

Energize Your Live Events with Microsoft Teams



Thank you for joining us – we will start shortly!

Optimize your experience for today's event

Refresh

Chat – Questions, Comments, Announcements

Ignore the paperclip - Slides will be on GitHub, URL provided later

Polls

No need to raise your hand just use Chat

Audio through
speakers, everyone is
automatically on mute



<https://aka.ms/virtualeventplaybook>

 Microsoft | Microsoft Adoption Roles ▾ Products ▾ Solutions ▾ Resources ▾ Training ▾ Special Events ▾ Communities ▾ Virtual Hub

Guidance for delivering Virtual Events

This guidance has been created to assist event organizer, technical producers, IT professionals, and content creators deliver virtual events. It is organized by role and event delivery phase. We are regularly updating it with best practices, integrating new product features and guidelines to ensure your success.

[Download the full playbook >](#)



Full playbook

The full playbook is available in PDF format for your use. View the segment below by role or review the entire set of content for our most popular scenarios. Scroll down to see the top playbook content broken down by role.

[Download the full playbook >](#)

Custom production playbook

Review our custom production playbook for seasoned event producers to leverage a more advanced technical design to deliver events.

[Download the custom production playbook >](#)

Join our community

Producing events is a new skill for many people. Join others who are learning just like you in our Virtual Event community. Ask questions, meet experts and expand your talents in this important area.

[Join now >](#)

NFL



SFF x SWITCH



NBA



CES



Prada & Miu Miu

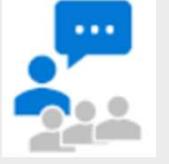


Examples of Teams Live Events

Compelling events are about PEOPLE



Key Roles for Event Success

ATTENDEE	MODERATOR	ORGANIZER	PRESENTER	PRODUCER
<ul style="list-style-type: none">• People attending• Can join from Teams only but more complex events may have attendees join from Yammer or Stream or other locations 	<ul style="list-style-type: none">• Helps facilitate a smooth event by facilitating conversations• Leads Q & A 	<ul style="list-style-type: none">• Creates the events, sets permissions, invites the event team• Curates the event links 	<ul style="list-style-type: none">• Delivers content – audio, video, shares their screen with attendees• Might also lead Q & A 	<ul style="list-style-type: none">• When using Teams Live Events, they start and stop events, queue up content, manage backstage chat• Ensures a smooth event• For simple events, this might be the same person as the Organizer 

Event Team

Event Roles

Tenant Admin
Configures settings for Live Events

Executive Sponsor
Well-known, respected leader who owns promoting



Organizer

- Creates the live event
- Sets permissions for Attendees
- Selects production method
- Configures event options (moderated Q&A)
- Invites Attendees
- Invites other event roles
- Manages reports after .



Producer

- Selects video feeds of other Presenters to share
- View event preview (stream sent to Attendees)
- Starts/Ends the live event
- Moderates Q&A, Host
- Selects layouts
- Manage recording &



Moderator

- Host of the live event
- Facilitates Q&A in the Teams Live Event or Yammer conversations
- Usually a person in the Organizer or Presenter role
- In Yammer, should be a Group Administrator



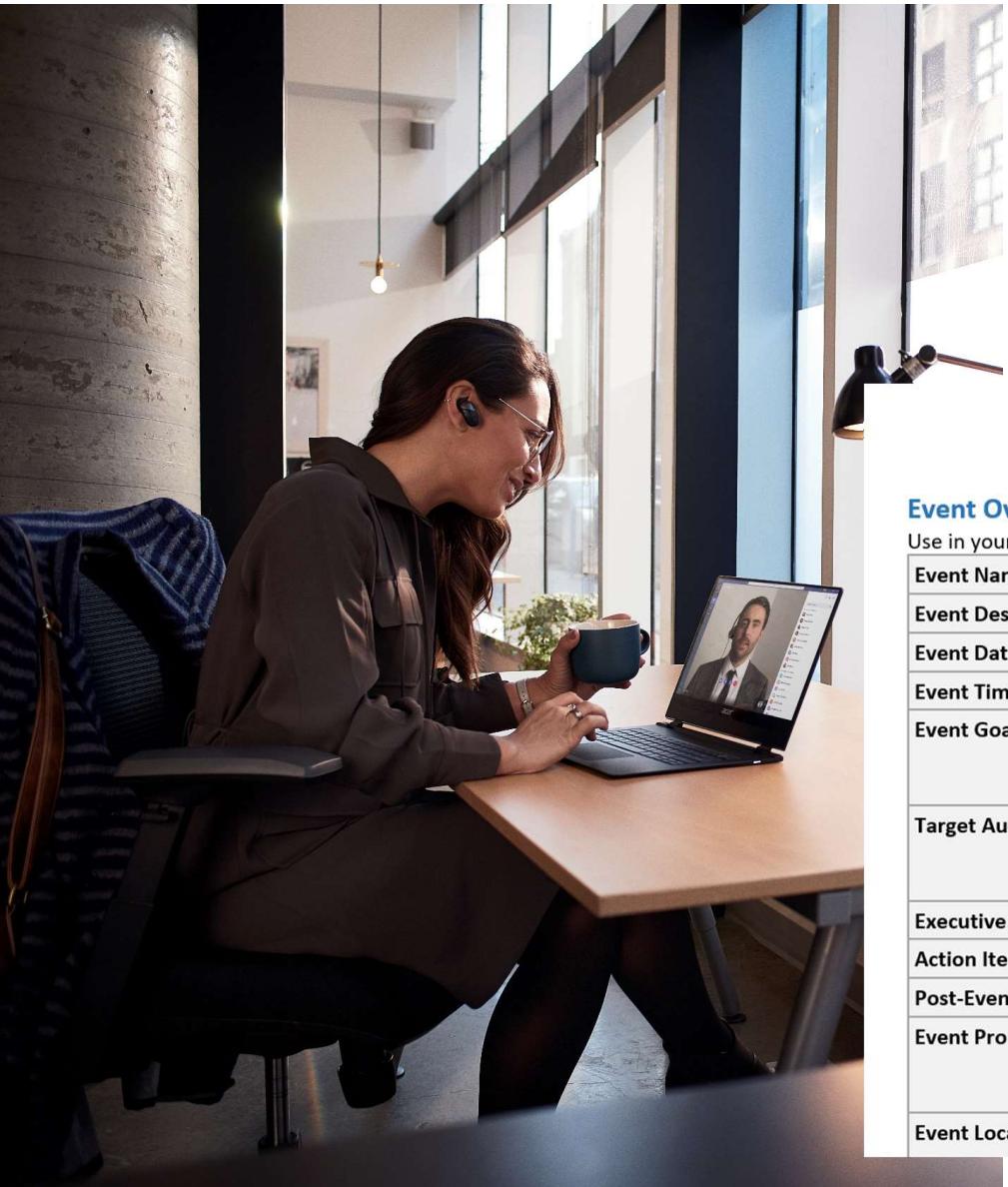
Presenter

- Presents audio, video or screen
- Share system audio
- Moderate s Q&A
- Chat with other Producers & Participants
- Manage recording & reports



Attendee

- A "Viewer"
- Watches the live event
- Watches the on-demand version of the event using DVR controls (either anonymously or authenticated)
- Can participate in Q&A



Use our Organizer checklist

Use our [checklist](#) to stay on track and prepare for your virtual event. Download it from
<https://aka.ms/OrganizerChecklist>

Microsoft 365 Virtual Event Sample Checklist

Event Overview

Use in your initial event intake and planning. Delete placeholder text and unused rows.

Event Name	[official event title that will be used everywhere]
Event Description	[2-3 sentence summary of the event]
Event Date	
Event Time	
Event Goals	1. 2. 3.
Target Audience	<ul style="list-style-type: none">○ What is the profile of a typical attendee? Has this event ever been digital before?○ Have we asked them for their expectations?○ What are the outcomes/next steps we want them to take?
Executive Sponsor	[who has organizational resources/authority to assist]
Action Items	[what actions will attendees take next after the event]
Post-Event Content	[where is content to be posted? How will people access it?]
Event Promotion	[how will we tell people about the event? [do we need a formal registration] [are there rules/policies on who can attend]
Event Location	[Which app will you use to schedule and host the Live Event? See our decision tree .]

Your Attendees



Your attendees may be participating in your event from unique locations. Consider who they are, what they are using and where they are joining from to mitigate common event issues.

Identity

Are attendees full members of your Microsoft 365 tenant?

Will you support guest attendees?

Will you support anonymous attendees?

Configure these items in your service policies and meeting options. Proactively decide the scope of your viewing audience.

Devices & Clients

Windows and Mac devices

Browsers and desktop clients

Mobile & tablet devices (Android, iOS)

Room devices

Text & screen readers

Device type dictates certain elements of the experience. Microsoft Teams minimizes that impact by prioritizing quality, allowing for meeting controls and focus modes.

Location

Hard wired or wireless?

Mobile networks?

Cellular service only?

Bandwidth considerations can impact your event. Include an on-demand viewing strategy to ensure content can be accessed when attendees return to a good signal location.

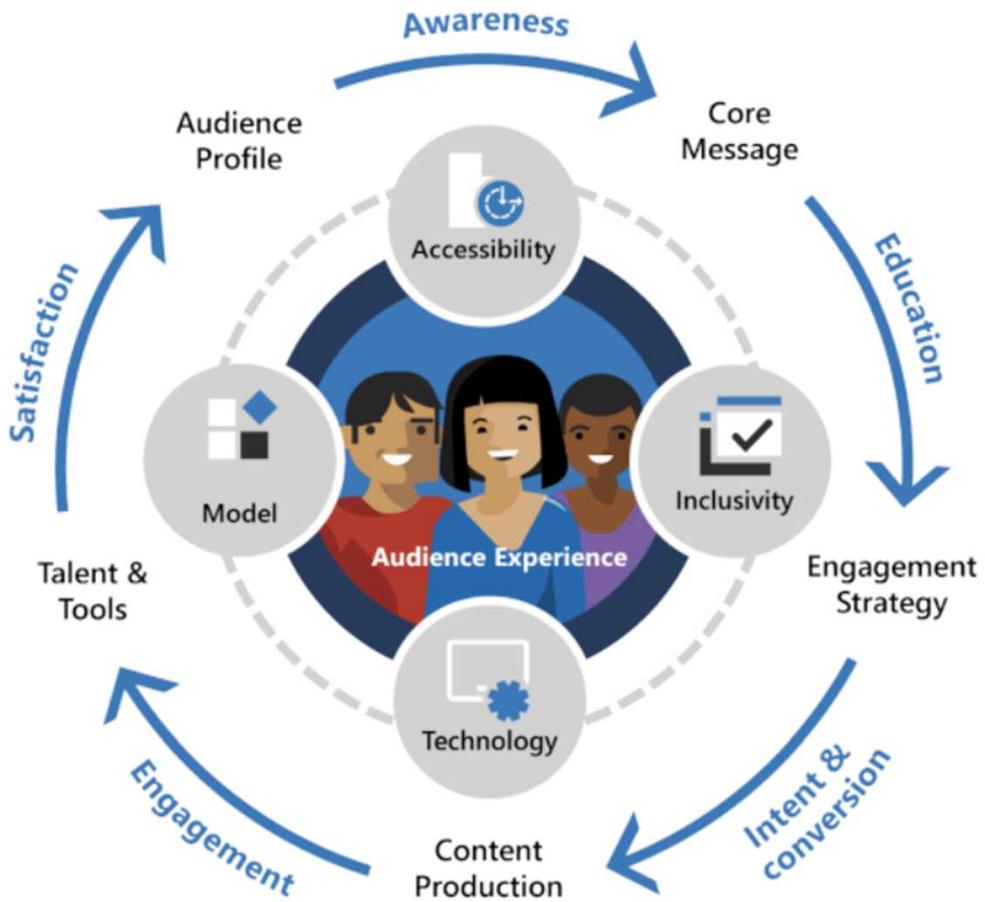
Virtual Event Scenarios

Complexity	Event scenario	Production level	Attendees	Solution
Simple	Team meetings	Webcams or screen share	Up to 1,000	 Schedule meeting
	Webinars			 Webinar
	Virtual conferences	Could be custom production	Max 1,000	
	Leadership townhall			
	Public broadcasts	Custom Production only	20,000 or 100,000 with Stream	 Live event

Tip: Scale and complexity matter

[Aka.ms/virtualeventplaybook](https://aka.ms/virtualeventplaybook)

Event Design Model



Accessibility Checker

Inspection Results

Errors

- ▷ Missing alternative text (163)
- ▷ Missing slide title (33)

Warnings

- ⚠ Hard-to-read text contrast
 - Title 4 (Slide 47)
 - Title 4 (Slide 48)
 - Title 4 (Slide 49)
 - Title 4 (Slide 50)

Additional Information

[Read more about making documents accessible](#)

**Accessibility:
Check Content!**



But first ...

What about your audience?

Microsoft Teams Meetings

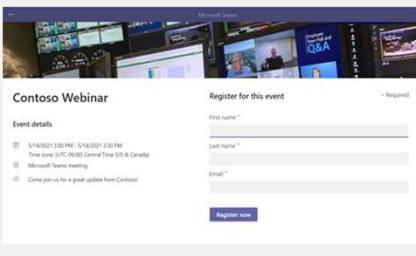
2-way discussion, equal participation.

- Chat
- Video conferencing
- Audio conferencing
- Document collaboration
- Apps
- Up to 1,000*
- Together mode
- Breakout rooms (up to 300)
- Presenter Spotlight – 7 people
- Swap content with gallery



* Licensing SKU required recommend Teams Live Events for 1K and over

Webinars with Microsoft Teams



Registration & Reporting

Manage attendees with registration and confirmation

Attendee **registration page** and email confirmations

Downloadable attendee reporting for **CRM & Marketing**

Options for **in-tenant and public attendees**

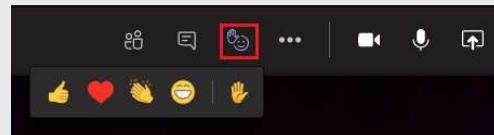


Meeting Scale

Interactive meetings are increasing to **1,000 attendees.**

Full attendee interactivity including with **polls, chat, raise hand** and **reactions**

Attendee moderation during the meeting

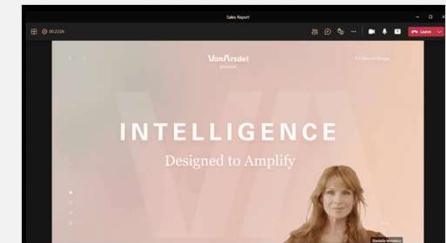


Organizer Controls

Additional meeting options let you control attendee engagement and interactivity

Enable and disable attendee **video, audio, chat** and **reactions** within the meeting.

