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| Logo  Description automatically generatedLogo  Description automatically generated with medium confidence  Expert Insights Playbook | FY22 | | |
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**Background on Expert Insights and Goal for Microsoft Library**

* The Expert Insights playbook is a guide for the MS Library to use in order to create an event for employees to learn from a third-party market research firm or third-party research database directly. These events are intended to be focused on topics that are relevant to the company business goals.
* Opportunity for third-party research firm to offer the following:
  + Expertise to the MS Library community and give an inside look into their company and showcase the services, information, and resources they have to offer Microsoft employees;
  + How to best utilize their website and tips for best searching practices;
  + What is unique about their firm and how can it help Microsoft employees in a specific industry or topic area;
  + Change for market research firm or research database firm to promote partnership with Microsoft;
* The Expert Insights event could be an opportunity to provide technology-based solutions for future of work/hybrid workplace in a post-pandemic world.

**Timeline**

Expert Insights events will occur on a quarterly basis during H2 FY22 and can be reevaluated at the end of Q4 to determine whether cadence is appropriate based on customer interest and engagement.

These events can be integrated into the MS Library office hours FY22 schedule to see if this is a useful approach to increase attendance and awareness of the event.

FY22 Q3 event: Date TBD 2022 | (Expert: TBD)

FY22 Q4 event: Date TBD 2022 | (Expert: TBD)

**Experts and topics**

Expert #1:

Company: OMDIA

Expert Analyst: TBD name from Games (Abel to send list)

Suggest topic areas of interest and talking points:

* Xxx
* Xxx
* How to best continue and enrich partnership with Microsoft
* Future trends

Expert #2: IBISWorld

Expert #3: TBD

**Example Agenda**

**Communications and Promotions**

**Presentation Guidance**

**Hosting Guidance**

As the host of this event, the MS Library will need to take the following steps to ensure the event is supported from a Teams/AV perspective. Guidance is also provided around cadence for Q&A and questions to consider as you determine how the MS Library will want to staff and engage in this event. A pre- and post-event checklist is also included.

* Visit Eventions AV site ([Eventions AV (sharepoint.com)](https://microsoft.sharepoint.com/teams/EventionsRedmond/SitePages/Eventions-AV.aspx)) to determine what AV support is needed. More than likely, the MS Library will want to use ***Teams Meeting Platinum*** services, which will support up to 250 online participants and supports remote participants and presentation. For more than 250 participants, M365 Live Event will be needed.
* Email [evention@microsoft.com](mailto:evention@microsoft.com) to be assigned an event planner. They will help guide you through the process and ensure you are set up for full AV/Teams support for the event. Make sure your event planner creates the Teams meeting link for you (rather than creating one yourself in Outlook).

Determine who will be monitoring chat for questions

Will you have pre-submitted questions

Library staff should have at least 5-10 back-up questions should no audience member ask a question

**Pre-Event Checklist:**

* Presenter deck reviewed by library staff for quality assurance one week prior to event
* Confirmed day/time with presenter one week prior and 24 hours before event
* Confirmed arrangements with Teams Live recording crew 48 hours before event confirming how they will handle technical issues from audience (is there a URL for viewing that can be pasted in the chat when event starts)
* Checked to ensure correct Teams link is posted on Library portal, Yammer and was sent to presenter
* Bio and photo of presenter shared via communication channels

**Post-Event Checklist:**

**Measurements for Success**

**Post-Mortem Questions**

**Helpful links for presenters:**

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**Appendix**