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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 library customers 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 and priorities.
* This will provide an 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;
  + Chance for market research firm or research database firm to promote partnership with Microsoft;

## 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. If these events are well received they could move to a monthly basis in FY23.

These events could 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 or be facilitated as a stand-alone event.

FY22 Q3 event: Date TBD 2022 | (Expert: Omdia) | Topic: Future of Gaming

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

## Experts and topics

Expert #1: [OMDIA](https://omdia.tech.informa.com/)

Expert Analyst: TBD name from Games (connecting with Alex D to discuss possible presenters and area of focus: software/cloud gaming/content streaming)

Background on topic:

Areas of interest and talking points:

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

Additional notes:

* How to cite Omdia: email [citations@omdia.com](mailto:citations@omdia.com) and a member of the Omdia team will be in touch to approve data/research citation requests
* Presenter contact information: Name / Title / Email

Expert #2: [IBISWorld](https://my.ibisworld.com/)

Expert Analyst:

Background on topic:

Areas of interest and talking points:

## Communications and Promotions

## Example Agenda

Assuming one hour will be allotted for these events, below is a sample agenda of how to best utilize time:

00:00-05:00 – Welcome to Omdia presenter & library customers to event with background on purpose of Expert Insights event (Library FTE)

5:00-10:00 – Omdia presenter to give background on company and brief overview of website, content, and partnership with Microsoft

10:00-35:00 – Presentation of topic content

35:00-55:00 – Q&A with presenter

55:00-60:00 – Wrap up & Thank you (Library FTE)

## 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). You can then use this link to post on Yammer, DLs, and other methods of communication.

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 obtained and shared via communication channels along with event announcement

## Post-Event Checklist:

* Follow-up Forms survey sent to all participants (Example survey HERE)
* Email to presenter(s) from MS Library FTE thanking them for participation
* Send presenter(s) MS Library swag bag if possible
* Recording of Teams event shared via Yammer and uploaded to library portal
* TBD
* TBD

## Measurements for Success

* Engagement during event measurements: number of questions asked, response rate on follow-up survey, other feedback collected

## Post-Mortem Questions

## Future Topic Ideas

* Future of Work/Modern Workplace: opportunity to provide technology-based solutions for future of work/hybrid workplace in a post-pandemic world.
* Responsible AI Partnerships
* Competition with China: How can we create opportunities to come out ahead in the race towards cloud infrastructure capabilities?
* Knowledge Management: opportunity to provide solution ideas for capturing knowledge before employee transition
* Digital Transformation: How can we do more with less as a company and for our customers?

## Helpful links for presenters:

MS Library adheres to the [Microsoft Data Protection Notice](https://nam06.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcomm.microsoft.com%2FPoliteMail64%2Fdefault.aspx%3Fpage%3Dt9Rv3hjXAUWbfZBS4XjvhQ%26ref_id%3DXvSA296MakmNhZCGLXJPpg&data=04%7C01%7Cerikaw%40microsoft.com%7C92b5e1cb35c8428896de08d94230c71f%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637613599531913194%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=UEWrYOSFpAEaviLadJrzXDZADnZlSXAcsXoTYJfj4ws%3D&reserved=0)

Check with CELA rep: [Find Contact (microsoft.com)](https://findcontact.microsoft.com/)

Data Privacy: [Data Privacy Notice – Microsoft privacy](https://privacy.microsoft.com/en-US/data-privacy-notice)

**Appendix**