Default video/audio off for all attendees



Content & Presenter Layout

Dynamic View, Together Mode, and Large Gallery View give more layouts

Out of the box custom content layouts with **Presenter Mode**

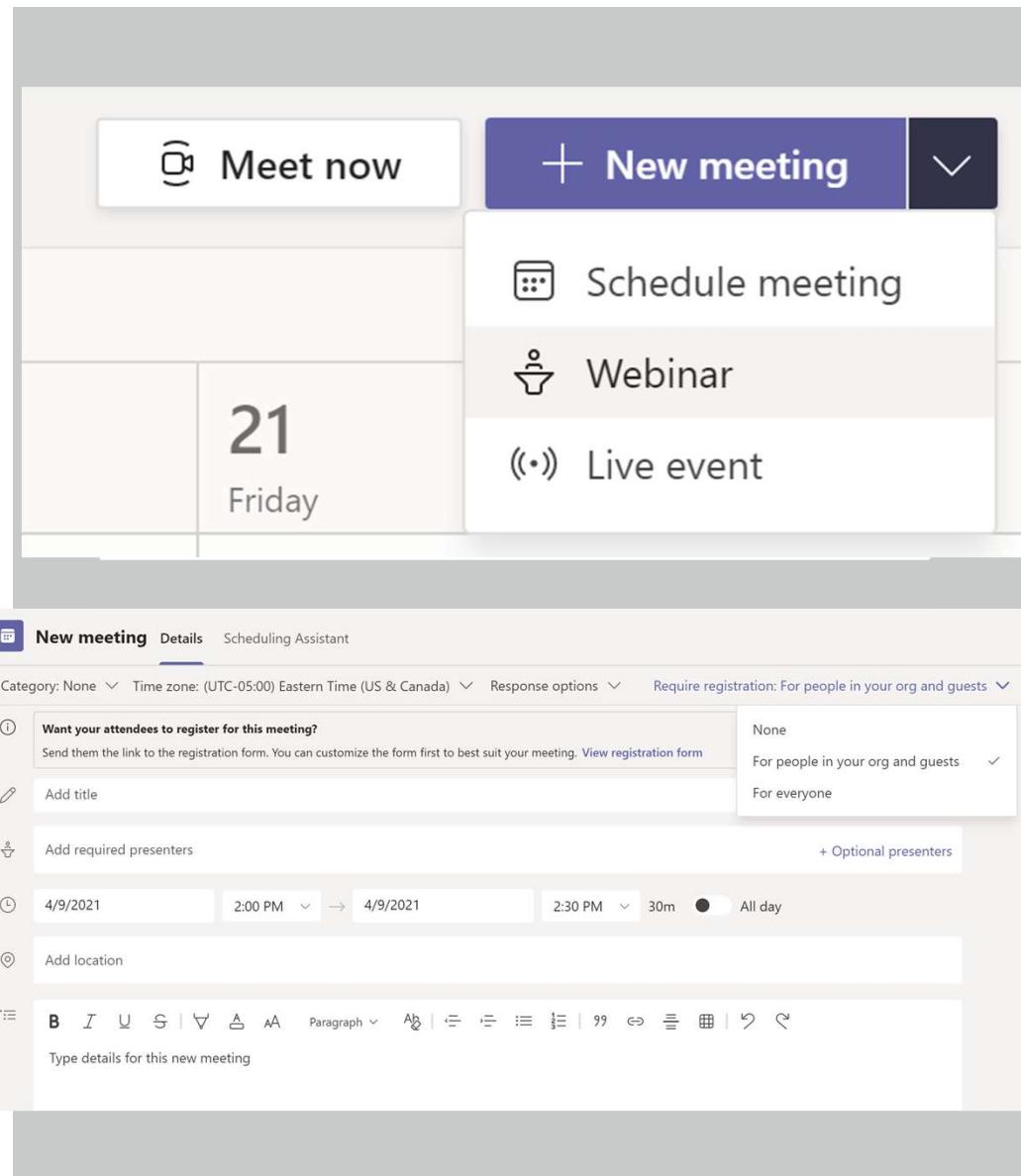
PowerPoint Live allows interactive and accessible content

Admin to enable

Create A Webinar

- Let's look at how to setup and deliver a Microsoft Teams webinar.
- From the Team's calendar, select the drop down next to **New Meeting** and select **Webinar**.
- Choose **Require registration** link. To require registration, choose between **None**, **For people in your org and guests**, or **For everyone**.

Admin to enable



Registration Form

- Next, customize the registration form. Select **View registration form**.
- This is the form attendees will fill out to register for the webinar. You can provide **Event details** such as the event title, date and time, and description. You can also add speaker names and speaker bios to the registration form. As attendees sign up for the webinar, they'll need to provide their first name, last name, and email address all of which are required fields. As the webinar organizer you can add additional fields and questions to the form.
- **Brand your event page** with an image at the top too!

The screenshot shows the Microsoft Teams registration form configuration interface. At the top, there are 'Save' and 'Copy registration link' buttons, and a 'Upload an image' button. The main area is divided into sections: 'Event details' (with fields for title, date/time, description, and speakers), 'Speakers' (with fields for name and bio), and 'Register for this event' (with fields for first name, last name, and email). A sidebar on the right lists additional field types: Address, City, State, ZIP/Post code, Country/Region, Industry, Job title, Organization, and Custom question.

Microsoft Teams

Save Copy registration link

Upload an image

Event details

Add a title
5/25/21 5:00 PM → 5/25/21 5:30 PM
Time zone: (UTC-05:00) Eastern Time (US & Canada)
Microsoft Teams meeting

B I U V A AA Paragraph Add a description

Speakers

Add a speaker name
Add a speaker bio
+ Add speaker

Register for this event

This is the form your attendees will fill out when they sign up.

First name *

Last name *

Email *

+ Add field

Address
City
State
ZIP/Post code
Country/Region
Industry
Job title
Organization
Custom question >

Preview & Get Link

- When you have completed the **Event details** and **Register for this event** options you can **View in browser** to preview the form as an attendee.
- Both the registration form and preview screens have an option to **Copy registration link**. Copy this link to include in email, messages, social media, web pages, or wherever you advertise your events to advertise the webinar and to accept user registrations. There's also an option to **View in browser**.
- Returning to Microsoft Teams, you can complete the webinar meeting invite. You can invite additional presenters, either required or optional, just like a Team's meeting. Click **Send** to send the webinar invite to the additional presenters.

The screenshot shows the Microsoft Teams 'New meeting' interface. The 'Details' tab is selected. At the top, it shows the category as 'None', time zone as '(UTC-05:00) Eastern Time (US & Canada)', response options, and require registration for people. Below this, there's a section for attendees, a note about optional presenters, and a date and time selector set for April 9, 2021, from 2:00 PM to 2:30 PM. A suggested time range of 2:30 PM-3:00 PM is also shown. There's a rich text editor with a preview of the registration form, which includes fields for first name, last name, and email. The registration form itself is titled 'Webinars' and includes sections for 'Event details' (date, time, location) and 'Register for this event' (with fields for first name, last name, and email).

Webinar Registration

- Organizers can download the webinar registration at any time.
- In the Excel file you'll find registration page views and a detailed list of participants.
- Currently, there are no options to manage registrations prior to the webinar such as deleting a registration or preventing a registered user from attending.
- Organizers can manually approve or reject attendees by using the lobby feature to prevent users from attending but this adds additional responsibilities as the event gets underway.

The screenshot shows the Microsoft Teams 'Details' tab for a meeting titled 'Intro to Microsoft Teams Webinars'. It includes fields for attendees, date, time, and location, along with a registration section and a rich text editor. Below this is an Excel spreadsheet with columns for registration page views, participants, full name, email, and a notes column.

A	B	C
1	Registration page views	1
2	Participants	
3	Full Name	Email
4	Webinar Attendee	DemoUser@upskilltech.com
5		Re
6		
7		
8		

Teams Webinar

- Once potential attendees access the link for the webinar, they're redirected to the webinar form to view **Event details** and **Register for this event**.
- First name, last name, email, and any additional fields the organizer has added to the form will be required to register for the webinar.
- Upon clicking **Register now** the attendee receives a confirmation for the event. **See you at the event!**

Event details

- 📅 4/9/2021, 2:00 PM - 4/9/2021, 2:30 PM
Time zone: (UTC-04:00) America/New_York
- 📍 Microsoft Teams meeting



See you at the event!

We sent a confirmation email to DemoUser@upskilltech.com.

Confirmation & Calendar

- Attendees also receive a **confirmation email** using the email address they used to register for the event
- This email includes **an .ics file** (a calendar appointment file that works with most calendar apps) to add the event to their calendar.
- At the start time, attendees click **Join event** to join the webinar.

You're registered for Webinar

Microsoft Teams <noreply@teams.registration.microsoft.com>
Fri 4/9/2021 2:16 PM
To: Demo User

 Webinar.ics
5 KB

Microsoft Teams
Your seat is reserved!

Webinar
Fri, Apr 9, 2021 6:00 PM - 6:30 PM (UTC)

[Join event](#)

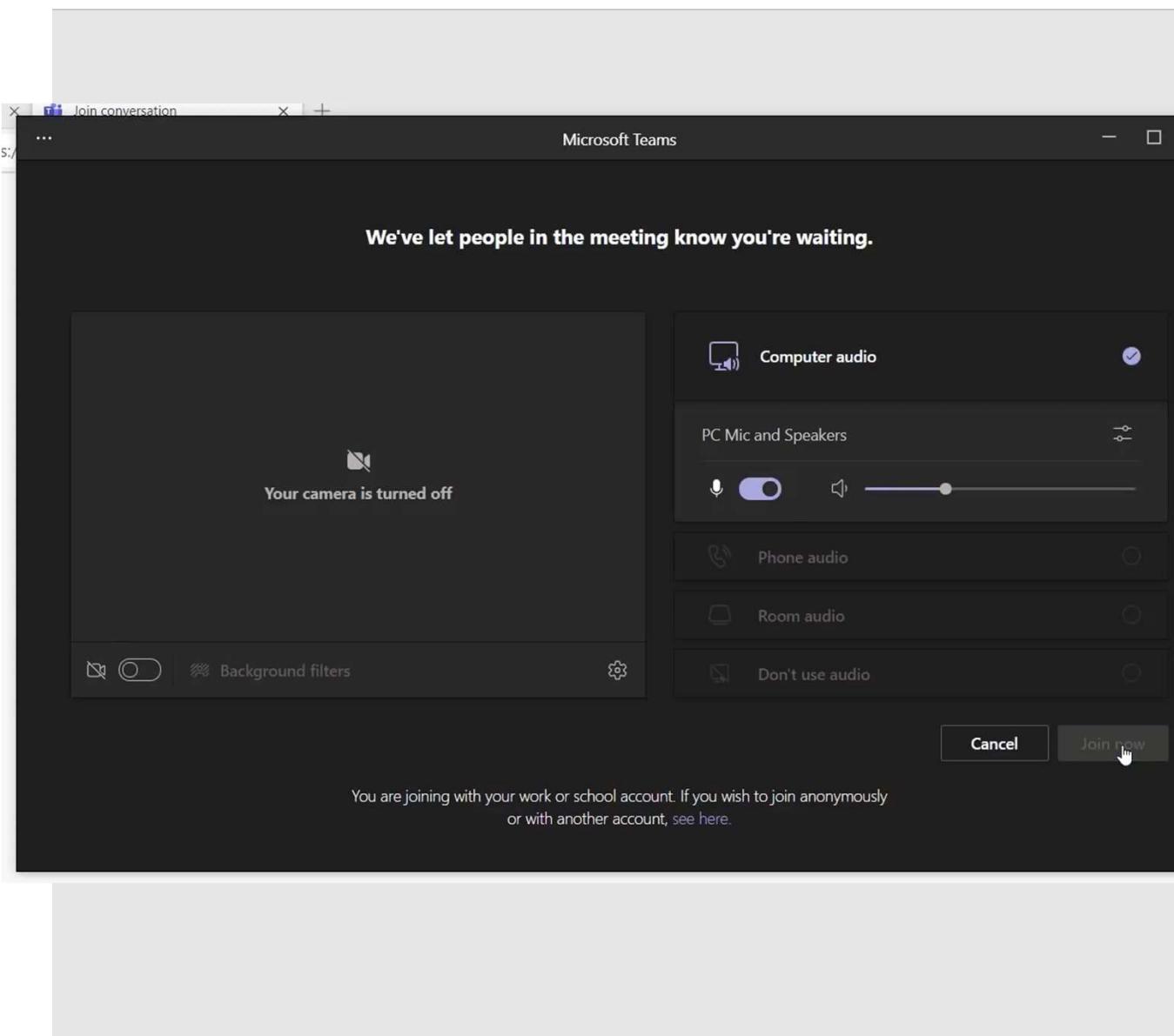
[Cancel registration](#)

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[Privacy policy](#)

