



# How to Run a Microsoft 365 / Teams Virtual Conference

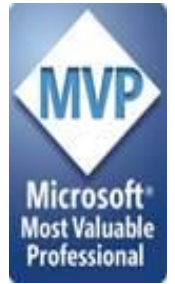
Thursday, October 29, 2020

12 – 1 PM EDT

# Peter Carson



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- President Toronto SharePoint User Group



# Agenda



# Events

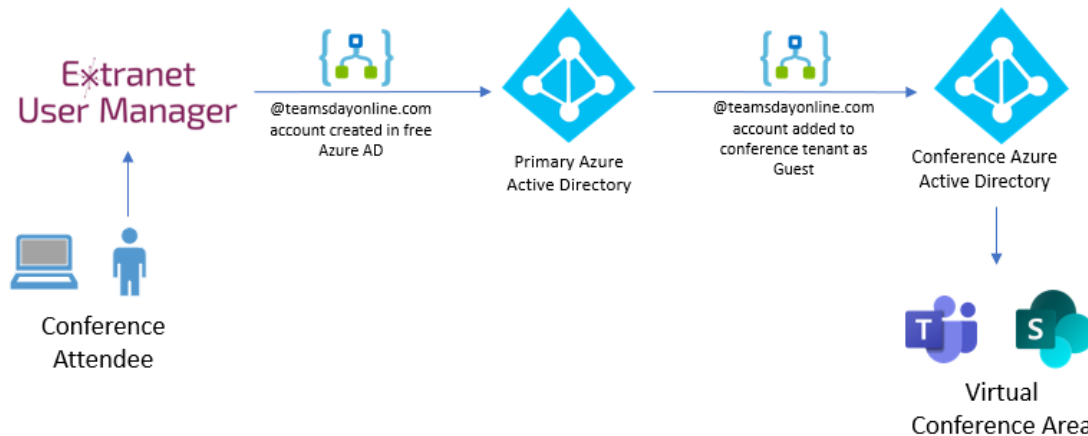
Event	Date
<a href="#"><u>Commsverse</u></a>	July 6 – 9, 2020
<a href="#"><u>Teams Day Online</u></a>	Sep 30 – Oct 1, 2020
<a href="#"><u>Microsoft Ignite</u></a>	Sep 21 – 24, 2020
<a href="#"><u>TSPUG Bootcamp</u></a>	Nov 27, 2020

# Teams Day Online Powered by EUM Case Study

## Challenges

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

## Solution



[www.teamsdayonline.com](http://www.teamsdayonline.com)

Modern WorkPlace  
Summits Presents:  
Teams Day Online

*Discover How to Unleash the Power of  
Microsoft Teams with Your Organization*

September 30 - October 1, 2020

REGISTER!

[www.extranetusermanager.com/resources/case-studies/teams-day-online-powered-by-eum](http://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>



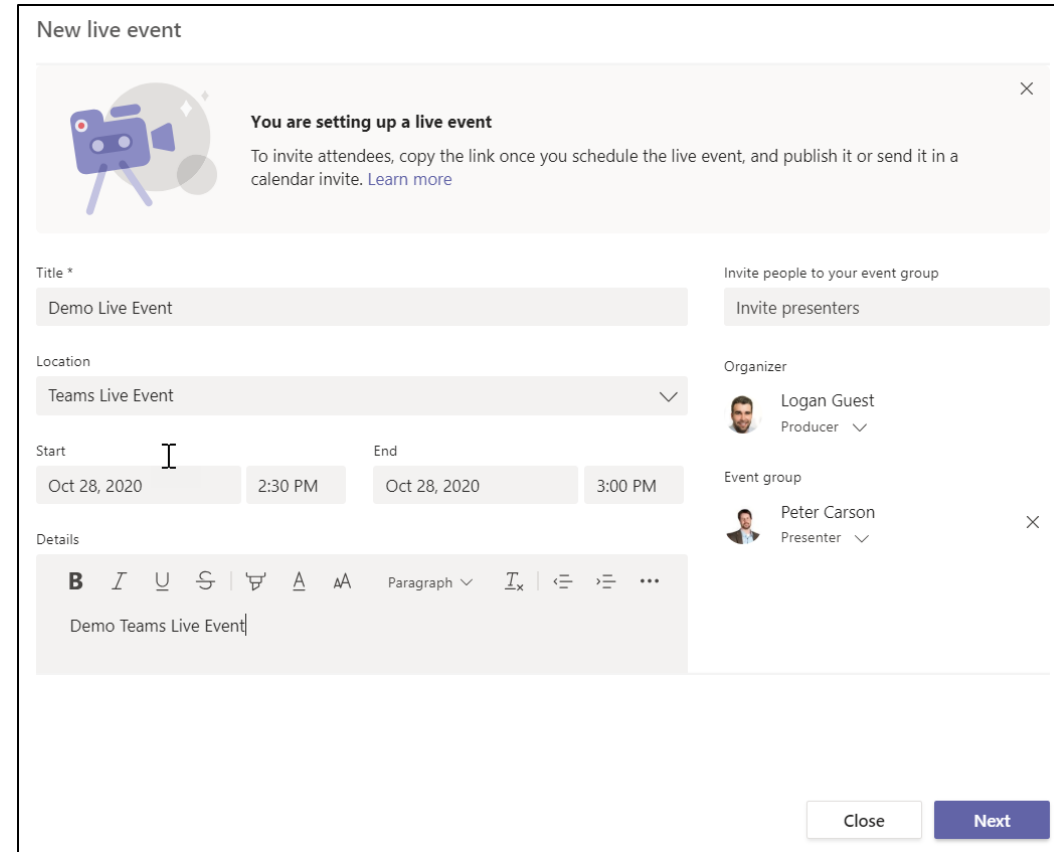
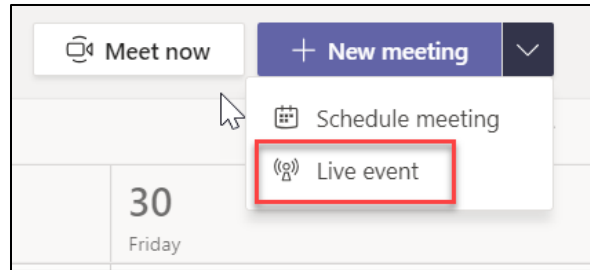
# Channels in Teams Conferences

