



Australian Government
Digital Transformation Agency

dta

**Digital
Summit
2020**

**10-19
November**

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Guide for Exhibitors at the Digital Summit 2020

A guide for exhibitors on setting up and connecting with attendees at the Virtual Exhibition.

Version 1.6



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Introduction

Our Virtual Exhibition gives exhibitors and attendees the opportunity to meet and network at the Digital Summit 2020. This guide will prepare you to use the portal and get the most out of the experience.

You may also like to read our guide for attendees for information on other parts of the attendee experience.

[We have provided a quick video introduction to the Virtual Exhibition and what's available.](#)

We have also provided video guides to you by email. These cover the sections in this document in more detail.



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Code of conduct

We are committed to the highest degree of integrity and we expect the same standards of our exhibitors.

Equality and discrimination: all exhibitors must show respect for all attendees' gender, race, sexuality, age, and opinions.

Confidentiality: the safety, privacy and confidentiality of our attendees is important to us. We will escalate all reports of confidentiality infringements, including spam.

Ethics: you will conduct all services, interactions, and recommendations honestly and objectively in the best interests of attendees.

We consider breaches of this code of conduct a termination of contract and will remove access to the Digital Summit 2020.

The [Terms and Conditions page on our website](#) has more information.



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Support and key contacts

For questions about the Digital Summit, please email summit@dta.gov.au or contact a member of our team:

- **Genevieve Henchy**, Event Manager, 0408 685 881
- **Louise Ngo**, Events Officer 0406 323 541
- **Nicole Murphy**, 0408 575 967

Live support

Our portal vendor will provide live support during the event (between 9:00 am to 2:00 pm). You can access this at any time by selecting the 'Live Support' icon on the top bar, next to your profile picture. Depending on your problem, you may require video support, so make sure your microphone and camera are working.

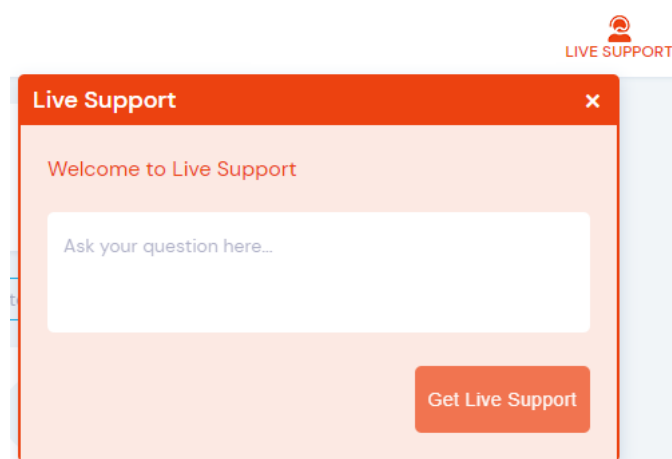


Figure 1: Live Support at the top bar



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Getting started

Logging into the site

When you first log into your account, you will be asked to check or setup your microphone and camera, as shown below.

Welcome

We really want you to enjoy the event, but before we continue we want to make sure you can participate.

Let's quickly check everything and then you're on your way.



Mic Access



Mic Selection

Great. Now let's make sure we're using the right mic. Select your preferred mic and click Set to continue.

Set



Camera Access



Camera Selection

Figure 2: Welcome screen when logging in for the first time

Make sure that these are working. You may want to speak to other attendees in networking sessions or need technical support.



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Next you will see the Event Check-In window. Here you can:

- update your profile
- capture or add a profile photo
- confirm your media settings
- review your privacy settings.

To edit or change these settings, select your profile photo at the top right of the screen and select My Settings as shown under 'My Profile' below.

Welcome: There will be a welcome video. You can mute the video by clicking at the bottom right corner, under the video. This is muted by default.



Figure 3: Welcome video



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Fill in the rest of the information in **About You**. You control what is shown to other attendees in another section.

About You

Your contact details were provided as part of your registration

First Name

Mickie

Last Name

Alcantara

Position

Director

Organization

Energized Learning

Address

38 Monroe Avenue, Brisbane, QLD,
Australia, 4118

Email

Mickie.Alcantara@energized.com

Phone

+61 7 3806 6548

Mobile

0455 698 458

Figure 4: Your details



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Update your profile picture under **Profile**, add more information about yourself and add your social media accounts.

Figure 5: Your contact details

If you are joining remotely from a different time zone, the **Time Zone** control will display session times in your time zone.

Figure 6: Setting the time zone



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You can see your Virtual Name Badge under **Privacy**. This shows how your information will appear in Meeting Hub, assuming you have agreed to show up. You decide how much info is displayed.