Reply | Forward

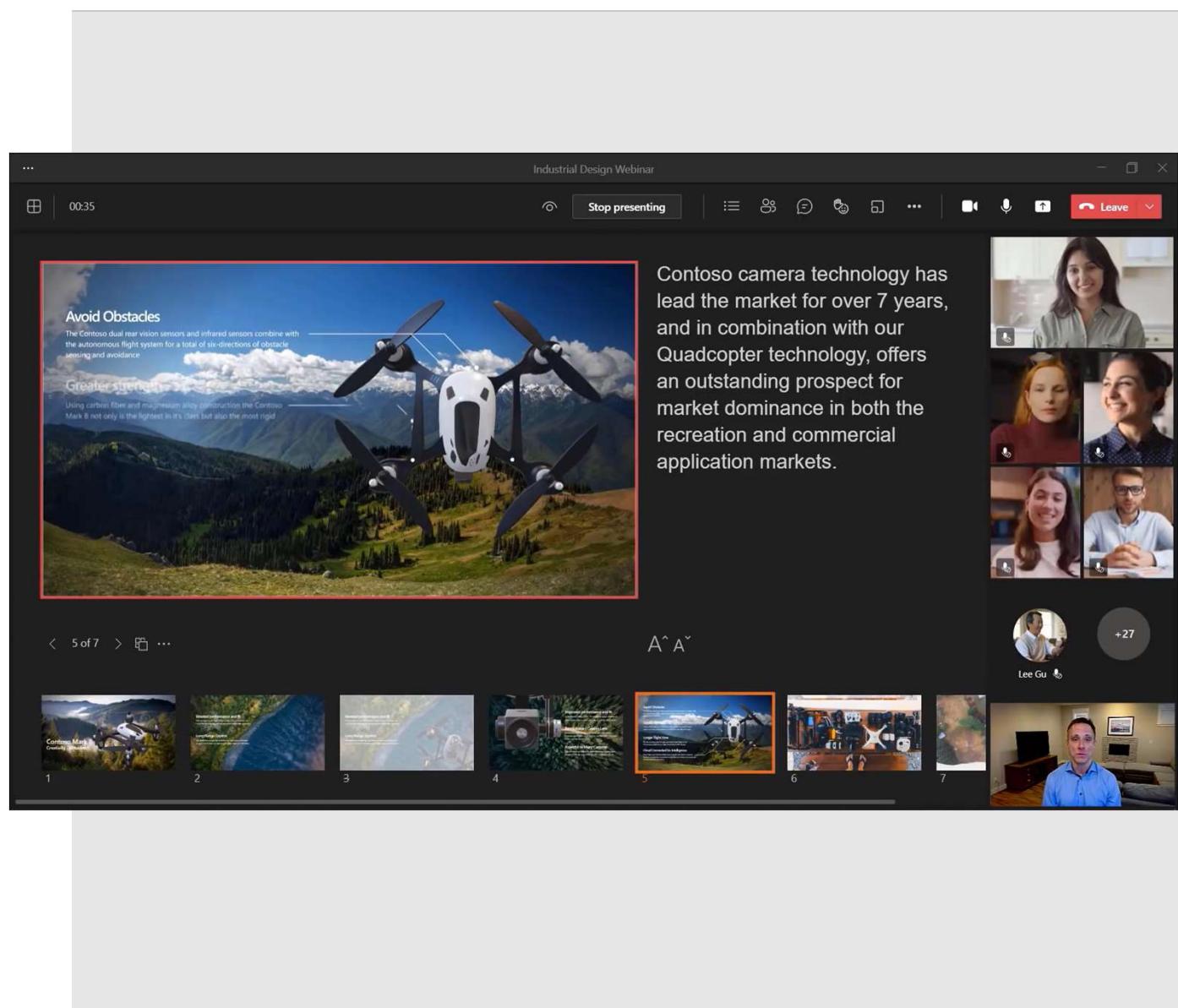
Lobby & Access

- Attendees will be presented with options to access the webinar via **Microsoft Teams desktop app or continue in the web browser.**
- As an attendee the **experience will be the same** in either the desktop app or web browser.
- If you have enabled the **lobby**, attendees see a static screen.



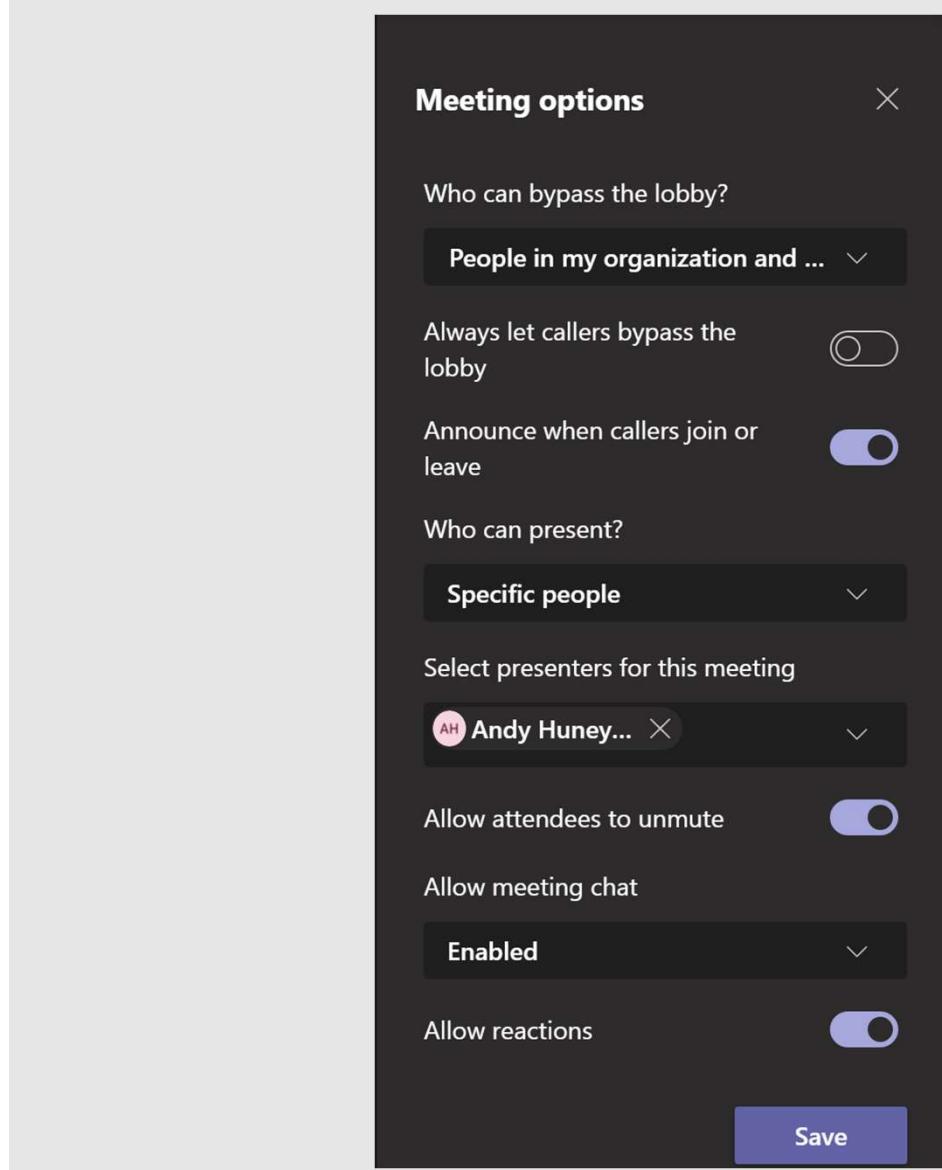
Presenter's Experience

- Presenters of the webinar will have a presenter experience **like a Teams meeting**.
- Presenters can **manage participants** and **chat**, see **audience reactions**, view **raised hands**, start/stop the webinar **recording**, and use **breakout rooms**.
- Presenters also have **video**, **audio**, **share content**, and **meeting controls**. Single question **polling** is available in the chat.



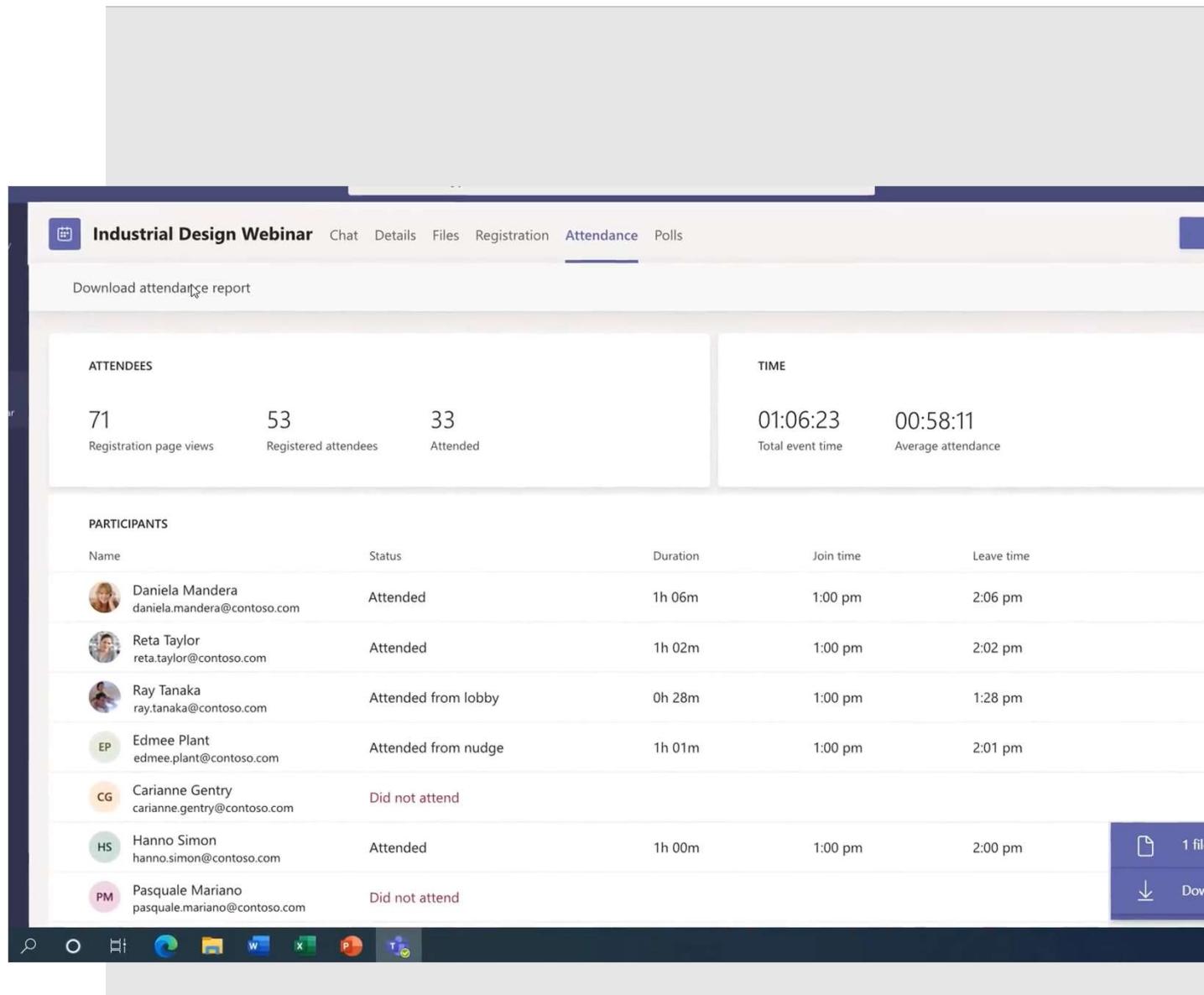
Meetings Options

- **Meeting options** can be accessed during the webinar.
- This allows the presenter to control the **lobby** and admit attendees into the webinar.
- They can **manage attendee's roles** such as **promoting an attendee to presenter**.
- Presenters can also manage the settings for allowing attendees to **unmute**, allowing meeting **chat**, and allowing **reactions** depending on the requirements of the webinar.



Post Event

- Upon conclusion of the webinar, the event organizer can access the **attendee report**.
- The report shows attendee participation details such as **who attended and how long they participated**.
- **Download the report** and even connect with CRM.

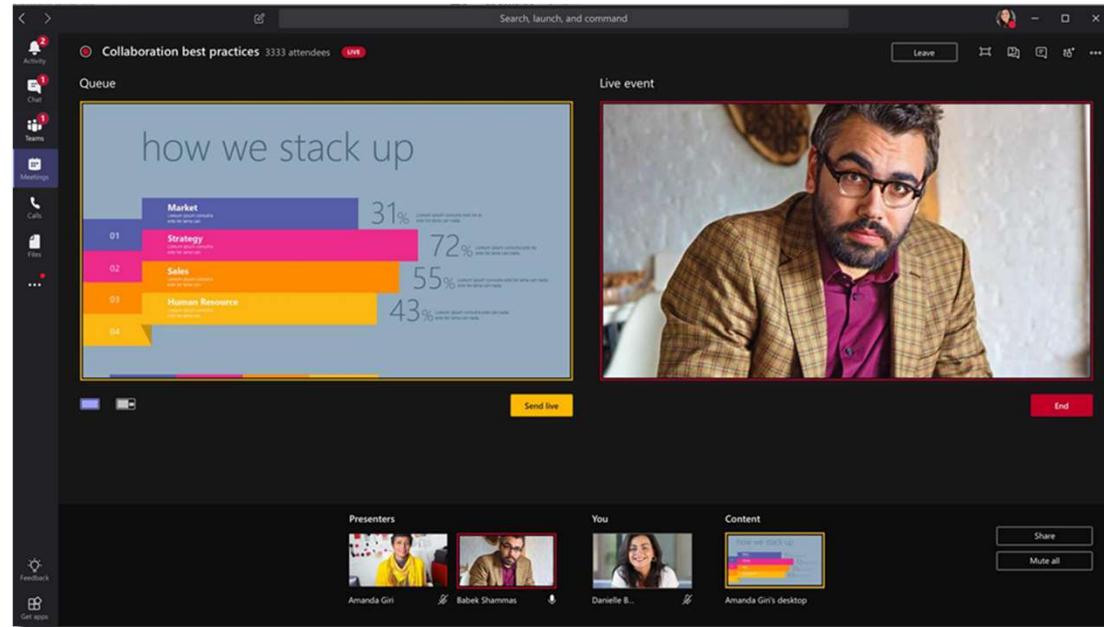


The screenshot shows the Microsoft Teams interface for an "Industrial Design Webinar". The top navigation bar includes Chat, Details, Files, Registration, Attendance (which is selected), and Polls. A button to "Download attendee report" is visible. The main content area displays two sections: "ATTENDEES" and "TIME". Under ATTENDEES, it shows 71 registration page views, 53 registered attendees, and 33 attended attendees. Under TIME, it shows a total event time of 01:06:23 and an average attendance duration of 00:58:11. Below these, the "PARTICIPANTS" section lists individual attendees with their names, email addresses, status (Attended, Did not attend), duration, join time, and leave time. The participants listed are Daniela Mandera, Reta Taylor, Ray Tanaka, Edmee Plant, Carianne Gentry, Hanno Simon, and Pasquale Mariano. The interface also includes a taskbar at the bottom with various application icons.