## **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!



A screenshot of the 'New live event' setup form in Microsoft Teams. The form is titled 'New live event' and includes a camera icon. Below the title, there is a message: 'You are setting up a live event. To invite attendees, copy the link once you schedule the live event, and publish it or send it in a calendar invite. [Learn more](#)'. The form contains several input fields and sections:

- Title \***: A text field containing 'Demo Live Event'.
- Location**: A dropdown menu showing 'Teams Live Event'.
- Start**: A date and time picker set to 'Oct 28, 2020' at '2:30 PM'.
- End**: A date and time picker set to 'Oct 28, 2020' at '3:00 PM'.
- Details**: A rich text editor with a toolbar (bold, italic, underline, link, unlink, text color, background color, paragraph, bulleted list, numbered list, indent, outdent) and a text area containing 'Demo Teams Live Event'.
- Invite people to your event group**: A section with a button 'Invite presenters'.
- Organizer**: A section showing a profile picture and the name 'Logan Guest' with the role 'Producer' and a dropdown arrow.
- Event group**: A section showing a profile picture and the name 'Peter Carson' with the role 'Presenter' and a dropdown arrow.


At the bottom right of the form, there are two buttons: 'Close' and 'Next'.


# Creating a Teams Live Event


Conference events must be Public!

New live event

### Live event permissions

 **People and groups**  
Only the specified people and groups can watch the live event.

 **Org-wide**  
Everyone in your org can watch the live event. (Sign-in required)

 **Public**  
The live event will be open to anyone. Use when most of the attendees are outside your org. (No sign-in required)

Enable Q&A to engage with your attendees!

New live event

### How will you produce your live event?

☒ **Teams**  
You plan to use Teams to share content from presenters' webcams and screens.

- ☒ Recording available to producers and presenters
- ☒ Recording available to attendees ⓘ
- ☒ Captions (preview)
  - Spoken language English (United States) ▾
  - Translate to Choose up to 6 languages ▾
- ☒ Attendee engagement report
- ☒ Q&A

☐ An external app or device  
You plan to use another tool to share content. [Learn more](#)