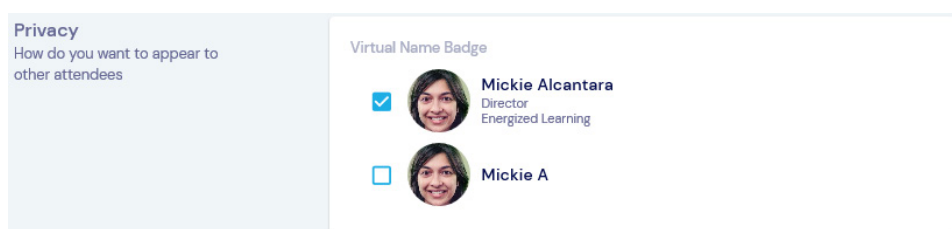


Figure 7: Your virtual name badge.

Check your hardware setup under **Media Settings**. This will enable you to confirm exactly what media you are using to maximise your ability to engage.

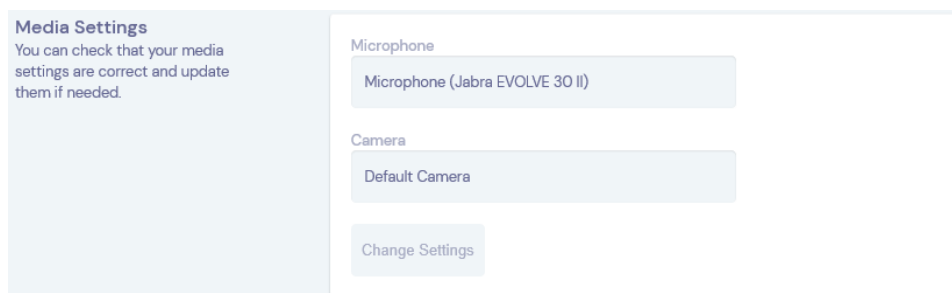


Figure 8: Your media settings



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The event dashboard

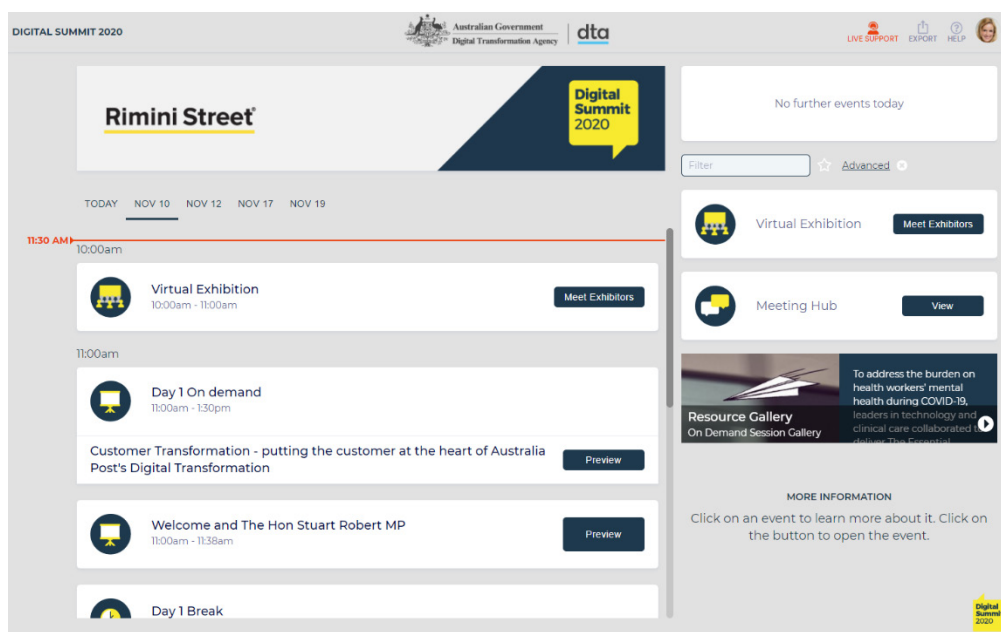


Figure 9: Dashboard view when users log in

The events dashboard has several parts:

- The **Timeline** is the schedule for the day's sessions. To move between days, select the date tab above the schedule. If you move out of the Timeline into a session, you can head back into the Timeline by selecting 'Back to Timeline' at the top left of the screen.
 - Select the title of the session or event to view a description of it
 - Select the button to enter the session