Name	Status	Duration	Join time	Leave time
Daniela Mandera daniela.mandera@contoso.com	Attended	1h 06m	1:00 pm	2:06 pm
Reta Taylor reta.taylor@contoso.com	Attended	1h 02m	1:00 pm	2:02 pm
Ray Tanaka ray.tanaka@contoso.com	Attended from lobby	0h 28m	1:00 pm	1:28 pm
Edmee Plant edmee.plant@contoso.com	Attended from nudge	1h 01m	1:00 pm	2:01 pm
Carianne Gentry carianne.gentry@contoso.com	Did not attend			
Hanno Simon hanno.simon@contoso.com	Attended	1h 00m	1:00 pm	2:00 pm
Pasquale Mariano pasquale.mariano@contoso.com	Did not attend			

Teams Live Events

An extension of Teams Meetings that enables online broadcast of video and meeting content to large, online audiences wherever they reside.



- Virtual or hybrid events broadcast
- For large scale audiences up to 20,000 attendees*
- Moderated Q&A
- Professional broadcast capabilities
- Features for video stream ingestion & streaming
- Support for external hardware/software encoders

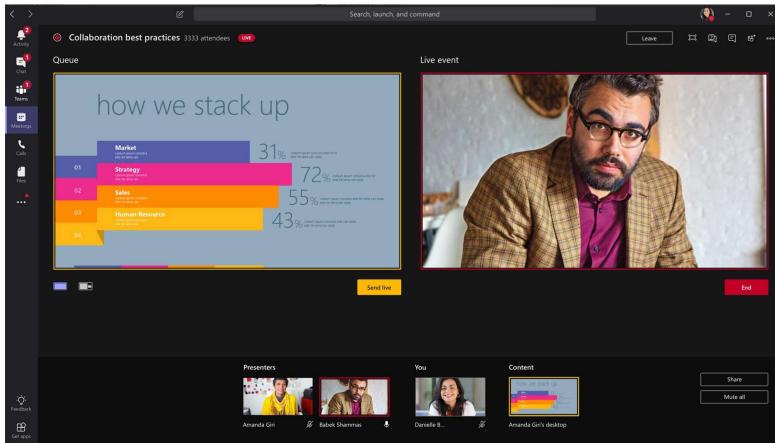
Admin to enable

Aka.ms/virtualeventplaybook

*End CY21



Teams Live Event Types



1. Teams Produced

- Plug in your laptop and go
- Produce the event using Microsoft Teams (Meeting or Live Event)

2. External App or Device Produced

- Professional camera and sound set up
- Produce the event using an external hardware or software encoder (example; OBS with NDI)
- Use this option if you already have a production set up such as media mixers that supports streaming to an RTMP service
- This method is used for auditorium-style events broadcast 1-to-many in the audience

[Aka.ms/virtualeventplaybook](http://aka.ms/virtualeventplaybook)

Technical preparation delivers smooth events

Use our resources to ensure your event organizers and producers have successful virtual events.

- Validate network health
- Review policies for service access and configuration
- Provide a clear path for support

Utilize our core technical documentation on docs.microsoft.com or visit our [Virtual Event Forum](#) to ask your questions of our experts.

Networking & bandwidth considerations

- “In Teams”
 - RTP traffic sensitive to network
 - Delay can affect interaction between presenters
 - Jitter and packet loss can affect quality of audio and video
 - Quality issues of presenter will affect all participants
- Externally
 - Quality issues of RTMP stream will affect all participants
- Live event attendees
 - Watching a video is not Real Time Communication and not as sensitive to networking issues
 - Networking issues might lead to delay and buffering or reduced video quality
 - Plan for sufficient bandwidth for multiple people to watch from the same location

Network planning: <https://aka.ms/teams-networking>

Who can use live events?

Who can create events?

Grantee from the admin

Enterprise E1, E3, E5, or Education A3, A5

Enabled Microsoft Stream license

Special requirements:

- Teams produced events require a Teams license
- Yammer event creators must be group admins

Who can watch events?

Viewers granted permissions to the event

Viewers with a valid license

Exceptions: Teams produced events can be set as externally anonymous access



Teams Live Events – Organize, Produce or Present

To ORGANIZE Live Events?

- A Microsoft or Office 365 E1, E3, E5, **[or]** Education A3 or A5 license

To PRODUCE or PRESENT Live Events?

- A Microsoft or Office 365 Enterprise E1, E3 or E5 license, **[or]** a Microsoft or Office 365 Education A1, A3 or A5 license.
- The exception to this requirement is Guest users can present without a license if the other criteria for guest users is met, as well as anonymous users (if enabled).

[Aka.ms/virtualeventplaybook](https://aka.ms/virtualeventplaybook)

Teams produced Live Events: For external contacts

Guest users

	Attendee	Presenter/ Producer
People & Groups	Y (CC)	Y (CC)
Org-wide	Y (CC)	Y (CC)
Public	Y	Y (CC)

(CC) = Change organization context via the tenant switcher in desktop client.
Attendees can switch context and view via an in-private browsing experience. There
is no support for producing from the Teams web experience.

Federated users

	Attendee	Presenter/ Producer
People & Groups	Y*	Y (L)
Org-wide	N	Y (L)
Public	Y	Y (L)

(L) = Wait in the lobby
*If member of selected group/user list

Best Practices for Anonymous Presenters

Recommended To Dos

1. Schedule the Live Event with the "Allow external presenters" toggle switched on
2. Have at least one in-tenant person (where the event was scheduled) join the event
3. Admit the anonymous presenter(s) from the lobby, and promote them to presenter role

Other Considerations

Presenter does not need to have an Azure Active Directory (AAD) identity.

When promoted to presenter, the anonymous user CAN:

- Share audio and video
- Share content
- View the presenter group chat

The anonymous presenter CANNOT:

- Access the meeting Q&A
- Remove others from the meeting

Invite people to your event group

Invite presenters

Allow external presenters i

Organizer



Kristin M. LaFever
Producer

You'll need to admit external presenters from the lobby, and then allow them to present.

Producer

Presenter

aka.ms/tleanonpresenter

Best Practices for a Guest to Present

Recommended To Dos

1. Add the user as a Guest to a Team
2. Have the user accept the Guest invitation and join the team
3. Schedule the Live Event and add the Guest to your event group

Best Practices

- Create a channel for Producers & Presenters of the live event so they can share information before the event
- Guests who don't have Microsoft 365 credentials won't see the calendar in Teams
- Producers can post the event link for Presenters to the Channel
- Presenters can then open Teams, go to the Channel and then select the link to join their event

[Aka.ms/virtualeventplaybook](https://aka.ms/virtualeventplaybook)

Teams Live Events: Set up Live Events policies

The screenshot shows the Microsoft Teams Admin Center interface. On the left, there's a vertical navigation bar with icons for Home, Meetings, Conference bridges, Meeting policies, Meeting settings, Live events policies (which is highlighted with a green box), and Live events settings. Below this is a search bar labeled "Search by display". The main content area has a header with the organization name "Contoso Electronics" and the "Microsoft Teams admin center" link. The current page is "Live events policies \ Global". The "Global" section contains a text input field for "Add a friendly description so you know why it was created". It also includes several configuration options with toggle switches: "Allow scheduling" (On), "Allow transcription for attendees" (On), "Who can join scheduled live events" (set to "Everyone in the organization"), and "Who can record an event" (set to "Always record"). At the bottom are "Save" and "Cancel" buttons.

Admin.Teams.Microsoft.com

Teams Live Events: Set up video distribution solution

The screenshot shows the Microsoft Teams admin center interface for 'Contoso Electronics'. The left sidebar has a 'Teams' link highlighted with a green box. The main content area is titled 'Live events settings' and describes how to control org-wide settings for live events, including setting a support URL and enabling third-party video distribution providers. A 'Save' and 'Discard' button are at the bottom.

Contoso Electronics Microsoft Teams admin center

Live events settings

Teams live events settings lets you control org-wide settings for all live events that are scheduled. You can choose to include a support URL when live events are held and set up a third-party video distribution provider for all live events organized and scheduled by people in your organization. [Learn more](#)

Support URL

Customize the support URL if a user needs to contact support during a live event

`https://support.office.com/home/contact`

Third-party video distribution providers

Use a third-party distribution provider On

SDN provider name Select a provider

Save Discard

Selecting your event experience: **Teams Live Events**



I What type of event?	II What type of attendee experience?	III How many people will watch the event live?	IV What level of video production?
Single event	Open 2-way discussion	Up to 300	Simple webcam and screen share
Event series	Managed Q&A	Up to 20,000*	Multiple presenters
Part of an engagement community	No attendee discussion or Q&A	Up to 100,000**	Custom production



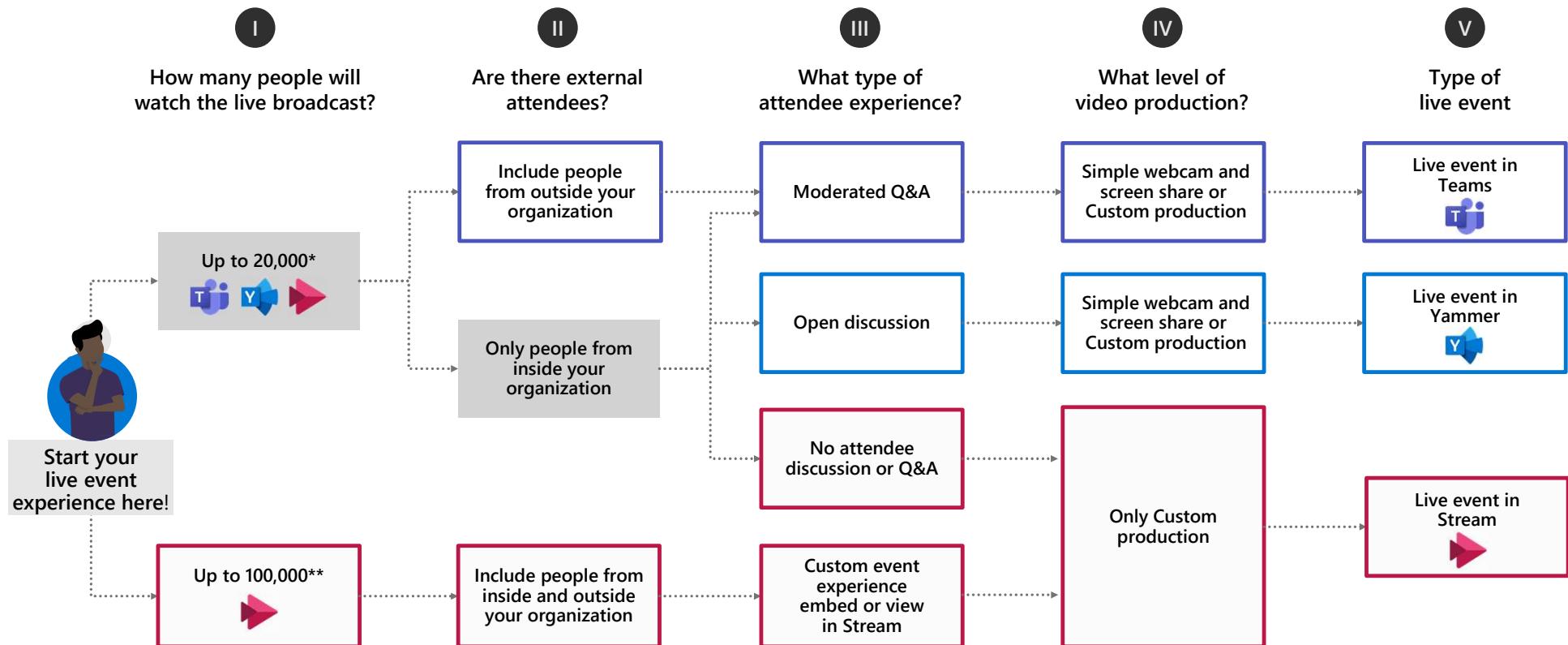
Recommended:
Teams Live Events

Manage the attendee experience

- Multiple Live Event options for maximum flexibility
- Broad scale and highly managed content experience
- Supports self-produced to custom production scenarios
- Live Events can be publicized as a part of an engagement community

Next Step: Follow Teams Live Event selection decision tree ➔

Which Teams Live Event experience is right for me?



*Attendee limit increases over 10,000 are temporarily available until January 1, 2022. Events above 20,000 attendees require Live Events Assistance Program (LEAP) Engagement.

**Stream live events can be delivered outside an organization when planned through the LEAP team. It's a case-by-case, temporary service to help customers communicate at scale outside their organization.