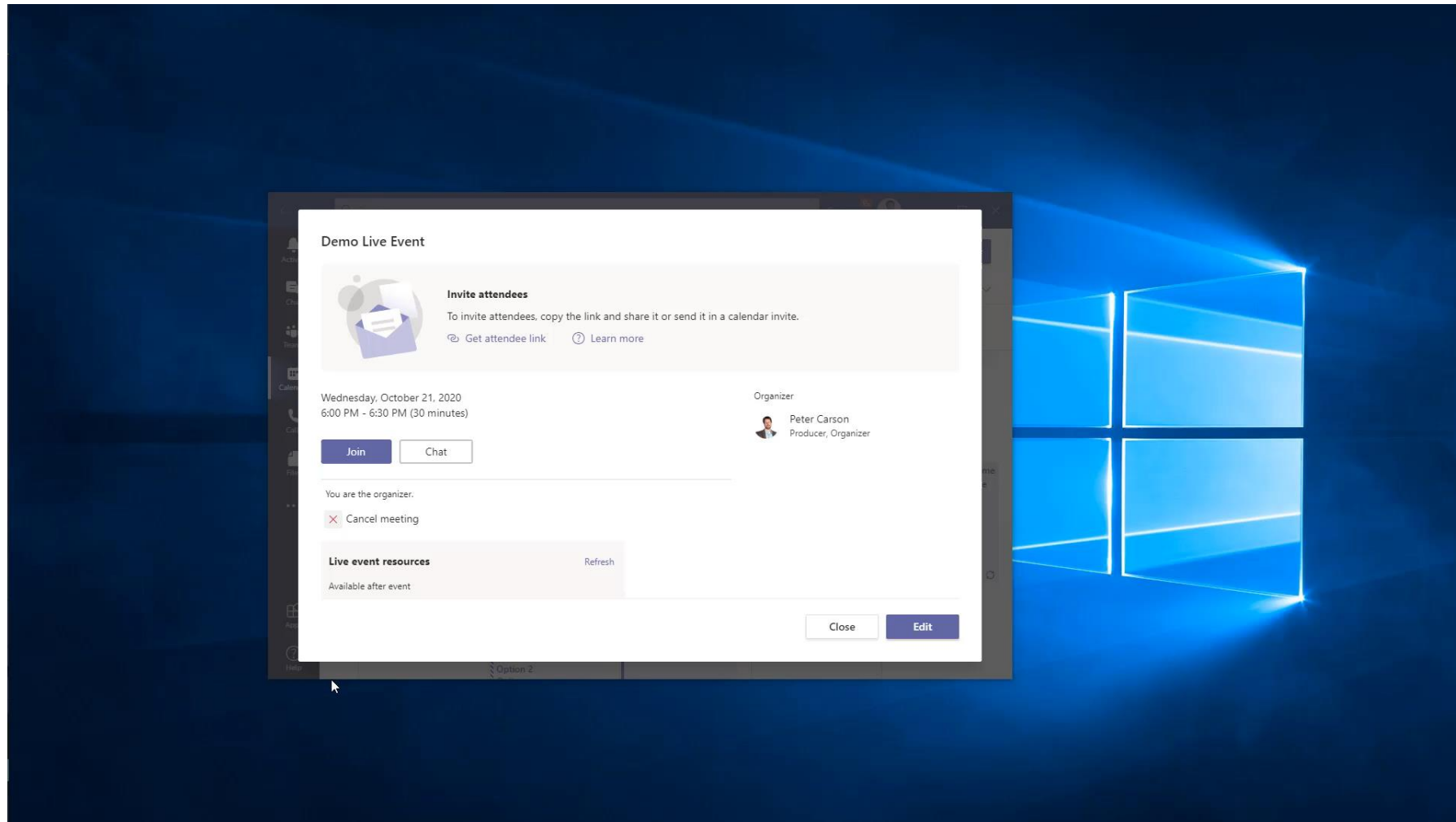
### Support

Give attendees access to support info for your organization.

URL

CloseBackSchedule