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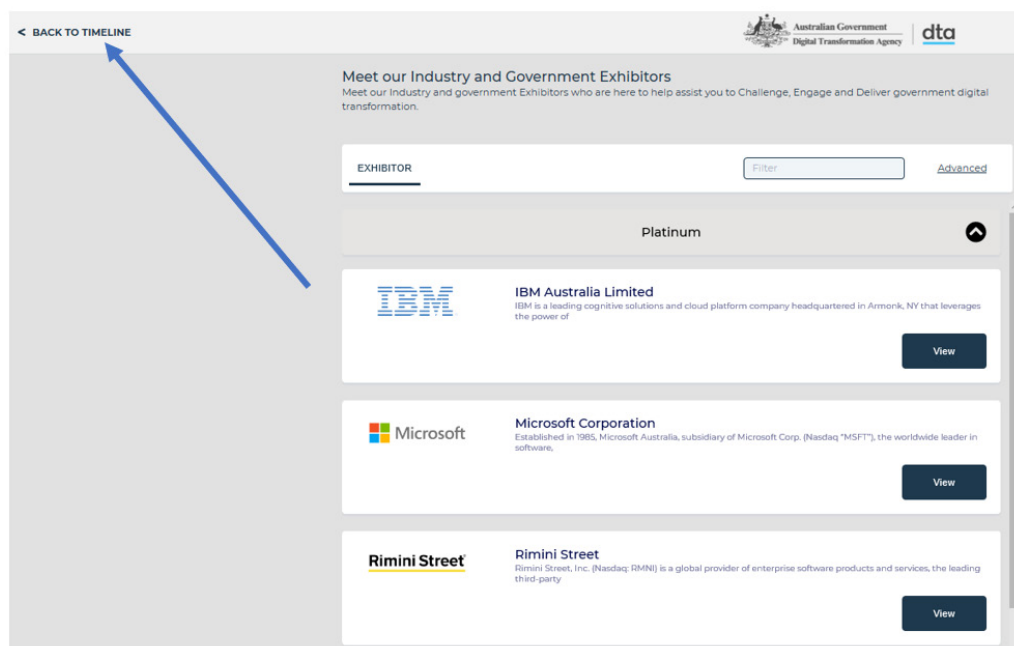


Figure 10: 'Back to Timeline' link at the top left of your page.

- The **Virtual Exhibition** is where you can meet and connect with other attendees. As an exhibitor, you will see the 'My Virtual Stand' button. This will take you to your virtual booth. This button is also on the right of the page.
- The **Meeting Hub** is the place for attendees at the Digital Summit to connect. You cannot see the list of attendees and make connections yourself, but if you agreed to showing your details when you registered, attendees can find you and request a connection. Once you accept, you can have live chats with them.
- The **Resource Gallery** lists case study presentations and on-demand content.

There are also key features on the top bar:

- Access **Live Support** provided by our vendor partners.



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- There are two parts to **Export**:
 - **Export My Notes** exports any notes you made during the event. Your notes are emailed to a nominated address.
 - **Export My Contacts** emails your linked contacts to a nominated address.
- **Help** displays a help page.
- Select your profile picture to edit your **Profile** information.

Your profile

- You can change your profile by selecting the 'My Settings' dropdown menu under your profile picture.

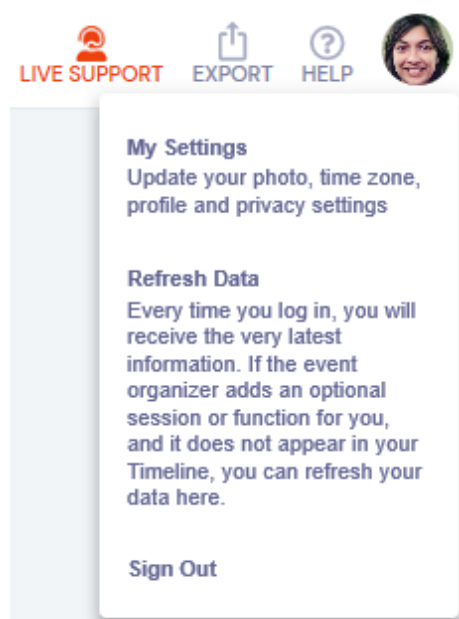


Figure 2: Dropdown options from your profile.



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- Setting up your profile will boost your visibility to attendees and help your networking.
- You will see a pop-up window with the features shown above.
- Select 'Update' at the top of this window to save your changes.



Figure 3: Saving your settings.

The Virtual Exhibition

Your Virtual Booth

This is the fun part – setting up your Virtual Booth to engage with attendees.

The Virtual Exhibition and all the Virtual Booths will open and shut at the times indicated in the program. Any chats or meetings still open will close. We will notify all attendees through the portal to finish their conversations.

Setting up your Virtual Booth

You access your booth through the exhibitor app. You have been emailed the link to this.

Note: the exhibitor app is separate from your account for the event app. The exhibitor app is where you configure the setup for your Virtual Booth. The event app allows you to then interact with attendees at the event, as well as get access to presentations.



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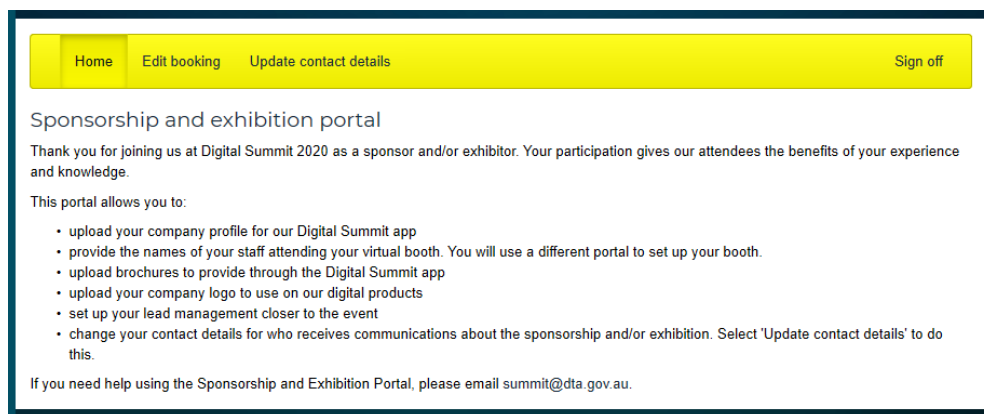