Custom production scenarios including external encoder and multi-camera configurations will be covered in additional documentation

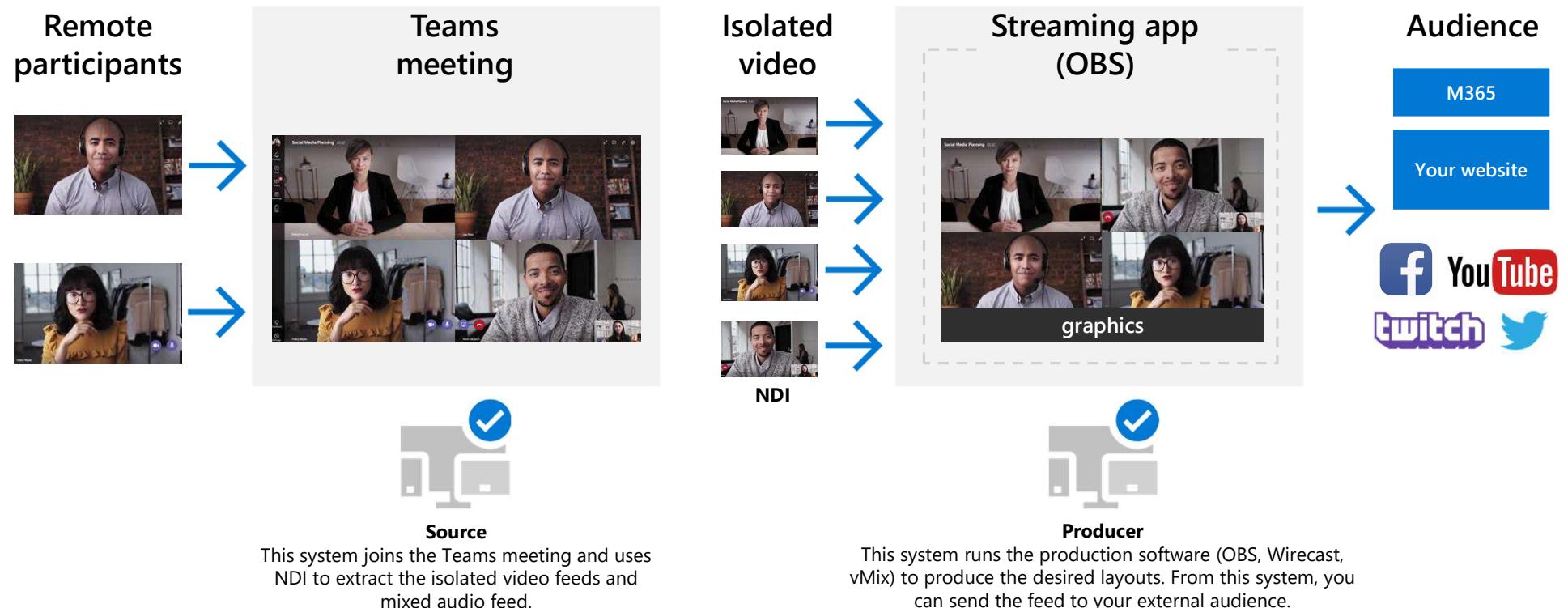
[Aka.ms/virtualeventplaybook](https://aka.ms/virtualeventplaybook)

High level process flow for producing with an external app or encoder

Producing with an external app or encoder requires multiple components:

- **Skilled production staff.** Advanced productions often require technical producers along side communications & on-air talent staff.
- The **scheduled Teams Live Event** for production and attendee experiences.
- The **external app/encoder** (such as OBS Studio, Streamlabs OBS, Wirecast, vMix).
- An **active source of content** ingested into the external app/encoder.
- The content being presented can be sourced from a variety of locations; in this example we use a Teams meeting as the source of content provided to the external app/encoder (OBS Studio).
- This configuration allows you to bring in guests from multiple locations into a single digital experience.

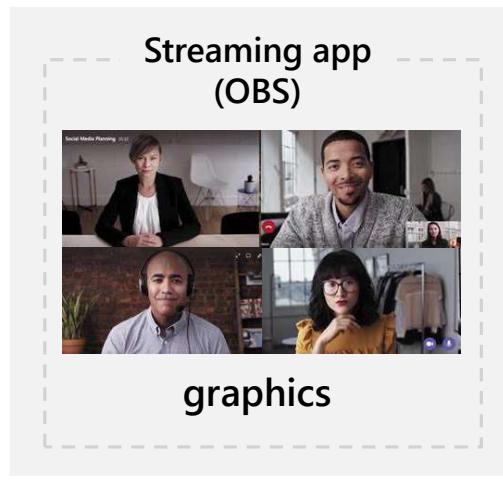
Produce your broadcast from a secure, virtual stage



Microsoft Teams – your secure, virtual stage

Customized broadcast

Production Machine – Streaming to the Audience



Production Machine

This machine runs the production software (OBS, Wirecast) to produce the desired layouts. From this machine, you can send the feed to your external audience.

Production software can output to various audience locations

Scheduling in Teams

Live Event scheduling -> select an external app or device

How will you produce your live event?

Teams

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

An external app or device (Teams Encoder Event) (Preview)

You plan to use an external encoder to produce your event along with Teams presenters audio.

An external app or device (Stream Encoder Event)

You plan to use another tool to share content. Learn more

Teams Encoder Events -> RTMP ingest URL and key are provided in Meeting Options.

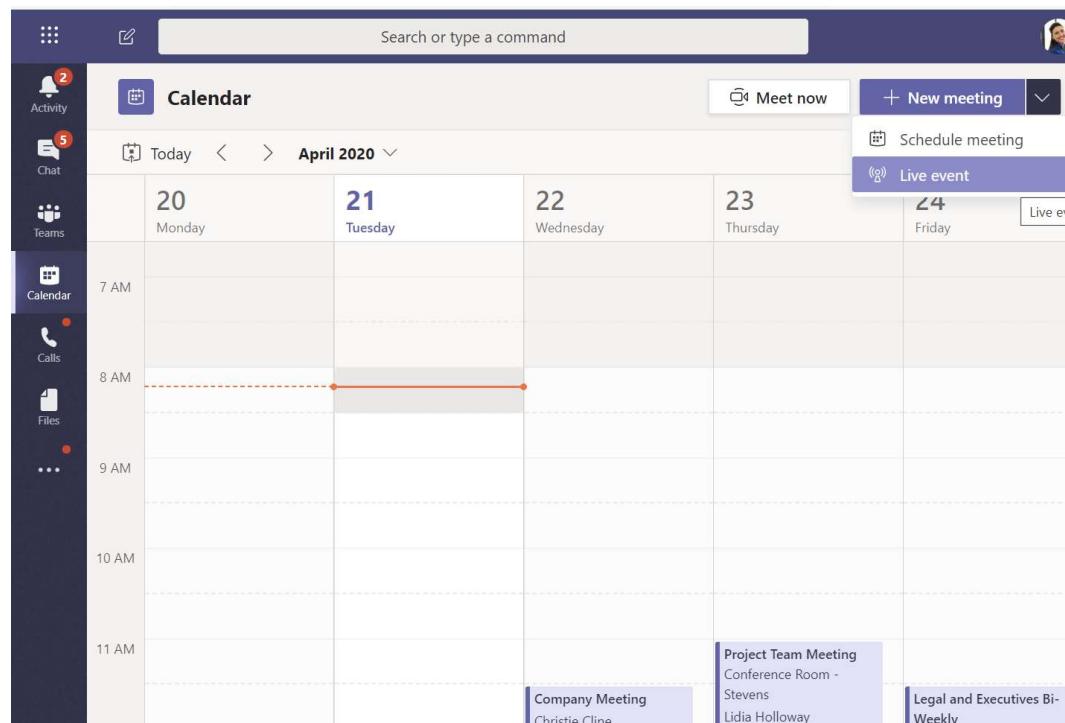
Stream Encoder Events -> RTMP ingest URL and key are obtained when producer joins the event.

Stream to third party platforms (Facebook, YouTube, etc.)

Platform will provide the Server/Stream Key information

Schedule a Teams Live Event

First time scheduling Live Events from Microsoft Teams? With this guide you will learn how to organize a Live Event and determine which roles your team should play in the production and moderation of the event.



Schedule a Live Event
From your **Calendar** in Teams, click the drop down next to **New meeting** and select **Live event**

Admin to enable

Setting up a Teams Live Event

The **New live event** screen is where you define the details about your event:

- **Title** of your Live Event
- **Date and Start** and **End** times of your event
- Who you will invite as **Producers** and **Presenters** for the event

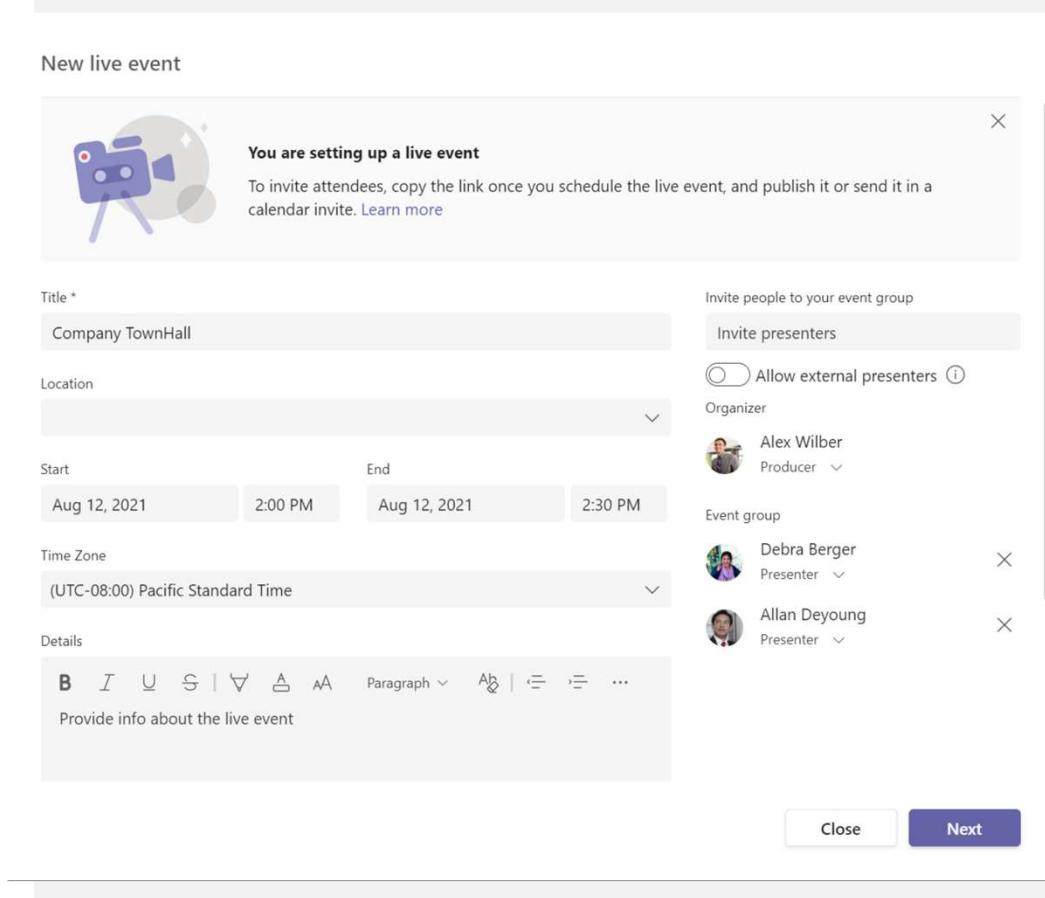
In the **Invite people to your event group** area is where you define the roles for your event team members. The following roles are available:

- **Producer:** As a host, makes sure attendees have a great viewing experience by controlling the live event stream. There is usually one producer, but you can have multiple for backup of the primary.
 - Configures the encoder connection
 - Starts and stops the live event
 - Moderates Q&A panel

- **Presenter:** Presents audio, video, or a screen to the live event, or moderates Q&A. There are usually multiple presenters, and some may only have the role of moderating the Q&A as an example.
When using the external encoder options, presenters invited here are only used for moderating Q&A (if enabled).

You can leverage the “**allow external presenters**” toggle to invite anonymous presenters (people who do not have a Teams account) into your Live Event.

Once you have completed all the fields, click **Next** to continue.



The screenshot shows the 'New live event' dialog box. At the top, it says 'You are setting up a live event' with a note to invite attendees via link or calendar invite. Below that, the 'Title' field is set to 'Company TownHall'. The 'Location' field is empty. Under 'Start' and 'End' times, both are set to 'Aug 12, 2021' at '2:00 PM'. The 'Time Zone' is '(UTC-08:00) Pacific Standard Time'. In the 'Event group' section, three users are listed: 'Alex Wilber' (Producer), 'Debra Berger' (Presenter), and 'Allan Deyoung' (Presenter). On the right side of the dialog, there are 'Close' and 'Next' buttons.

Live Event permissions

Next you will choose who can attend your event based on the following permission types:

- **People and groups** – The event can only be watched by people, security groups or Microsoft 365 groups you name.
 - This permission type is ideal for confidential Live Events that should only be viewed by the specific people or groups defined here.
- **Org-wide** – Everyone in your org can watch the Live Event, including guests (Guests only supported with Teams and Teams Encoder Event).
 - This permission type is best for all other Live Events where the content is not confidential.
- **Public** – Anyone can join – both people in your org and those outside of it.
 - This permission type would apply to a scenario where you intend for the general public to attend a Live Event, such as your customers or shareholders.
 - Note – this option is currently unavailable when producing the event using "An external app or device (Stream Encoder Event)".

Before clicking **Schedule**, scroll down to reveal options that pertain to **How will you produce your live event**. These will be covered on the next slide.

The screenshot shows the 'New live event' dialog box. In the 'Live event permissions' section, three options are listed: 'People and groups' (disabled), 'Org-wide' (selected, highlighted in blue), and 'Public' (disabled). In the 'How will you produce your live event?' section, 'Teams' is selected (radio button checked).

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)

How will you produce your live event?

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

An external app or device (Teams Encoder Event) (Preview)
You plan to use an external encoder to produce your event along with Teams presenters audio.

An external app or device (Stream Encoder Event)

[Close](#) [Back](#) [Schedule](#)

TIP: If using a Stream Encoder event your video stream cannot be viewed by guests of the tenant.

How will you produce your Live Event?

Finally, you will select several available options for how your Live Event will be produced.