# Producing and Presenting in a Teams Live Event



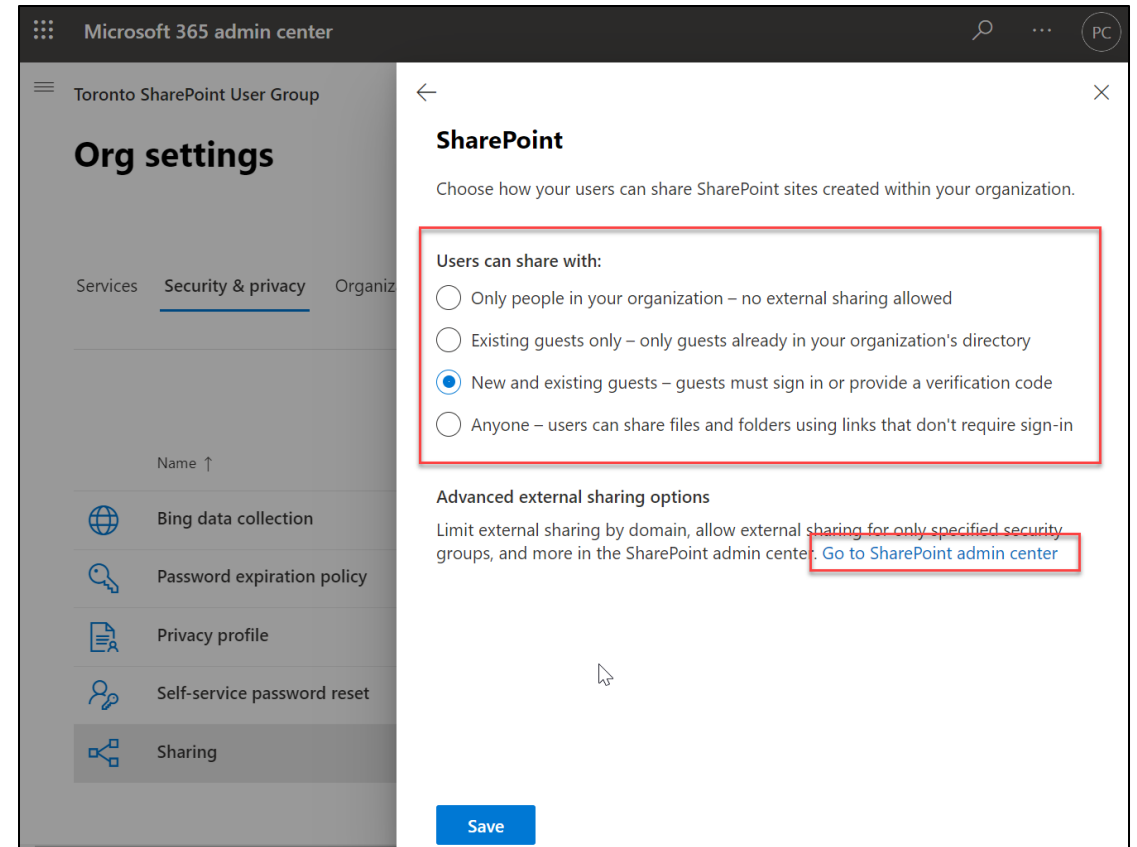
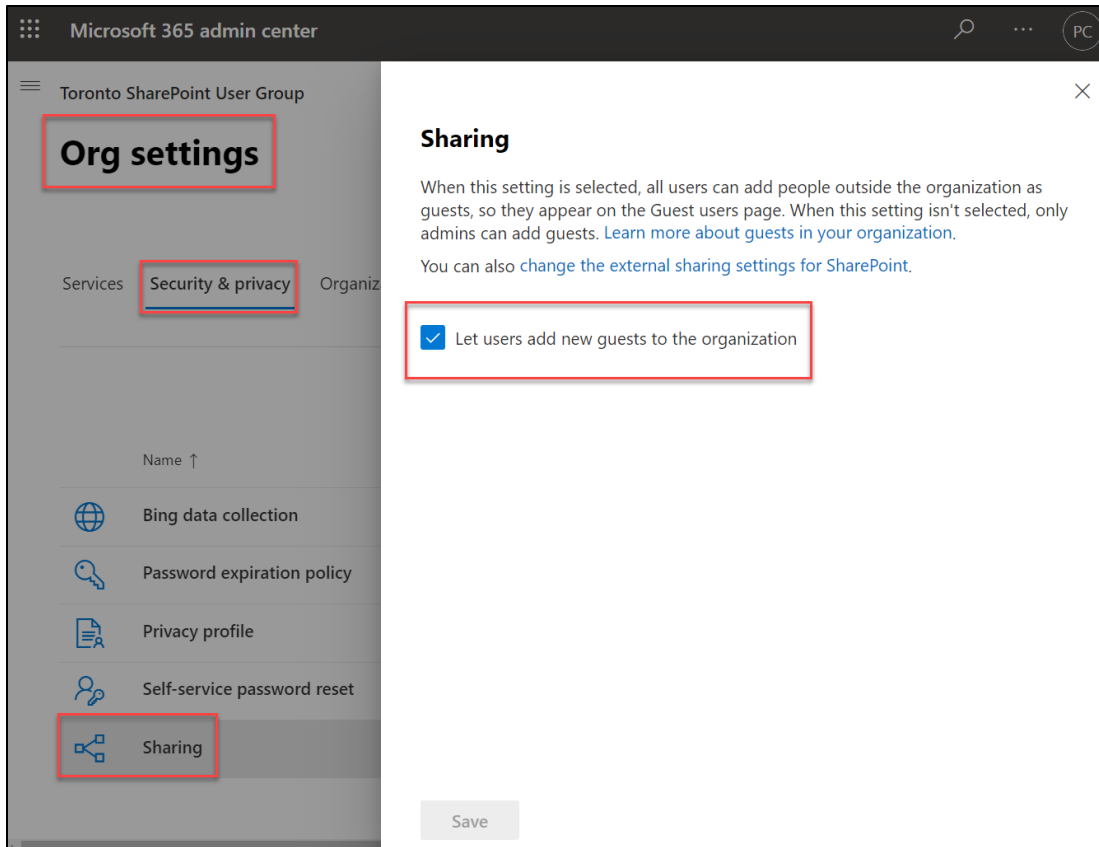
# Teams Privacy and Policies