Figure 4: The exhibitor app

The app has the following sections:

- **Edit booking** allows you to:
 - update your company profile
 - upload brochures
 - upload company logo
 - register staff or team members who will have access to your Virtual Booth.
There is no limit to how many staff you can register to your virtual booth.
- **Update contact details** for the primary contact for all information regarding sponsorship and/or the Virtual Exhibition.
- **Lead management** allows you to manage your lead management.
 - **Lead management setup** allows you to set up:
 - questions you want booth staff to ask during one-on-one meetings
 - a 'thank you' email automatically sent to anyone who visits your booth.
 - This can include brochures



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a 'lead alert' email automatically sent to designated people in your company when a lead is captured.

- **Current Leads** allows you to view leads captured and export the information.

Operating the Virtual Booth

When the Virtual Exhibition is open, you can enter your Virtual Booth and see the dashboard. Your profile picture will have a red dot that indicates you are live and available to chat.

Your Virtual Booth dashboard will show you and any staff registered to work at the booth in a list on the left.

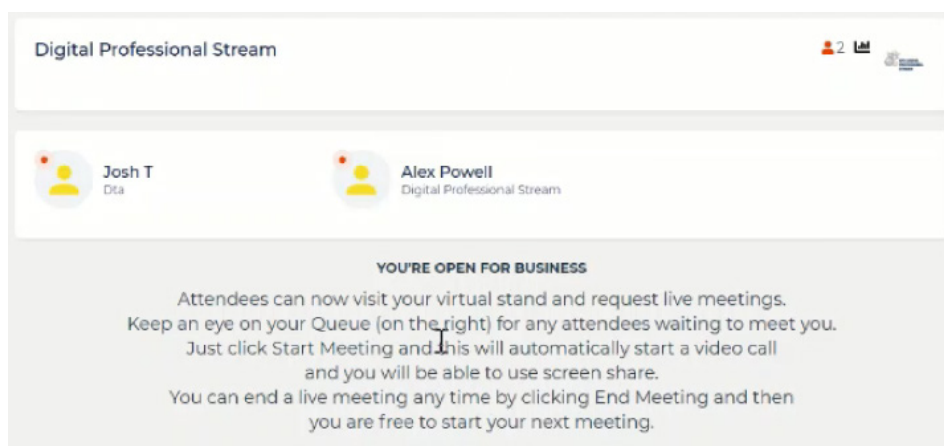


Figure 5: List of people working at your Virtual Booth

On the right, there are several tiles you can expand for more information:



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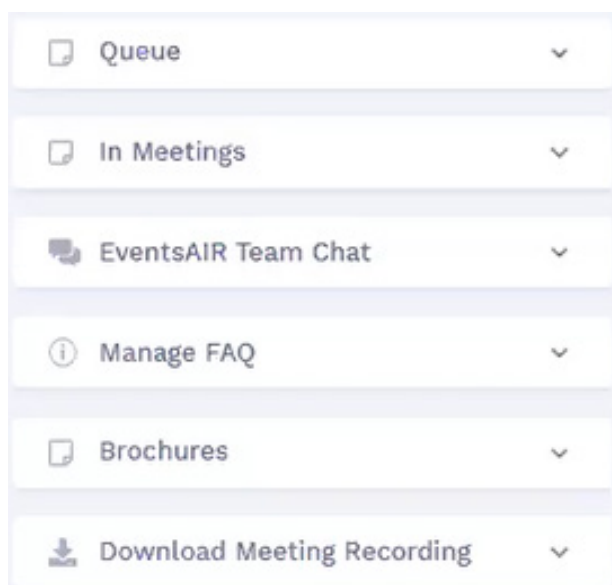


Figure 6: Other functionality available on your Virtual Booth dashboard

- The **Queue** displays how many attendees are asking for a live chat. You can accept people for a meeting here.
- **In Meetings** displays how many meetings are happening, including Live Meetings and Live Chats. When you expand this tile, you can see the details of the two people in conversation. You can end their conversation as the administrator of your Virtual Booth. We don't recommend you do this without a good reason.
- **Team Chat** allows you to send direct messages to your booth staff.
- **Manage FAQ** allows you to create frequently-asked questions (FAQs) for attendees. This is useful if they are checking out your Virtual Booth before opening hours. There is no limit to how many you can create.
- **Brochures** shows the brochures you've uploaded for attendees.
- **Download Meeting Recording** downloads your meetings and chats. You can record your meetings and chats for download. Please make sure you have



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permission from attendees to do this. See **‘attendees requesting live meeting’** for more information on this.

