



Wait, what? Running a Microsoft 365 Conference on Microsoft 365?

Tuesday May 9th, 7-8pm EST

Wednesday May 10th, 11am-12pm NZT

Introductions: **Julian Mills**



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Teams Meeting Etiquette

- This is a regular Teams meeting.
- Chat is open throughout the webinar.
- Feel free to ask questions or make comments through chat at any time.
- Please stay on mute. If you'd like to join the conversation, please ask on chat or raise your virtual hand, and wait for an invitation.
- Welcome, enjoy, and learn!

Introductions: **Debbie Ireland**



- President/Founder, ShareThePoint
- Digital workplace strategist and Microsoft 365 specialist
- <https://debbieireland.com>
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Introductions: **Peter Carson**



- President, Envision IT and Extranet User Manager
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What We Will Cover

- Introduction to Digital Workplace Conference
- Challenges of Microsoft 365 Out-of-the-Box for Conference Management
- Benefits and rationale for building a conference website leveraging Microsoft 365
- The Solution & Key Takeaways
- Live Solution Walkthrough
- What's Next: New Website Features and Capabilities for DWC Australia 2023

Digital Workplace Conference

- Annual event held in New Zealand and Australia
- Focus on digital workplace technology, specifically Microsoft 365
- Target audience includes business leaders, IT professionals, and technology experts
- Features keynote speeches, hands-on training sessions, and networking opportunities
- Aims to provide attendees with knowledge and tools necessary to create an effective digital workplace that drives productivity, collaboration and innovation



Simplifying Conferences with Microsoft 365

- Despite being a leading provider of cloud-based services and applications, it is ironic that most conferences and events focused on Microsoft 365 are hosted on non-Microsoft platforms



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Benefits of using Microsoft 365 for Conference Management



Reduces logistical error, training and costs by consolidating all conference activities within a single platform



Use the systems that you are advocating for and promote its capabilities throughout the conference experience



Build a digital community that extends beyond the conference

The Challenge – New Zealand

- Using multiple disparate systems to organize the conference made event management confusing and cumbersome
- Out-of-the-box Microsoft 365 does not support public-facing websites
 - Additional tools need to be leveraged to create a functional and appealing site
- 17 Weeks to go until the conference
- Resource constraints due to the holiday season falling in the middle of website development