# 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

The screenshot shows the 'Sharing' settings page in the SharePoint Admin Center. The left-hand navigation pane has 'Policies' and 'Sharing' highlighted with a red box. The main content area is titled 'Sharing' and includes a sub-section 'External sharing'. A red box highlights the 'Content can be shared with:' section, which features a slider between 'Most permissive' and 'Least permissive'. Below the slider, four sharing options are listed: 'Anyone' (no sign-in required), 'New and existing guests' (sign-in with verification code), 'Existing guests' (already in directory), and 'Only people in your organization' (no external sharing). Another red box highlights the 'More external sharing settings' section, which contains several checkboxes: 'Limit external sharing by domain' (unchecked), 'Allow only users in specific security groups to share externally' (unchecked), 'Guests must sign in using the same account to which sharing invitations are sent' (checked), 'Allow guests to share items they don't own' (checked), and 'People who use a verification code must reauthenticate after this many days' (set to 30).

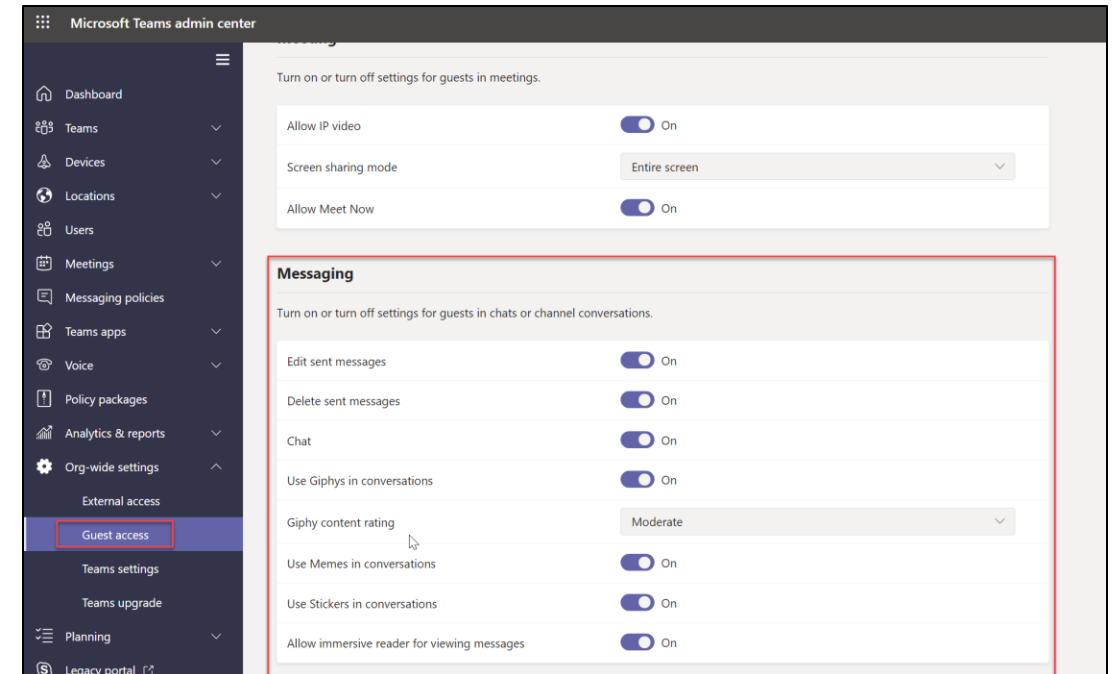
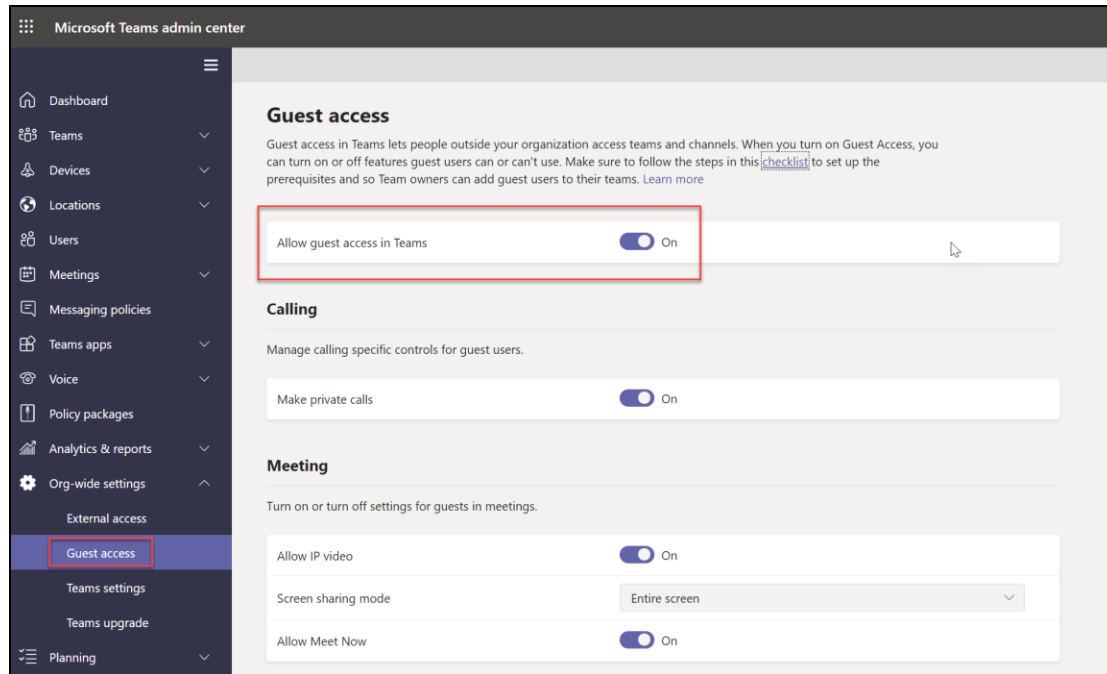
The screenshot shows the 'File and folder links' settings page in the SharePoint Admin Center. The left-hand navigation pane has 'Policies' and 'Sharing' highlighted with a red box. The main content area is titled 'File and folder links'. A red box highlights the 'Choose the type of link that's selected by default when users share files and folders in SharePoint and OneDrive.' section, which has three radio button options: 'Specific people (only the people the user specifies)', 'Only people in your organization', and 'Anyone with the link' (selected). Another red box highlights the 'Choose the permission that's selected by default for sharing links.' section, which has two radio button options: 'View' and 'Edit' (selected). Below these, there is a section for 'Choose expiration and permissions options for Anyone links.' with a checkbox for 'These links must expire within this many days' (unchecked). Further down, there are dropdown menus for 'Files' (set to 'View and edit') and 'Folders' (set to 'View, edit, and upload'). At the bottom, there is a 'Save' button and a section for 'Other settings' with three checked checkboxes: 'Show owners the names of people who viewed their files in OneDrive', 'Let site owners choose to display the names of people who viewed files or pages in SharePoint', and 'Use short links for sharing files and folders'.