Meeting and chatting with attendees

When attendees request a Live Meeting or Live Chat with you at your Virtual Booth, they enter a queue. You can see the number of requests in your Queue tile. Selecting this tile shows the list and details of people waiting.

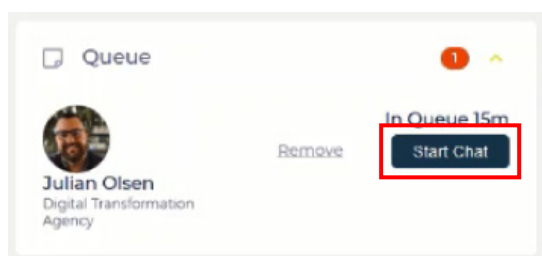


Figure 7: Starting a Live Chat.



Figure 8: Starting a Live Meeting.

When you are ready, select ‘Start Chat’ or ‘Start Video’. See the next few sections for each of these communication types.



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Attendees requesting Live Meeting

In Live Meetings, attendees and exhibitors use video to communicate. Make sure that your video and microphone are working.

- When ready to engage, select 'Start Video' with any individual. You can also remove people from the queue by selecting 'Remove' in their row.
- A video chat interface will display. Like other video chat platforms, you can share your screen, mute your mic, and turn off your video. Attendees can also share their screen with you.
- To end the conversation, select 'End Meeting'.

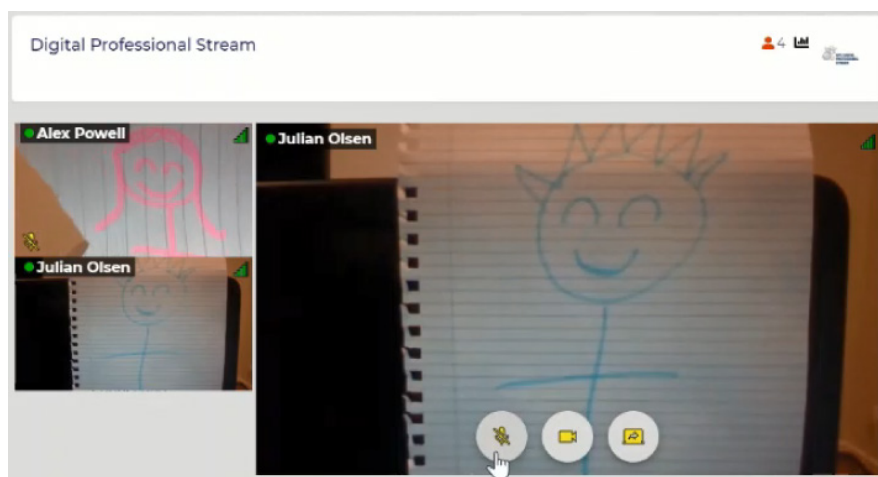


Figure 9: A Live Meeting session.

During your Live Meeting, you can:

- Turn your mic or camera on and off
- Share your screen to demonstrate presentations



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You or the attendee can record the meeting by selecting 'Record This Meeting' at the bottom of the page. **Make sure all parties agree to recording the session.** Either party can turn the recording on or off at any time, but if the recording is off, only the attendee can turn it back on. You cannot turn on the recording secretly.



Figure 10: Recording a Live Meeting session.

You and your attendees can access recordings from the '**Download Meeting Recording**' tile after the meeting. This is on the dashboard of the Virtual Booth. Only meetings recorded for the entire time are available.

Attendees requesting Live Chat

In Live Chat, attendees and exhibitors communicate using a one-on-one window using text, without video or voice.

- When ready to engage, select 'Start Chat' with any individual. You can also remove people from the queue by selecting 'Remove' in their row.
- A chat interface will display. Start typing to begin your conversation. To end the conversation, select 'End Chat'.



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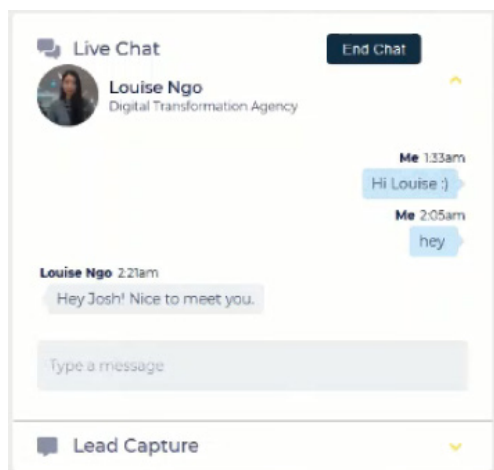


Figure 20: A Live Chat session.

If you have engaged with that person before, the chat history with that person will show as well. However, that person's interaction with any other member of your team will not show in that chat history.

You can conduct several chats at the same time. You can click 'End Chat' at any time to finish the conversation. The window will then disappear.

Using Lead Capture

You can setup questions for lead capture in the exhibitor app. They will appear at the bottom of your chat window during 'Live Chat' sessions.

