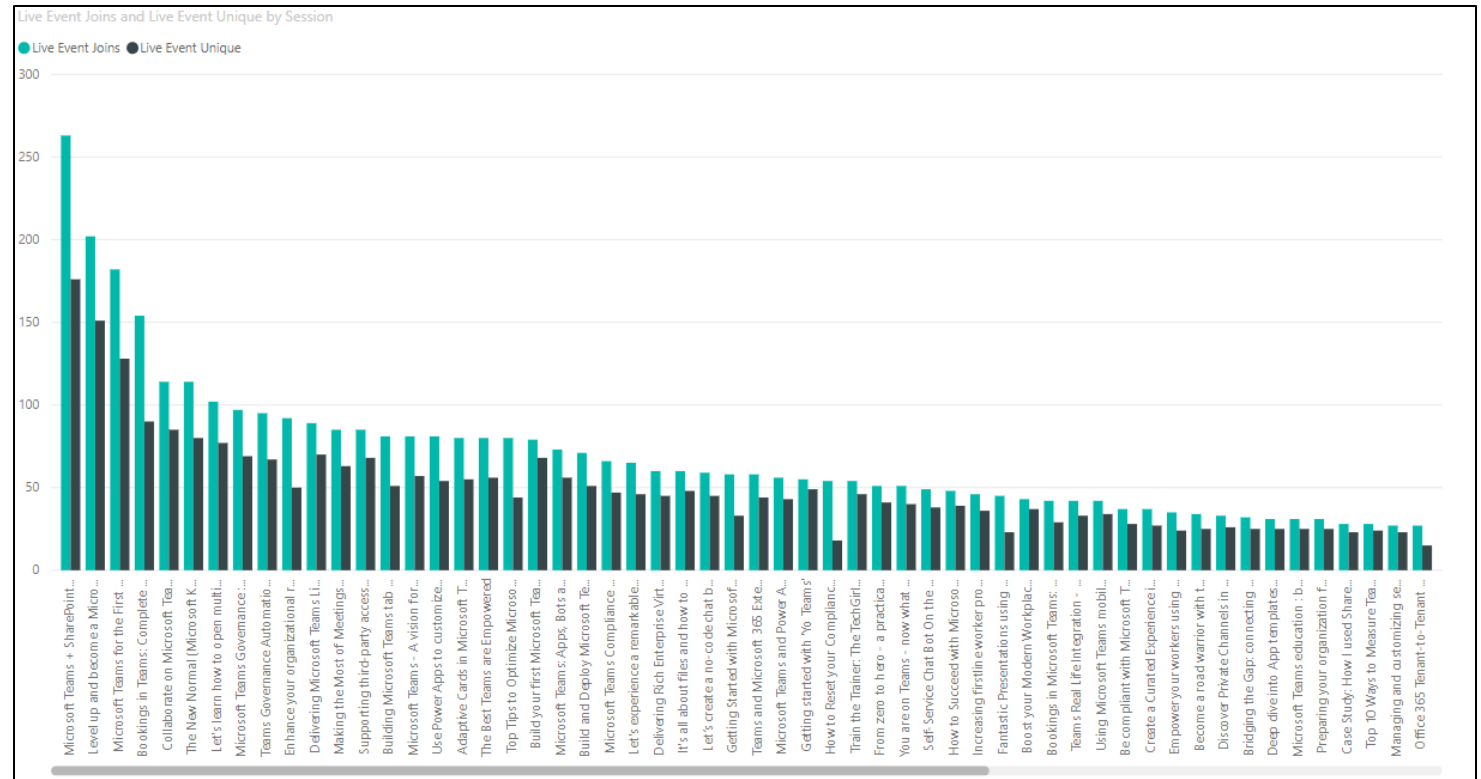
Summary and Wrap-Up

- **Teams has a lot of the functionalities to make a great virtual conference platform but there are some short comings OOTB**
  - Switching Teams tenants from within the Teams client
  - No ability to self register guest users
    - Resolved by EUM
  - Producer vs. Presenter privileges
    - Producers cannot set their own background during presentation
  - Attendee privacy in Teams meetings and when joined to a Team
- **Plan your event ahead of time**
  - Setup tech checks and make sure all speakers are setup properly

Upcoming Virtual Events

How to Utilize SharePoint Online
as a Headless CMS
November 10, 2020
12 – 1 pm EDT

TSPUG Microsoft 365
Developer Bootcamp 2020
November 27, 2020

http://eum.co/events

Thank you!

Questions?