# Setting Up Microsoft 365 Policies

## Teams Admin Settings

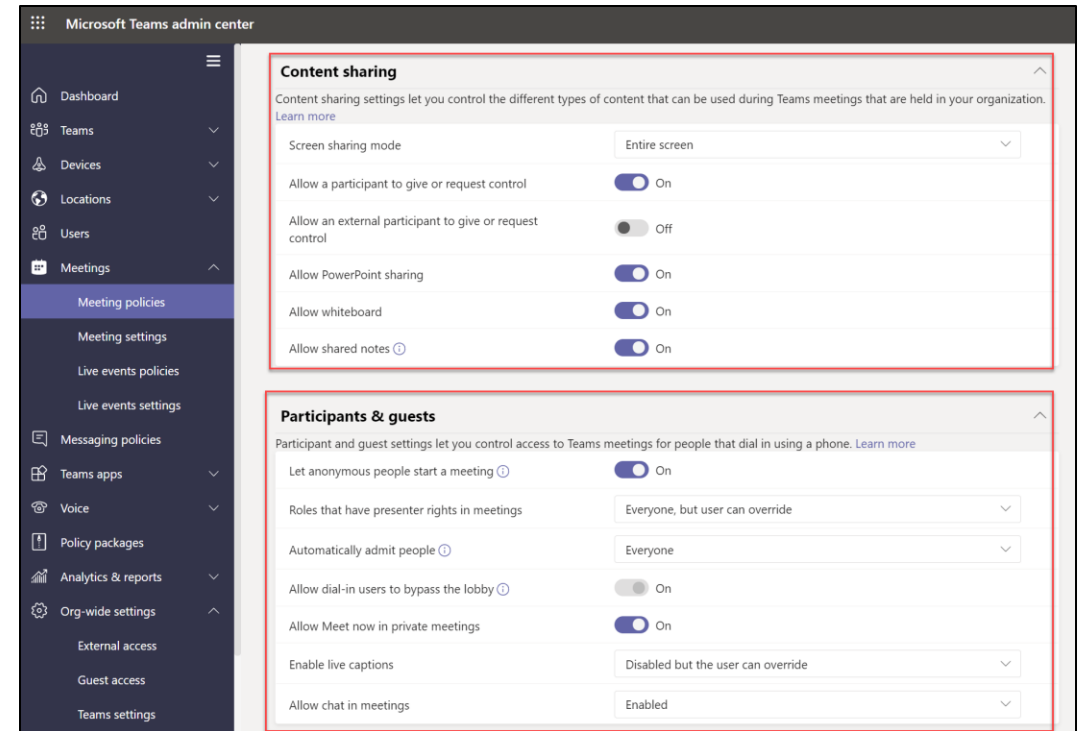
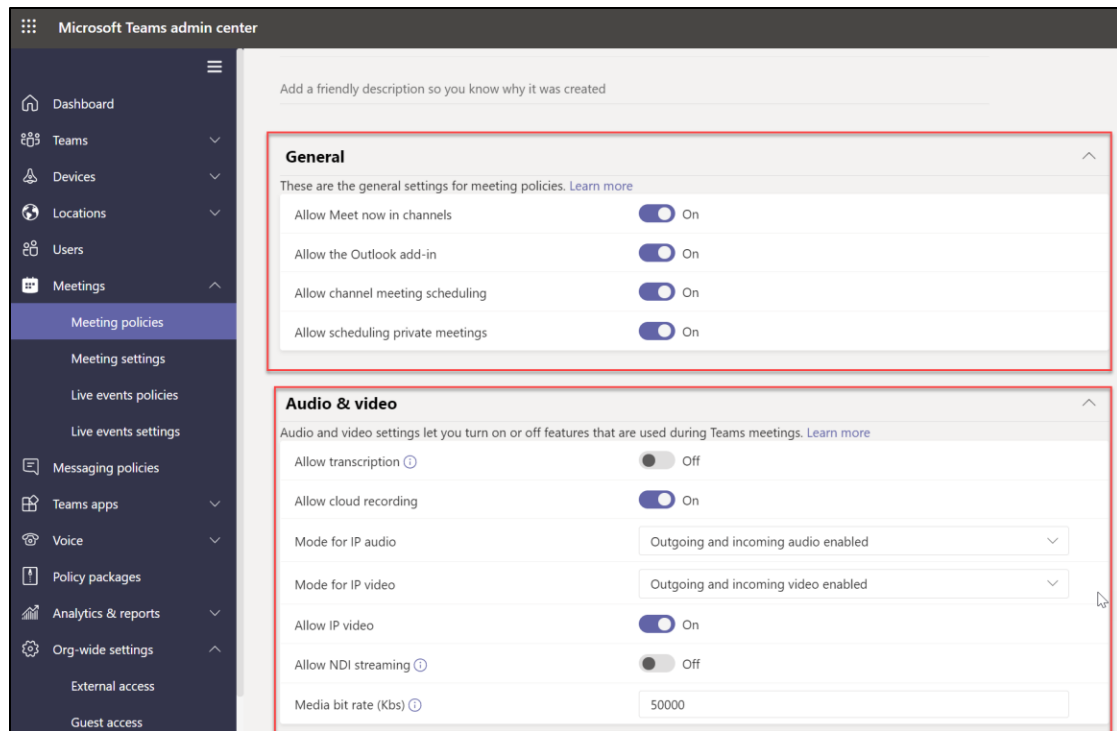
- Org-wide Settings > Guest Access



# Setting Up Microsoft 365 Policies

## Teams Admin Settings

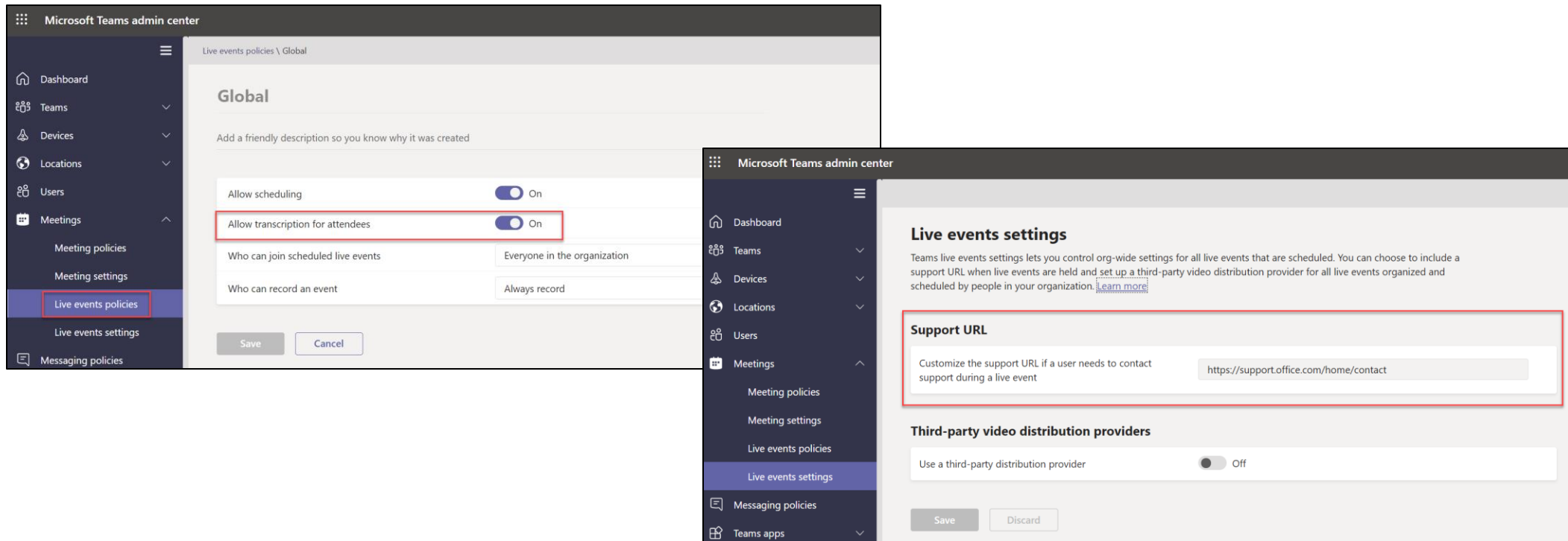
- Meetings > Meeting Policies > Global (Org-wide Default)