Lead Capture provides you and your staff speaking points or questions to ask. Attendees will not see this, and the responses captured are linked to that attendee. This data can later be exported using the Export Tool.



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The screenshot shows a live chat interface. At the top, there's a header with the text "Me Mon Oct 26 1:33am" and "Hi Louise :)". Below this, another header says "Me Mon Oct 26 2:05am" and "hey". The main chat area shows a message from "Louise Ngo" dated "Mon Oct 26 2:21am" saying "Hey Josh! Nice to meet you." and a response from "Me" dated "Mon Oct 26 2:27am" saying "Nice to meet you too!". Below the chat messages is a text input field with the placeholder "Type a message". At the bottom of the chat window is a "Lead Capture" dropdown menu. The dropdown is open, showing two questions: "Is the attendee interested in joining the Digital Profession Stream?*" with "Yes" (checked) and "No" (unchecked) options, and "What does the attendee think of the DTA?*" with a text input field containing "I think it's really awesome!". An orange arrow points to the "Lead Capture" dropdown menu.

Figure 21: Lead Capture dropdown under the Live Chat window.

Communicating with your team

Use the Team Chat on your Virtual Booth dashboard to chat with your teammates. This is a chat window only your team can use and read.

Analytics

Exhibitors have access to an Analytics dashboard on the portal. This appears as a graph icon in the title of your Virtual Booth.

The red person icon next to the graph shows how many people are at your booth.



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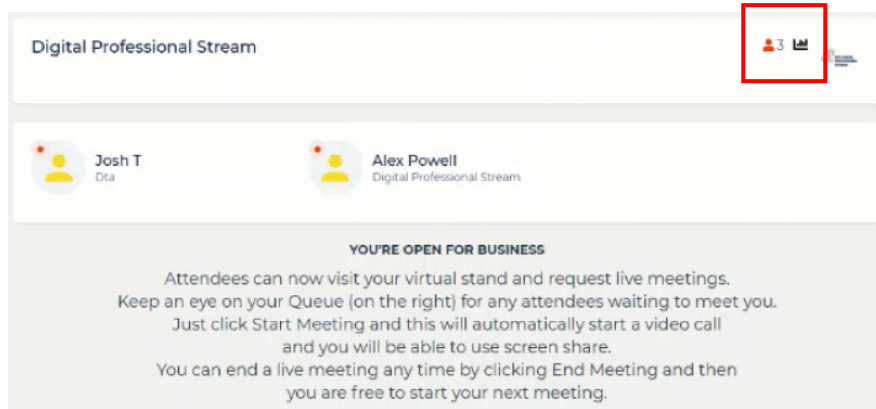


Figure 22: Accessing Analytics.

Selecting this opens the Analytics view. It is available to you and your team.

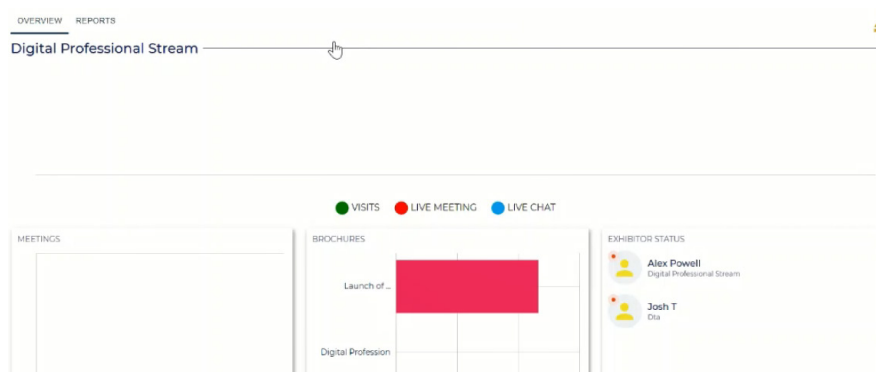


Figure 23: Analytics overview.

You can view real-time exhibitor statistics that show useful data such as number of visits, live meetings, live chats, and brochure downloads. You can also check the status of people on your team – for example, who is live and available.

Reports

You can also view reports on different aspects of your Virtual Booth's activities under the 'Report' tab.



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OVERVIEW REPORTS

Report Select GO

- Select
- Brochure Gallery - Viewed Brochure
- Brochure Gallery - Viewed Video
- Brochure Gallery - Visited
- Brochure Gallery - Visited URL
- Captured Exhibitor Lead
- Downloaded Exhibitor Brochure
- Joined Exhibitor Live Chat
- Joined Exhibitor Live Meeting
- Visited Exhibitor
- Visited Virtual Exhibition