The Solution for DWC NZ

EUM Portal hosts the DWC public and privately accessible websites

Authentication via Azure AD B2B removes the need for credential management

Headless CMS so site admins can easily author content within EUM Portal

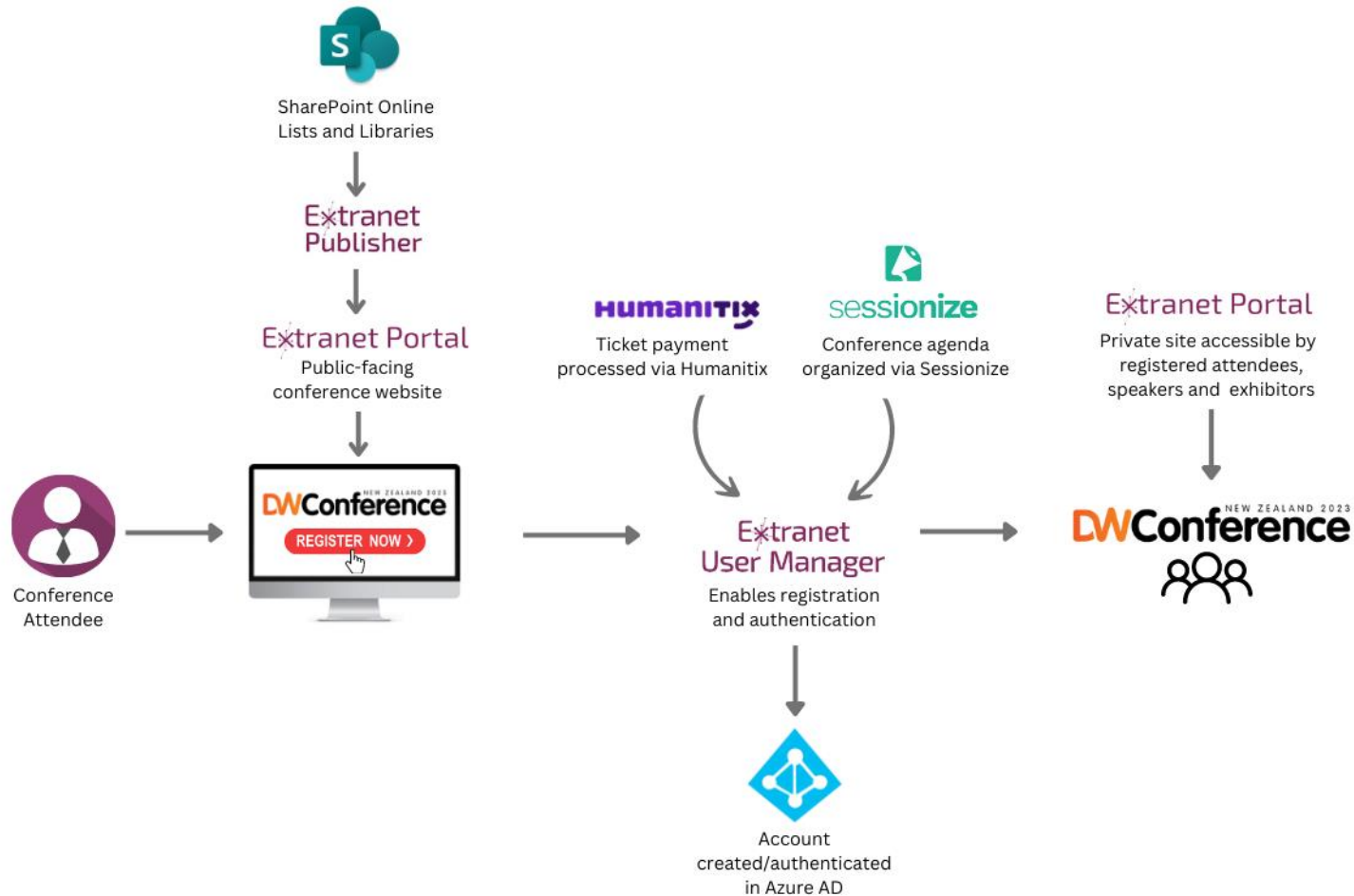
People Directory

Update your own profile
(Marketing vehicle for speakers and exhibitors)

Easily discover connections between sessions, speakers, exhibitors and attendees

Session evaluations via website

Solution Architecture



What's Next: New Features for DWC Australia



Enhanced Community Experience

- Attendees, speakers and even non-attendees can engage in guided forum discussions on Viva Engage



Knowledge Bank

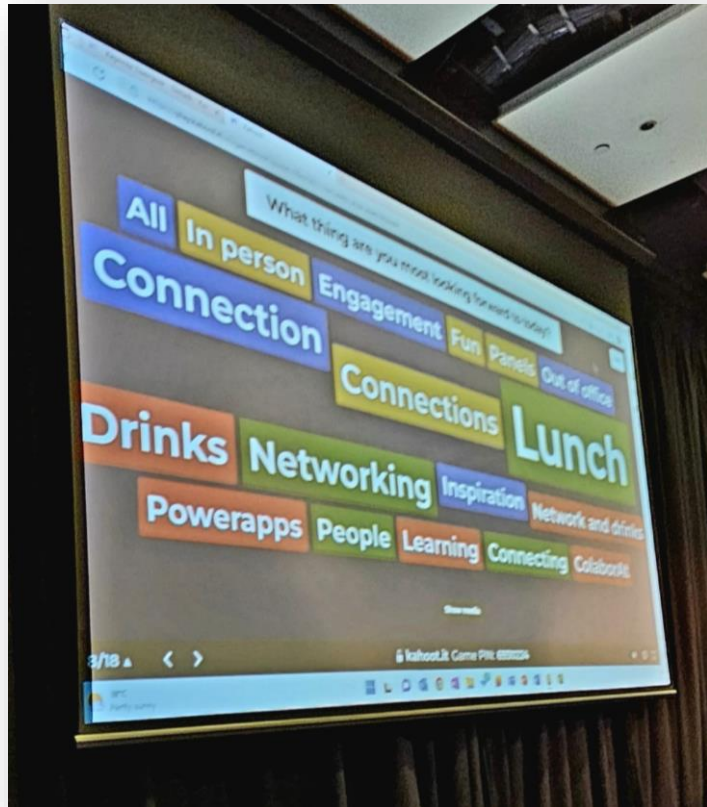
- Community members can “deposit” and “withdraw” knowledge resources