# Setting Up Microsoft 365 Policies

## Teams Admin Settings

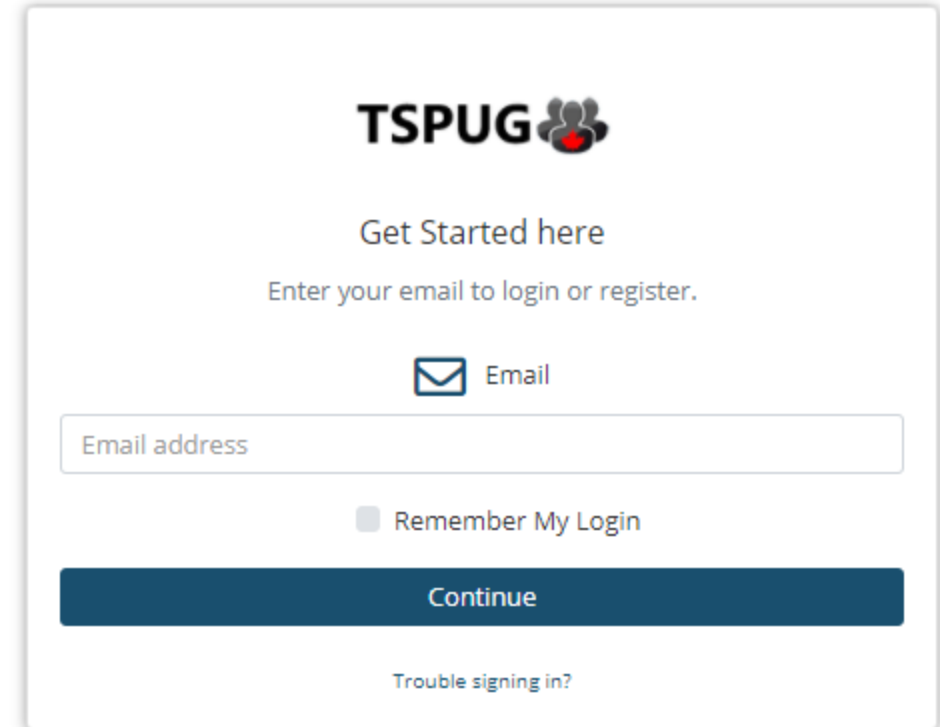
- Meetings > Live events policies > Global (Org-wide Default)



# Teams Conference Registration

# Conference Registration Demo

- [Extranet User Manager \(EUM\)](#) 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

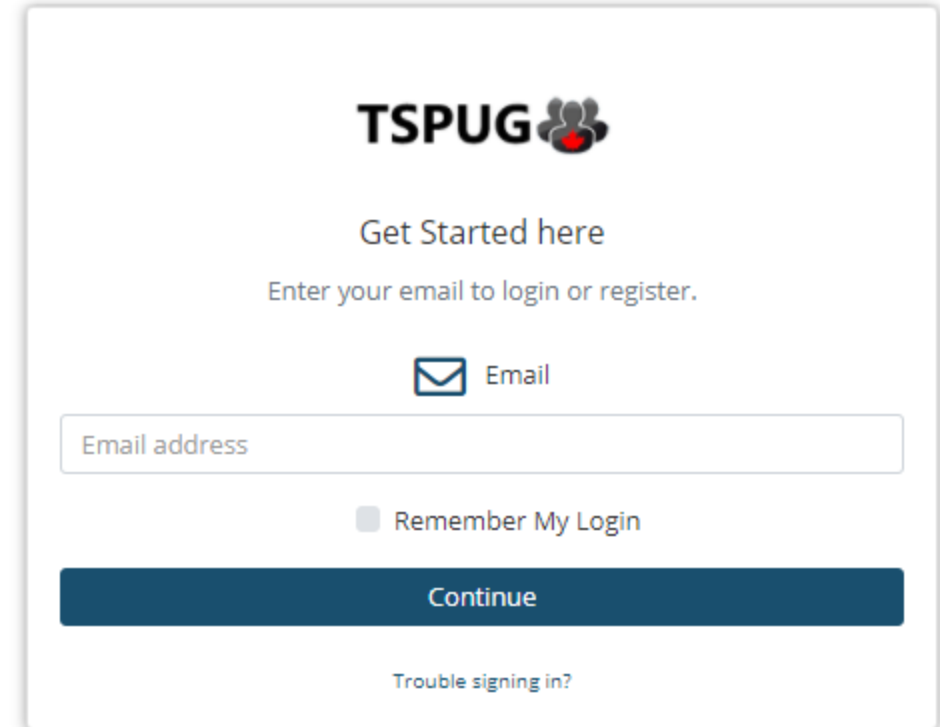


The image shows a web interface for TSPUG. At the top, the logo 'TSPUG' is displayed next to a group of three stylized people icons. Below the logo, the text 'Get Started here' is followed by the instruction 'Enter your email to login or register.' There is a section with an envelope icon and the word 'Email'. Below this is a text input field labeled 'Email address'. Underneath the input field is a checkbox labeled 'Remember My Login'. A large blue button labeled 'Continue' is positioned below the checkbox. At the bottom of the form, there is a link that says 'Trouble signing in?'.

# 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



The screenshot shows the TSPUG login/registration interface. At the top is the TSPUG logo, which consists of the text 'TSPUG' followed by a group of three stylized human figures. Below the logo, the text 'Get Started here' is displayed, followed by the instruction 'Enter your email to login or register.' There is a label 'Email' with an envelope icon to the left of a text input field. The input field contains the placeholder text 'Email address'. Below the input field is a checkbox labeled 'Remember My Login'. A dark blue 'Continue' button is positioned below the checkbox. At the bottom of the form, there is a link that says 'Trouble signing in?'.