Figure 24: Analytics reports

Once you select your desired report view, select 'Go',

OVERVIEW REPORTS

Report Joined Exhibitor Live Chat GO

DATE & TIME	ID	FIRST NAME	LAST NAME	POSITION	ORGANISATION	EMAIL ADDRESS	CITY	STATE	COUNTRY
Monday, Oct 19, 4:51pm	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia
Sunday, Oct 25, 7:17pm	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia
Sunday, Oct 25, 7:18pm	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia
Sunday, Oct 25, 7:19pm	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Sunday, Oct 25, 7:22pm	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia
Sunday, Oct 25, 7:22pm	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Sunday, Oct 25, 7:25pm	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Sunday, Oct 25, 7:36pm	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Sunday, Oct 25, 7:38pm	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia
Monday, Oct 26, 1:32am	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia
Monday, Oct 26, 1:46am	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Monday, Oct 26, 1:48am	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Monday, Oct 26, 2:02a...	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Monday, Oct 26, 2:03a...	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia
Monday, Oct 26, 2:06a...	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia
Monday, Oct 26, 2:08a...	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Monday, Oct 26, 2:20a...	3087	Julian	Olsen	Digital Sourcing Advis...	Digital Transformation...	Julian.Olsen@dta.gov...		Act	Australia
Monday, Oct 26, 2:20a...	2884	Louise	Nigo		Digital Transformation...	Louise.ngo@dta.gov.au		ACT	Australia

1 - 24 of 24 items

Figure 25: An example table of a report

You can also export this as a spreadsheet.



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Visiting other exhibitors

You can visit other exhibitors. You'll also see what your Virtual Booth looks like from the perspective of an attendee. To do this you will need to:

- Select the Virtual Exhibition tile or 'Visit' button to view the list of sponsors and exhibitors.
- Select the exhibitor you are interested in. If the Virtual Exhibition hasn't started, the button will be 'View'. When open, the button changes to 'Meet'.

You will see the same menu options when you enter an exhibitor's Virtual Booth:

- **Exhibitor information** describes the exhibitor.
- **Frequently Asked Questions** (FAQs) the exhibitor has shared. You can 'like' any of the FAQs.
- **Brochures** are material provided for download by the exhibitor.
- **My Notes** keeps notes you take.

If you enter an exhibitor's Virtual Booth outside of the Virtual Exhibition's opening hours, you will see a message telling you it is closed.



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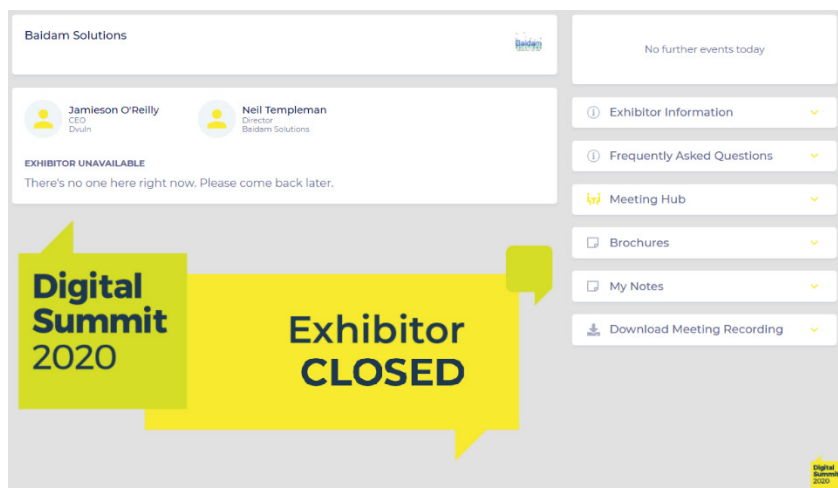


Figure 11: A closed Virtual Booth.

When the Virtual Exhibition opens, you can request live meetings or live chats with the exhibitor. The person manning the Virtual Booth will have a red dot on their profile picture, indicating they are live and can chat.

Request a Live Meeting or Live Chat

Like attendees who visit your Virtual Booth, you can ask for a meeting or chat with the exhibitor at the Virtual Booth.



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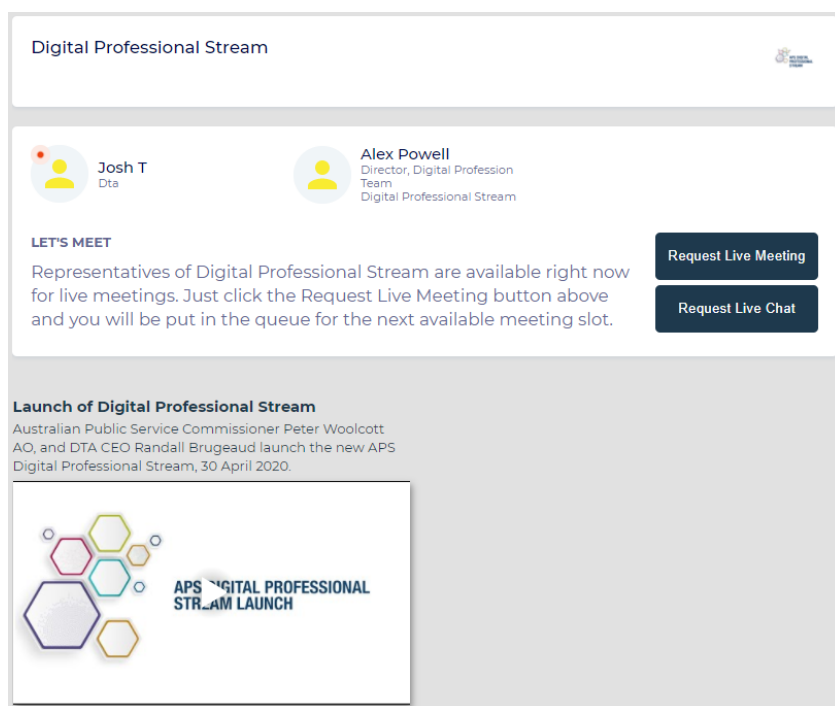