- **Teams, An external app or device (Teams Encoder Event) or An external app or device (Stream Encoder Event)**
 - To produce the event in Teams, keep the default option of **Teams**.
 - The other options **An external app or device** are generally produced by a formal audio and visual department or outside AV company.
- **An external app or device (Teams Encoder Event)**
 - **Recording available to producers and presenters**
 - Producers can download a recording for 180 days after the event is over
 - **Recording available to attendees**
 - Attendees can watch the event on demand using DVR options for 180 days.
 - **Captions (encoder captions or post event AI captions)**
 - Live 708 Captions (provided by the encoder) or post-event AI captions are available to event participants.
 - **Attendee Engagement Report**
 - Download a report that tracks attendee participation.
 - **Q&A**
 - Attendees can interact with producers and presenters in a moderated Q&A
- **An external app or device (Stream Encoder Event)**
 - **Recording available to attendees**
 - Attendees can watch the event on demand using DVR options for 180 days.
 - **Captions (available after the event)**
 - Captions are available to event participants after the event concludes.
 - **Q&A**
 - Attendees can interact with producers and presenters in a moderated Q&A.

Now that you have selected all of the options you desire, you can click **Schedule** to continue.

The screenshot shows the 'New live event' dialog box. Under 'Live event permissions', the 'Org-wide' option is selected, indicating that everyone in the organization can watch the live event. Below this, there are sections for 'How will you produce your live event?' and 'Recording settings'. The 'Teams' option is selected under 'How will you produce your live event?'. At the bottom right, there are 'Close', 'Back', and a blue 'Schedule' button.

TIP: If your public event is supporting anonymous Attendees, and you select "Recording available to attendees", the attendees will be able to view (but not download) the recording on-demand using the original join link.

Get the link for Attendees

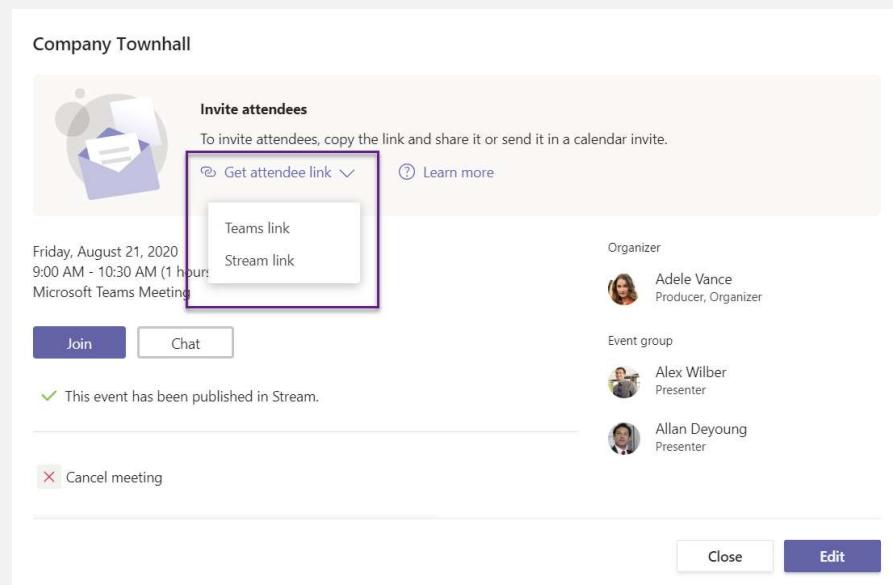
The next step in finalizing the setup of your Live Event is to copy the attendee link for your event. The attendee link is how your event attendees will attend the event.

For Stream Encoder Events, you will see multiple options as shown in the screenshot. For Teams Encoder Events, you will only have a single attendee link.

Click the **Get attendee link** dropdown and select the desired viewing experience to copy the link to the clipboard. You can now publish that link however you desire. Common ways of publishing it include:

- Sending an Outlook invite to your intended attendees and pasting the attendee link into that Outlook appointment
- Publishing via a company newsletter
- Publishing to an internal Intranet site

Once you have copied the attendee link, you can now click Close to schedule the event. Producers and Presenters will receive an invitation in their emails with a link only valid for the Producers and Presenters of the event.



TIP: Forwarding invitations does not allow someone to become a producer or presenter. You must edit the event and add them through the Teams experience. Once an event has started you cannot add producers or presenters.

Teams Meeting

You are likely already aware how to create a Microsoft Teams Meeting – in this scenario, the purpose is to use an external application/encoder (OBS Studio) with the Teams Meeting AND Teams Live Event.

Note that some of the features may not be exactly what an end user will experience due to:



Teams policies set at
the admin portal.



How the end user
accesses Teams (e.g.,
web client vs desktop).



Where the company is at with
new features being rolled out
from the tenant level.

Ahead of scheduling your virtual event, ensure you are coordinating with your IT administrator to be aware of any limitations placed on your meeting by tenant policies.

Edit Meeting Options

The screenshot shows the Microsoft Teams meeting settings interface. At the top, there's a navigation bar with tabs: Marketing brief, Chat, Files, Details (which is selected), Scheduling Assistant, Meeting notes, and Whiteboard. Below the navigation bar, there are several input fields: 'how as: Busy' (dropdown), 'Category: None' (dropdown), 'Time zone: (UTC-08:00) Pacific Time (US & Canada)' (dropdown), 'Meeting options' (button, highlighted with a green box), 'Response options' (dropdown), and 'Require registration: None' (dropdown). A 'Save' button is located at the bottom right.

Meeting options

Who can bypass the lobby? People in my organization and guests Yes No

Always let callers bypass the lobby

Announce when callers join or leave

Who can present?

Everyone No Yes

Managed mode (Attendees can only see shared content and the videos of people you spotlight) No Yes

Allow mic for attendees?

Allow camera for attendees?

Record automatically (The meeting organizer and the first person in the org to join will own the meeting recording) No Yes

Allow meeting chat Enabled Yes

Allow reactions



Joining as a Producer – from Teams or Outlook

The screenshot displays two calendar interfaces side-by-side. The top interface is the Microsoft Teams Calendar for April 2020, showing a list of meetings. A specific meeting titled "IT Town Hall Microsoft Teams Meeting" at 11 AM is highlighted with a blue box. A large blue callout box with a white background and black text is overlaid on the Teams calendar, pointing towards the highlighted meeting. The text in the callout box reads: "Join the Live Event as a **Producer** or **Presenter** from your Teams calendar or from your Outlook Calendar." The bottom interface is the Microsoft Outlook Calendar, also for April 2020. It shows a similar list of meetings, with the same "IT Town Hall Microsoft Teams Meeting" highlighted with a blue box. A second blue callout box is overlaid on the Outlook calendar, also pointing towards the highlighted meeting. Both callout boxes contain the same text: "Join the Live Event as a **Producer** or **Presenter** from your Teams calendar or from your Outlook Calendar."

Join the Live Event as a **Producer** or **Presenter** from your Teams calendar or from your Outlook Calendar.

IT Town Hall Microsoft Teams Meeting

IT Town Hall Microsoft Teams Meeting

Joining as a Producer



The screenshot shows the Microsoft Teams producer interface. On the left, the Teams sidebar is visible with icons for Activity, Chat, Teams (selected), Calendar, Calls, Files, and more. The main area displays a live event titled "Company Townhall" scheduled for today at 9:00 AM PDT. An "OFFLINE" status is shown. A tooltip window titled "Select 'Start setup'" provides instructions: "Once Stream is done setting up, you will be able to connect your encoder." To the right, the "Source settings" pane is open, showing "Q&A is open" and "Set up your encoder" steps. Step 1: Click Start setup and wait for setup to finish. Step 2: Copy the server ingest URL into your encoder and start the video stream. Step 3: Once you see a preview from the encoder, you can click Start event to go live. There are also sections for "Secure connection (SSL)" (Off) and "Server ingest URL" (rtmp://kgoeuhfozow6e6gpnyljw2wt...).

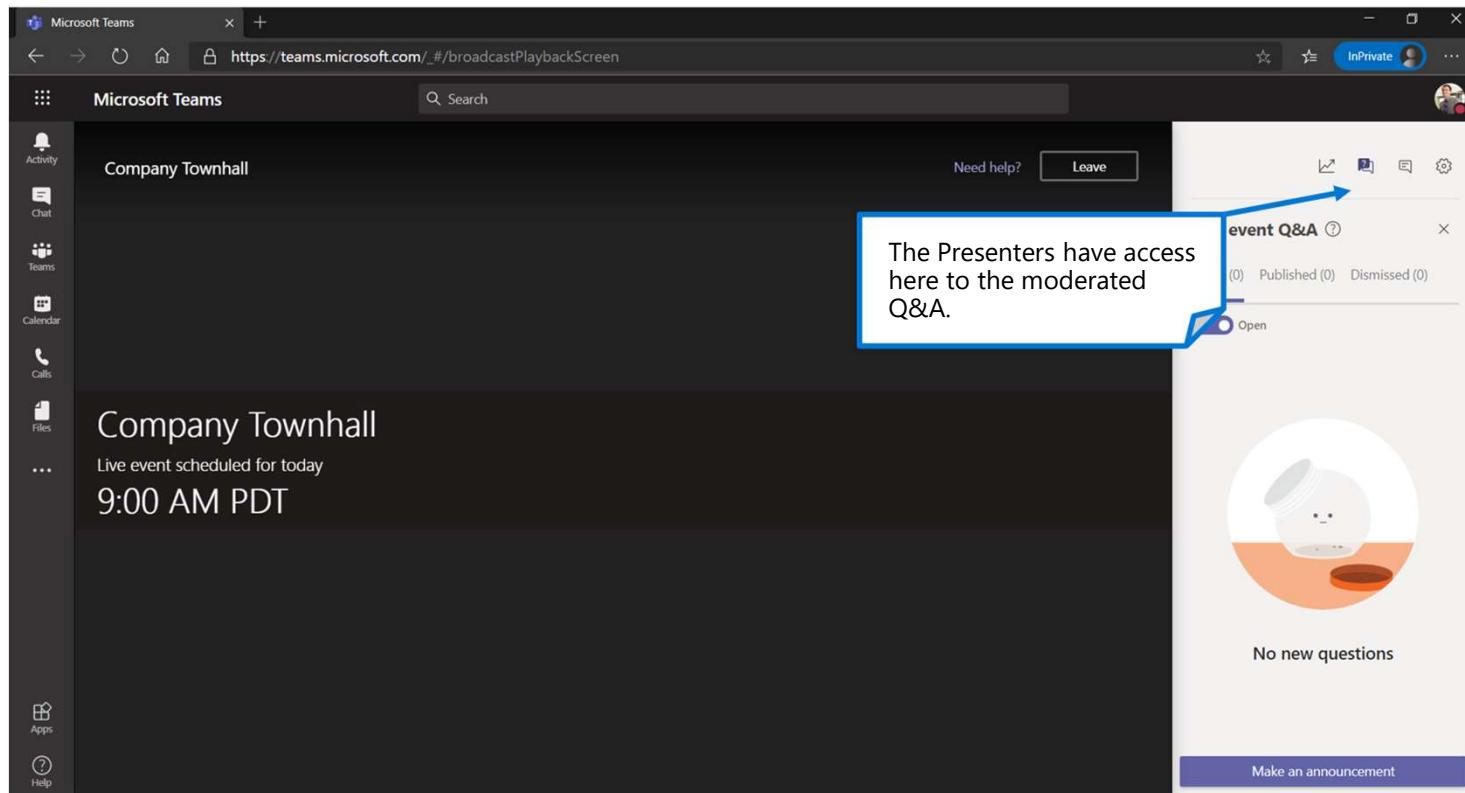
The Producer will first need to click Start setup to provision the event.

Joining as a Producer



The screenshot shows the Microsoft Teams interface during a live event setup. On the left, the Teams sidebar is visible with icons for Activity, Chat, Teams, Calendar, Calls, Files, and Apps. The main window displays a dark background with a central white box containing the text: "Company Townhall", "Encoder preview", "Ready to connect", "Connect your encoder now to start sending data", "Live event scheduled for 9:00 AM PDT", and a "PRE-LIVE" button at the bottom. A blue callout bubble points from the text "Once setup is complete, use the URLs listed to connect the encoder." to the "Start event" button. To the right, a "Source settings" pane is open, titled "Set up your encoder". It contains three numbered steps: 1. Click Start setup and wait for setup to finish. 2. Copy the server ingest URL into your encoder and start the video stream. 3. Once you see a preview from the encoder, you can click Start event to go live. Below these steps is a "Learn more" link. The "Secure connection (SSL)" section is also visible, showing "Off" selected for the radio button and two URL fields: "Server ingest URL" (rtmp://kgoeuhfozow6e6gpnyljw2wt...) and "Secondary server ingest URL" (rtmp://kgoeuhfozow6e6gpnyljw2wt...).

Joining as a Presenter (Moderated Q&A)



When a Live Event scheduled in Teams is produced using an external app or encoder, Presenters for this event will not have any type of audio/video capabilities. They will be able to moderate the Q&A panel (if enabled), chat with the producer(s) and view the live stream within the client.