Session Builder

- Tag sessions and build your own schedule

How do Attendees Benefit?



Attendee
Only
Access

- Login M365
- Presentations
- Evaluations
- Community

Event
Updates

- Registration
- Communication

How does it Help Speakers?



Speakers
Area

- Secure Area for Updates
- Profile Updates

Connect with
Attendees

- Community
- Share Presentations
- Evaluations

Event
Management

- Submissions
- Scheduling
- Communication

How can we Support Exhibitors?



Sponsors Area

- Private area for Updates
- Centralized Information

Connect to Attendees

- Community / Profiles
- Exposure
- Promotion/ Offers
- Branding

Event Updates

- Communication
- News

How does it Simplify the Organizer Experience?



Attendees

- Registrations
- Reporting

Exhibitor Management

- Registration
- Communication

Speaker Management

- Communication
- Self-Updates
- Evaluations /Reporting
- Presentations

Organizers

- One Platform – rather than Disparate systems
- Integration with other processes
- Eating own dog food – using tools we advocate at events

A diverse group of people, including men and women of various ethnicities, are seated in an audience. They are all smiling and clapping their hands, suggesting they are at a presentation or event. The background is slightly blurred, showing what appears to be a stage or a large room with a white wall and some decorative elements. The overall mood is positive and celebratory.

Key Takeaways

Takeaway #1: You *can* Build a Public Website on Microsoft 365

- Website hosted on EUM Portal
- Headless CMS allows users to author and publish private and publicly available content
- Registration and authentication leverages Azure AD B2B – no new credentials for the end user
- Ticket payment supported via Stripe integration
- Conference agenda supported by Sessionize integration



Takeaway #2: We Built a Powerful User Experience for Four Distinct Personas



The Attendee

- Easily engage with fellow attendees, speakers and exhibitors through a rich People Directory and conference agenda
- Gain access to on-demand session insights by accessing conference presentations and resources within a user-friendly portal



The Speaker

- Leverage self-service Speaker Page editing as a marketing vehicle for your sessions and simplified networking
- Increase engagement and value to attendees by sharing supporting materials and participating in forum discussions

Takeaway #2: We Built a Powerful User Experience for Four Distinct Personas



The Exhibitor/Vendor

- Proactively network and prepare assets based on attendees and speaker demographics in People Directory
- Simplified exhibiting experience with Exhibitor Resource Pages and regular communications



The Organizer

- All conference tasks are centralized rather than having disparate systems, allowing for easier event preparation, communications, and management of attendees, exhibitors and speakers
- Leverage and promote the systems that your conference is advocating for

Takeaway #3: What are you waiting for? Register for DWC Australia!

Don't miss out on this opportunity to learn from industry leaders and connect with other professionals in the digital workplace space.

Register now for Digital Workplace Conference Australia and secure your spot today!

<https://dwcau.com.au>

What people are saying:

Held My Attention!

I found the whole two days extremely valuable; my attention was held through every session

Two things always stand out for me at this event.

The calibre of speakers at the event is very high. 2: The food is great

All round excellent!

Great speakers, relevant topics with a good mix of theory and practical, good networking opportunities

Thank you for listening!

Any questions?