Figure 12: Choosing a method of communication.

When you select either of these options, you will be placed in a queue and a waiting area. Your screen will update to show this. If there are others ahead of you, your queue position is displayed.



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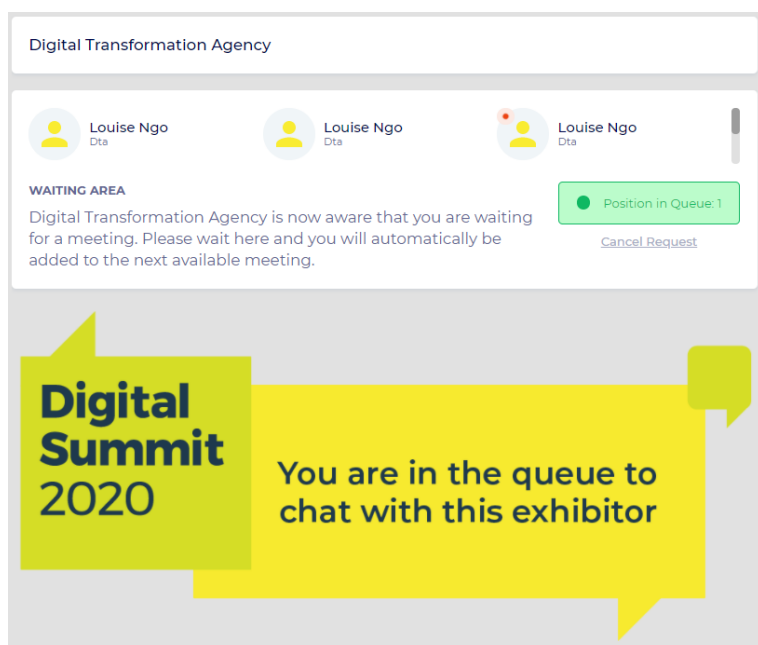


Figure 13: In the waiting area while you are waiting for a meeting to start.

Select 'Cancel Request' to cancel your request and leave.

The interface for both the Live Chat and Live Meeting will be familiar to you from your Virtual Booth.

For Live Meetings, both parties can record the meeting by selecting 'Record This Meeting' at the bottom of the page. **Make sure all parties agree to recording the session.** Either party can turn the recording on or off at any time, but if the recording is off, only the attendee (you) can turn it on. The exhibitor cannot secretly record meetings.

You and your attendees can access recordings from the 'Download Meeting Recording' tile after the meeting. This can be found from the dashboard of the Virtual Booth. Only meetings recorded for the entire time are available.



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Exhibitor Checklist

Get the best virtual Digital Summit experience by following these steps.

- ❑ **Update your profile.** When you first log into your account, make sure it contains all the information you want to share.
- ❑ **Upload your logo.** We recommend a coloured logo on a transparent background no more than 300px square. You may wish to check that your logo appears according to your branding guidelines. You may need to try different image sizes, colours, backgrounds and resolutions.
- ❑ **Upload your brochures or informational PDFs.** Attendees can view these on the Digital Summit app.
- ❑ **Upload a video or slides.** If you have a short promotional video to display, or slides to present, make sure you have these ready to upload.
- ❑ **Register your attendees.** Your sponsorship entitles you to several registrations. You can also buy additional registrations. Check your sponsorship/exhibitor package.
- ❑ **Check your equipment.** Make sure your camera and microphone are working.
- ❑ **Download the latest version of Chrome.** Our virtual events platform works best on the latest version of Google Chrome web browser. [Make sure yours is installed and up to date.](#)
- ❑ **Check your internet connection.** If you are presenting from home, make sure your internet connection is reliable and fast.
- ❑ **Setup your environment.** Make sure you are in a room with minimal distractions and is presentable on-camera.
- ❑ **Practice.** Log on and have a go at being a virtual exhibitor.



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- ❑ **Pass this document on to the staff on your virtual booth.** Make sure you give this guide to any staff who are attending your virtual booth.
- ❑ **Set up a quiet space.** You will need a space where you won't be disturbed while you engage with speakers, exhibitors, or other attendees. Make sure you have everything you need to be comfortable.
- ❑ **Have lunch ready on the days you are attending your booth.** Unfortunately, we're not offering a virtual meal service, so you'll need to plan that for yourself.