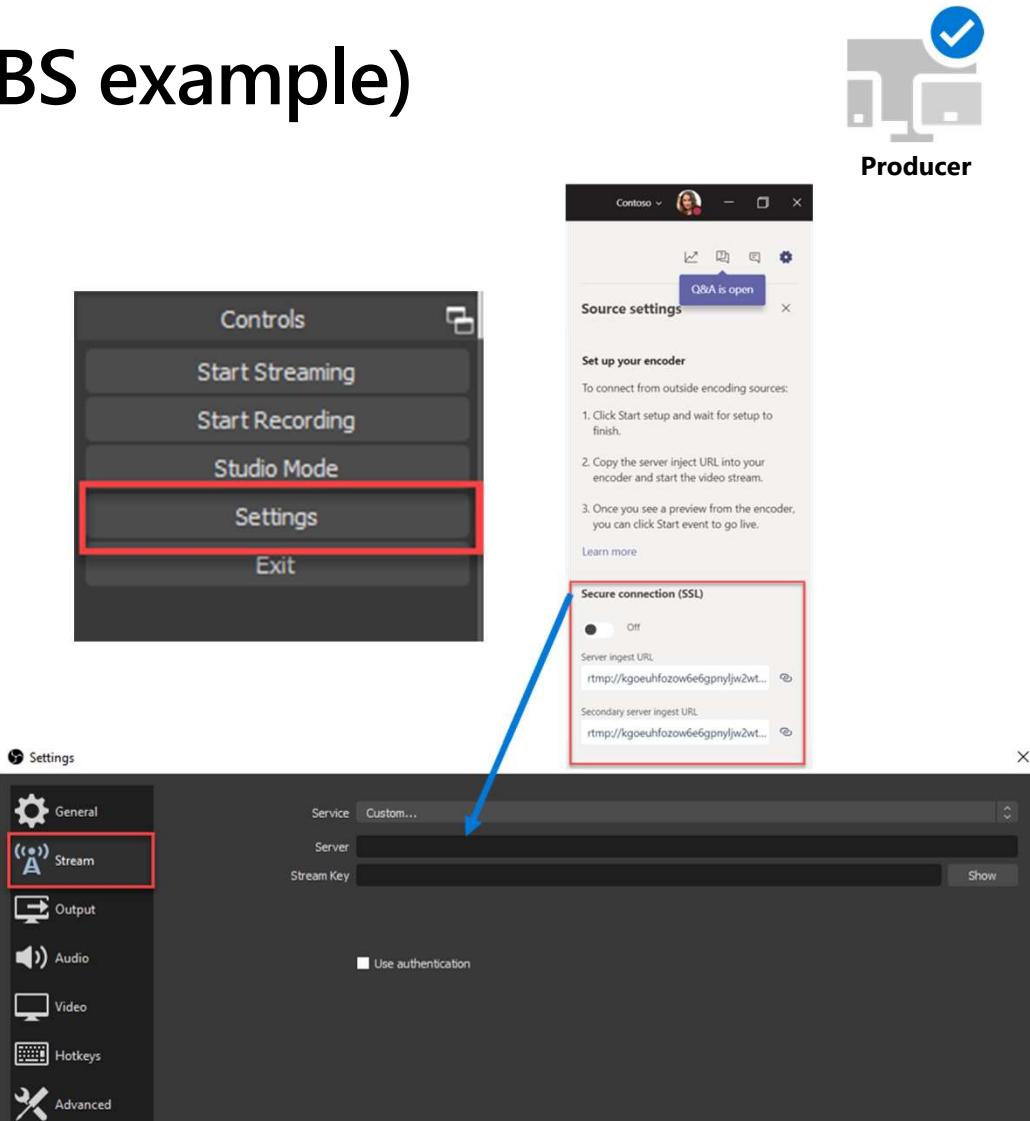
Connecting your encoder (OBS example)

In your encoding software, provide the RTMP ingest URL(s) to connect the output of the encoder to the Live Event.

In OBS Studio, go to the Controls dock, and click **Settings**.

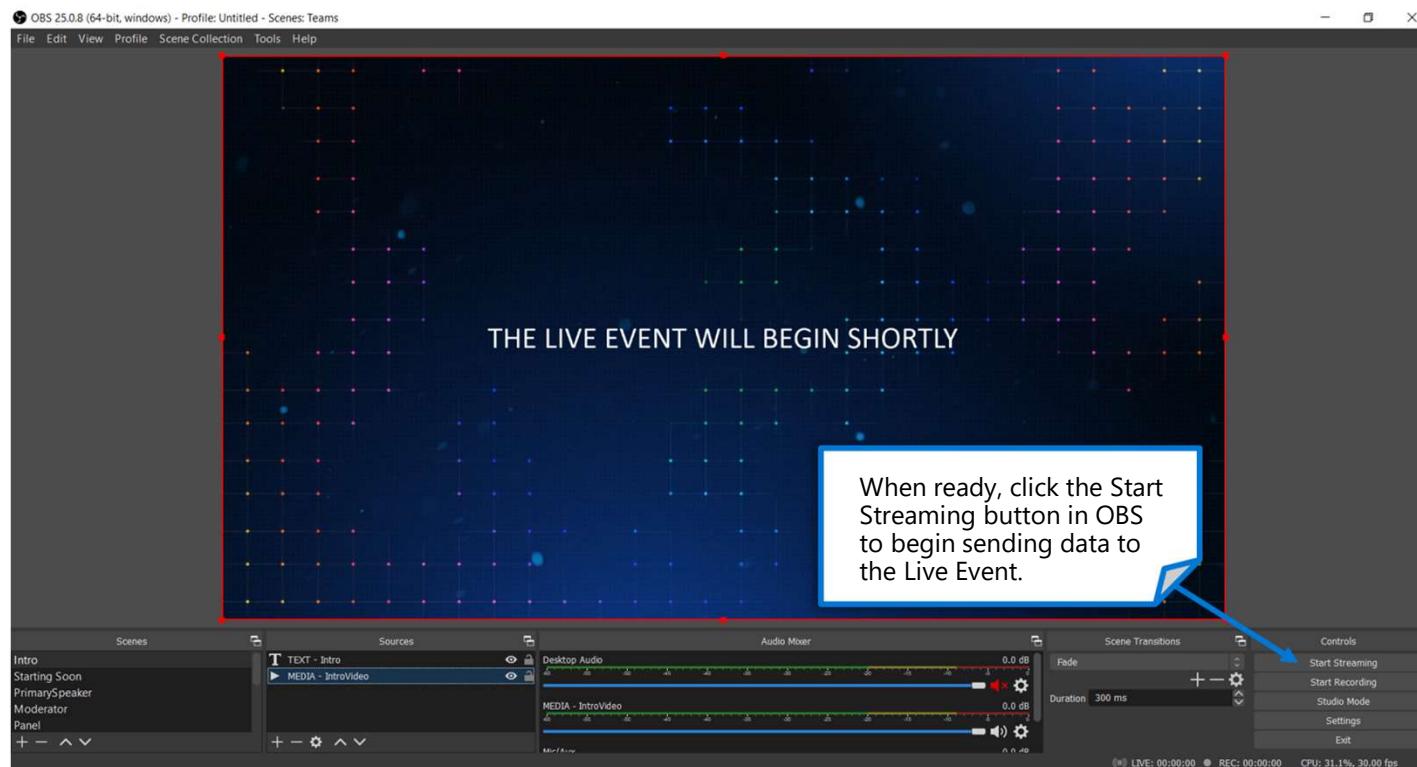
- In the **Service** dropdown, select **Custom...**
- In the **Server** textbox, paste in the value from the **Server Ingest URL**
- In the **Stream Key** box, enter any value (such as **12345**).

Note: Teams Live Events with Stream do not utilize a Stream Key; however, the OBS Studio software requires that a value be entered into this field.





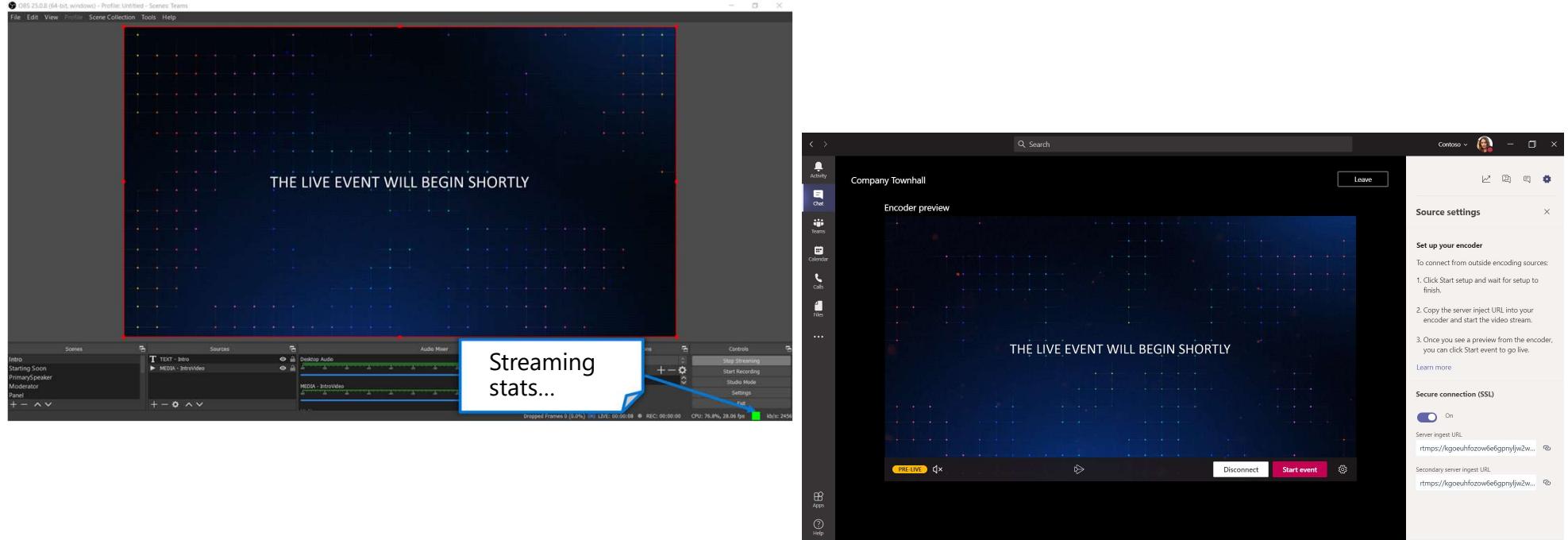
Connecting your encoder



Note that when **Start Streaming** is clicked here, this will begin sending the output from the app/encoder to the Live Event.
This does NOT make the event live for the attendees to view.
That must be done within the Teams Live Event Producer experience.



Connecting your encoder



Verify that the streaming process is working.
The producer will see a preview in the Teams client (delayed by roughly 30 seconds).
When ready, click the **Start event** button to **GO LIVE!**

REMINDER: once the event is started, it can only be stopped (not paused or restarted).



Producer

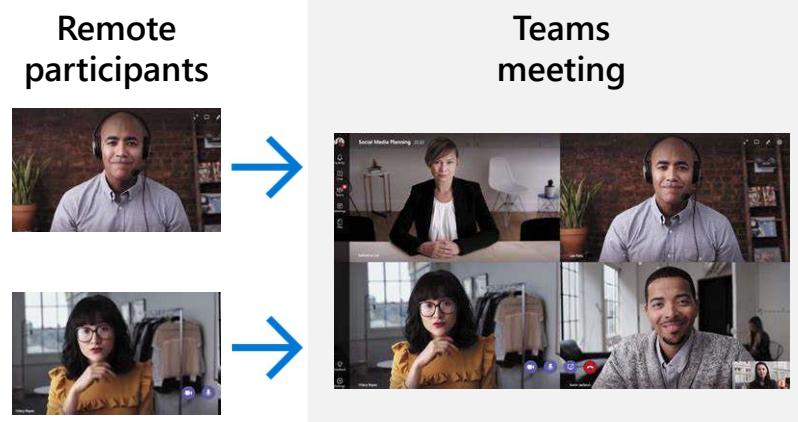
Custom production flowcharts

Extracting Sources from Teams

Extracting content from a Teams meeting (source)



Using NDI



Source
This system joins the Teams meeting and uses NDI to extract the isolated video feeds and mixed audio feed.

Enable NDI in the Teams client

The screenshot shows the 'Settings' window in the Microsoft Teams client. The 'Permissions' section is open, showing various permissions like Media, Location, Notifications, External links, and MIDI device, all of which are turned on. A specific section for 'Network Device Interface (NDI)' is highlighted with a purple border and a green toggle switch that is turned on. To the right, a larger screenshot of the Teams interface shows the 'Device settings' menu open, with the 'Broadcast over NDI' option highlighted by a red box.

Ensure video feeds are active in the Teams client

- Pin select videos as desired (max of 9 video feeds; however, this is influenced by hardware, and generally will not exceed 3-4 per machine)
- Invoke the Large Gallery
- Invoke the Together Mode

Enable Broadcast over NDI in the Teams meeting

NDI feeds contain mixed audio of all participants, **except** the user on the Source machine

Extracting content from a Teams Meeting (source)



Using Hardware Out

This is commonly used to integrate into traditional production environments using SDI connections.



Source

This system joins the Teams meeting and uses an external device (AJA or Blackmagic) to extract video feeds.



AJA T-Tap Pro



BlackMagic Decklink

- You can extract one clean stream per output from the Teams meeting
- Devices with multiple outputs can receive a unique clean stream per output
- Individual (ISO) video feeds only (does not support Large Gallery, Together Mode or Desktop Sharing)

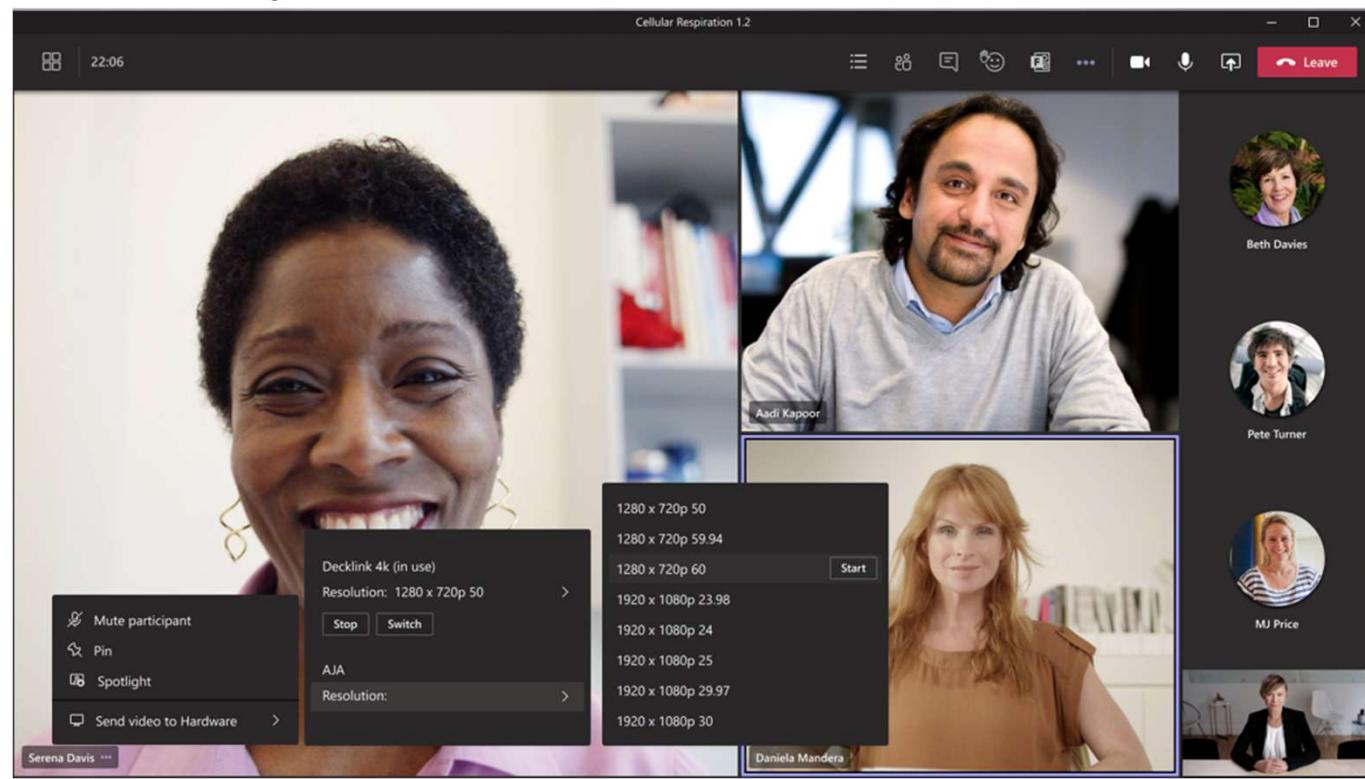
Extracting content from a Teams Meeting (source)



Using Hardware Out

This is commonly used to integrate into traditional production environments using SDI connections.