# 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/>



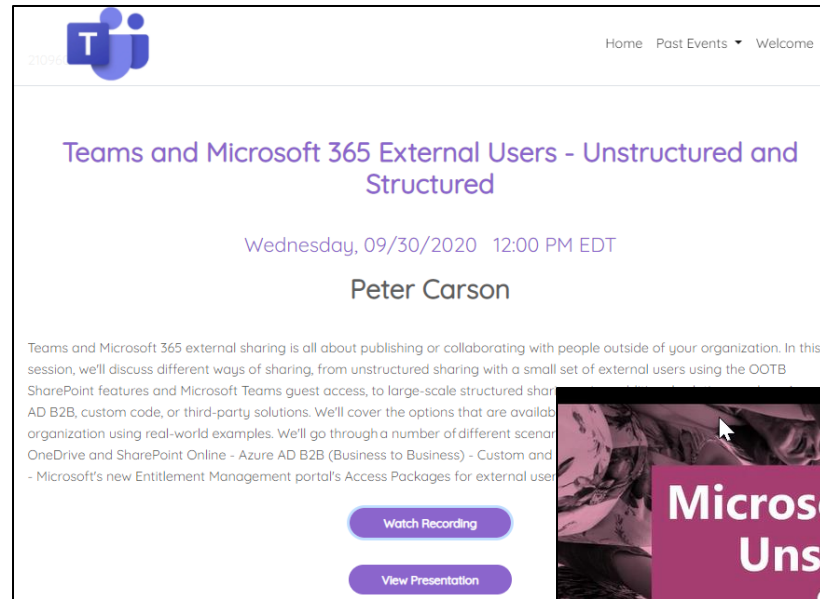
# Conference Website

- **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

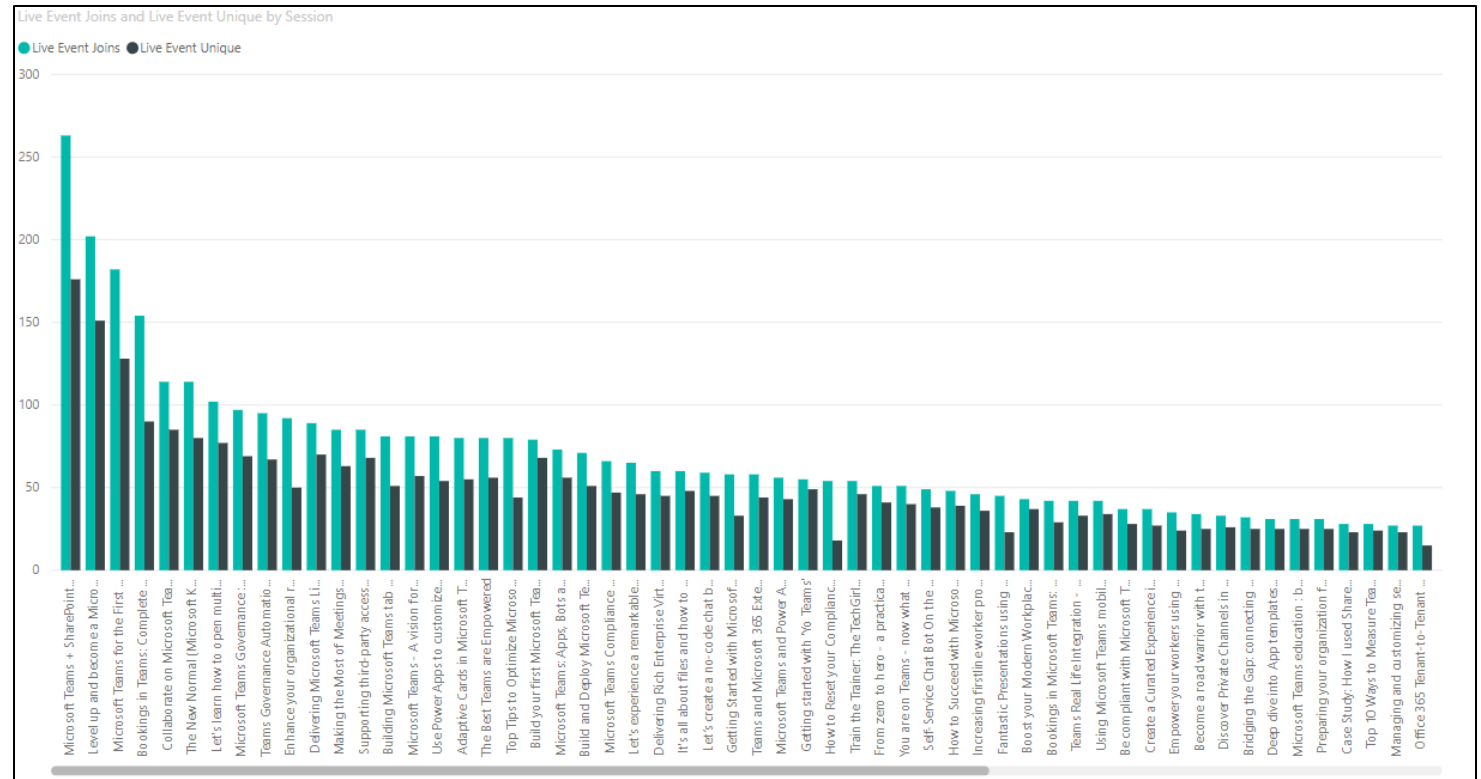
- Publishing presentation slides and session recordings
- Keeping Recording and Presentations gated
  - New users can register
  - Conference users can login with existing account



# 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?