- NDI must be enabled in the Teams client (Settings -> Permissions -> enable the NDI slider)
- On the source machine, right click the video feed, and choose **Send video to hardware**.
- On the next flyout screen, locate the device/interface you intend to use.
- Click Resolution and select the desired resolution from the flyout window – then click **Start**.



Post event actions



Capture event feedback from attendees, presenters and organizing team directly after your event.
Be open to suggestions and insights for what can improve. Clarify immediate next steps for your team.
Rest! Let the event experience settle in your mind before making follow up decisions.

Processing Feedback

- Provide reminders to complete follow up event surveys.
- Extend event surveys to presenters, organizers and core team.
- Gather data from survey tools.
- Pivot data by type of attendee and session.
- Provide attendee feedback to speakers as soon as possible. Within 72 hours after the close of the event is an industry norm.

Content publishing

- Prepare presentations and/or recordings for publication.
- Release "Thank you for attending" communications.
- Release "Thank you for participating" communication to presenters and core team.
- Publish recap blog post or other communication broadly.

Ongoing Strategy & Next Steps

- How will you continue to engage with your audience?
 - What follow up engagements will you conduct?
 - How will you improve your next event?
 - How will you continue to invest in presenter skills and recruiting new presenters?
- Schedule an event review to discuss operational improvements.**

Pro Tip: Thank your Team

Build morale within your production team. They are essential to your success. Host a "Wrap Party" to thank them for their hard work. Producing live events can be very taxing on the team involved. Make sure you thank them and invest in their health and well being by ensuring appropriate time off for recuperation, especially after producing a large scale or high-profile event. **Do this BEFORE you conduct an event review.**

Content lifecycle



Your attendees will want to review content after your scheduled live event. Plan for the lifecycle of your content by sharing recordings and presentations in a location you manage. Permissions, extended sharing and rebroadcast decisions should be handled during pre-production.

Content on-demand

Will you publish content internally (Microsoft 365 via Stream) or externally (YouTube or other platform)?

Will you publish video only or presentation assets as well?

Ongoing conversation

Do you have a community forum where your attendees can continue to ask questions and engage?

Consider providing access to ongoing resources and experts.

Accessibility

Strive to have an accessible event and content.

Utilize features like closed captions in broadcasts, alt-text for images and the Accessibility Checker for PowerPoint.

Consider releasing content in Sway or PDF format using the Export to PDF function within PowerPoint to ensure consistency and availability.

Learn more at <https://aka.ms/PowerPointAccessibility>.

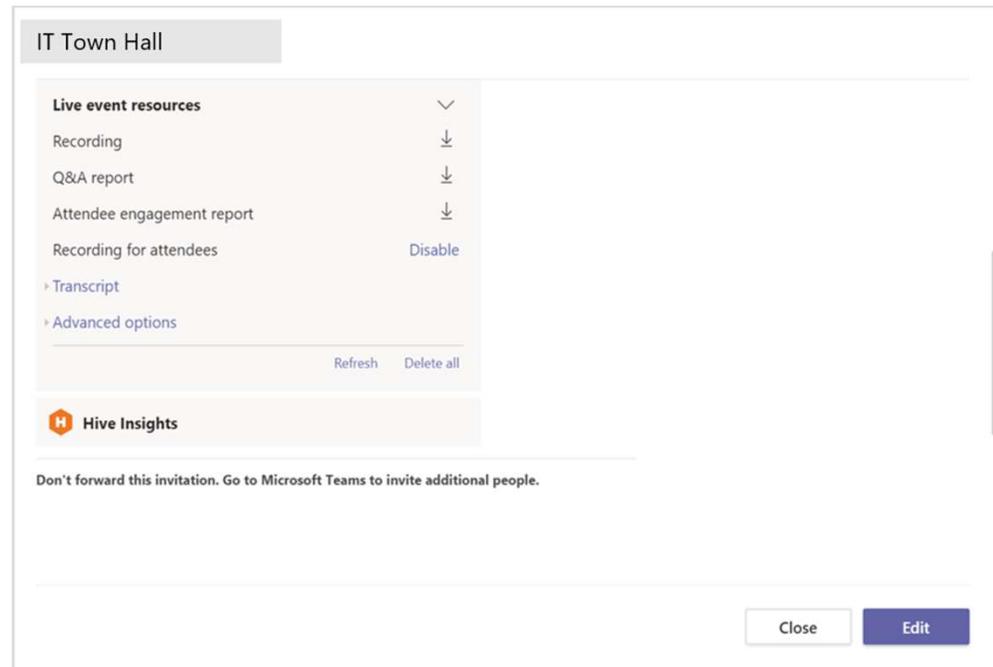
Manage Live Event resources after the event

At the end of the Live Event, a Producer or Presenter can access the following event resources by going back to the event invitation in your Teams Calendar:

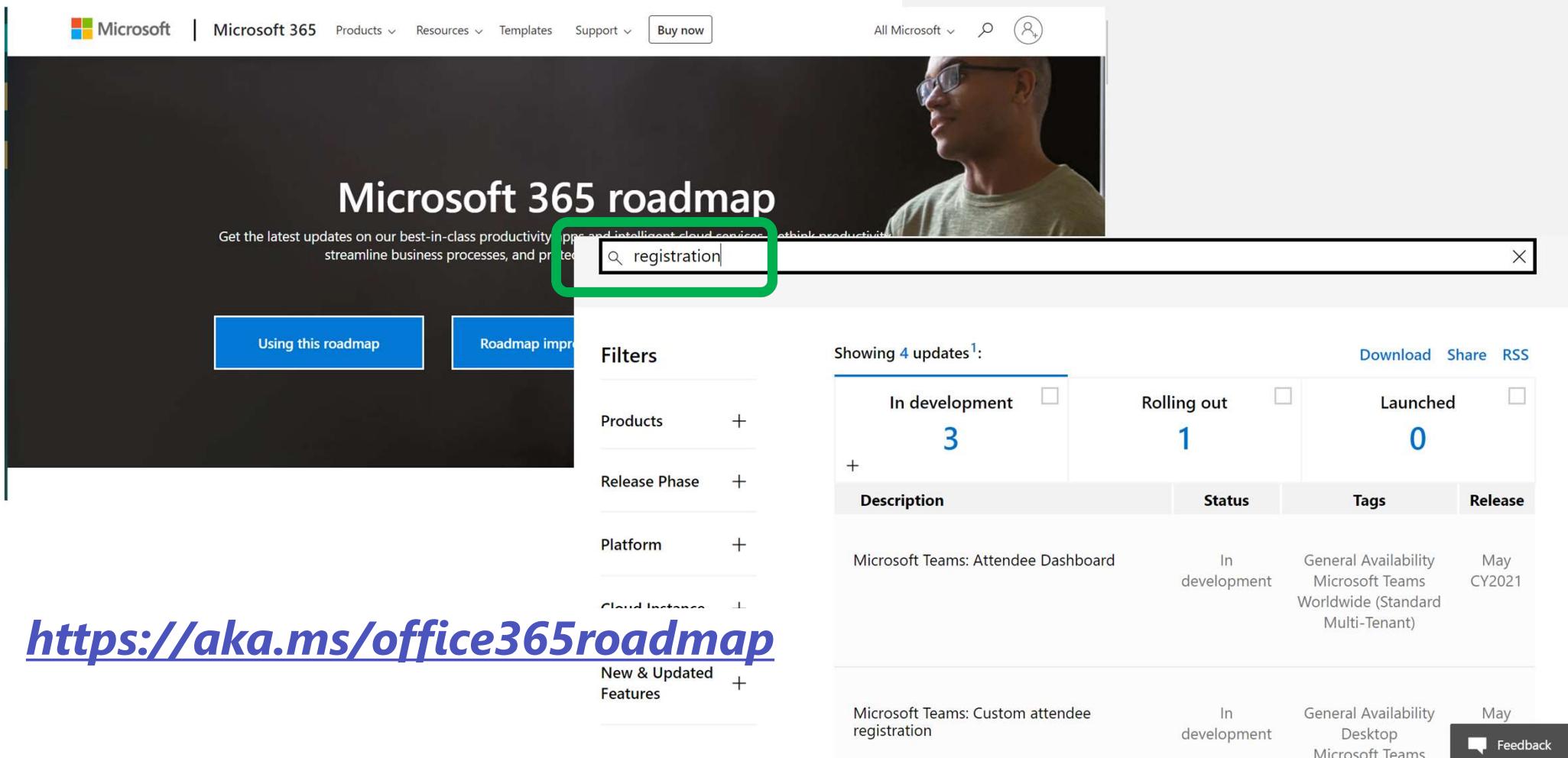
- Event recording
- Q&A report
- Attendee engagement report
- Recording for the Attendees (ability to disable)
- Etc.

If you want to access this option later, open the event invitation from Teams and access this window.

This view is not available to guests.



Microsoft 365 Roadmap



The screenshot shows the Microsoft 365 Roadmap page. At the top, there's a navigation bar with links for Microsoft, Microsoft 365, Products, Resources, Templates, Support, and a 'Buy now' button. Below the navigation is a large banner featuring a man in glasses and the text 'Microsoft 365 roadmap'. A search bar contains the text 'registration', which is highlighted with a green box. To the right of the search bar are links for 'All Microsoft', a magnifying glass icon, and a user profile icon.

Get the latest updates on our best-in-class productivity apps and intelligent cloud services. Streamline business processes, and protect your data with the latest security features.

registration

Using this roadmap Roadmap improvements

Filters

Showing 4 updates¹:

In development	Rolling out	Launched	
3	1	0	
Description	Status	Tags	Release
Microsoft Teams: Attendee Dashboard	In development	General Availability Microsoft Teams Worldwide (Standard Multi-Tenant)	May CY2021
Microsoft Teams: Custom attendee registration	In development	General Availability Desktop Microsoft Teams	May

New & Updated Features

<https://aka.ms/office365roadmap>

Live Event Assistance Program

- Before an event
- Rehearse your event
- During your event
- After your event
- Webinars, Live Events, 1K Meetings

Microsoft 365 live events assistance

Get help and answers to questions for an upcoming event

Whether you are new to hosting live events, or just need some extra help, Microsoft can provide you with guidance and assistance to deliver your best live event broadcasts. With Microsoft live events assistance, we can help you get more familiar with setting up and running a live event or be directly available during a live event to help if any questions or issues come up.

During preview, the assistance program is free to customers using Teams, Stream or Yammer to deliver their events. Sign up now to get started.

[Request assistance >](#)

Live events enable anyone to create live and on-demand events that deliver compelling communications to employees, customers and partners. Events use video and interactive discussion across Teams, Yammer, or Stream, and can be as simple, or as sophisticated as needed. Up to 10,000 attendees can participate in real-time from anywhere, on any device, or catch up later with powerful AI features that unlock the content of the event recording. For additional details, visit the assistance program [documentation page](#).

To help support our customers, through June 30, 2021, we will extend limit increases for live events, including:

- Event support for up to 20,000 attendees
- 50 events can be hosted simultaneously across a tenant
- Event duration of 16 hours per broadcast

Additionally, events for as many as 100,000 attendees can be planned through the live events assistance program.

Before an event

- Education on how Microsoft live events works across Teams, Yammer, and Stream
- Determine which service to use based on your needs
- Review best practices for coordinating, producing and running an event
- Validate current setup and configuration
- Answer questions
- Plan assistance logistics for rehearsal and upcoming event

Rehearsal for an event

During an event

After an event

<https://aka.ms/LiveEventAssist>





Virtual Event Forum

The Virtual Event forum is a community of people just like you who are navigating the new world of delivering virtual events. Join them and subject matter experts who can answer questions and share successful real-world experience.

<https://aka.ms/VirtualEventForum>



Slides & More

KMLO

PDF of Slides:

<https://aka.ms/VirtualEventswithTeams1>

Teams Organizer checklist:

<https://aka.ms/OrganizerChecklist>



?Help in the lower left of the Teams app >
Training > Live events

Virtual Event Forum

<https://aka.ms/VirtualEventForum>

Live Event Assist Program

<https://aka.ms/LiveEventAssist>



Thank you!



Slide 65

KML0 KML to update GitHub with slides
Kristin M. Lawson, 2021-09-08T03:15:14.444