



# 7 steps to successful online events





## Table of contents





## Mastering online meetings and events of any size

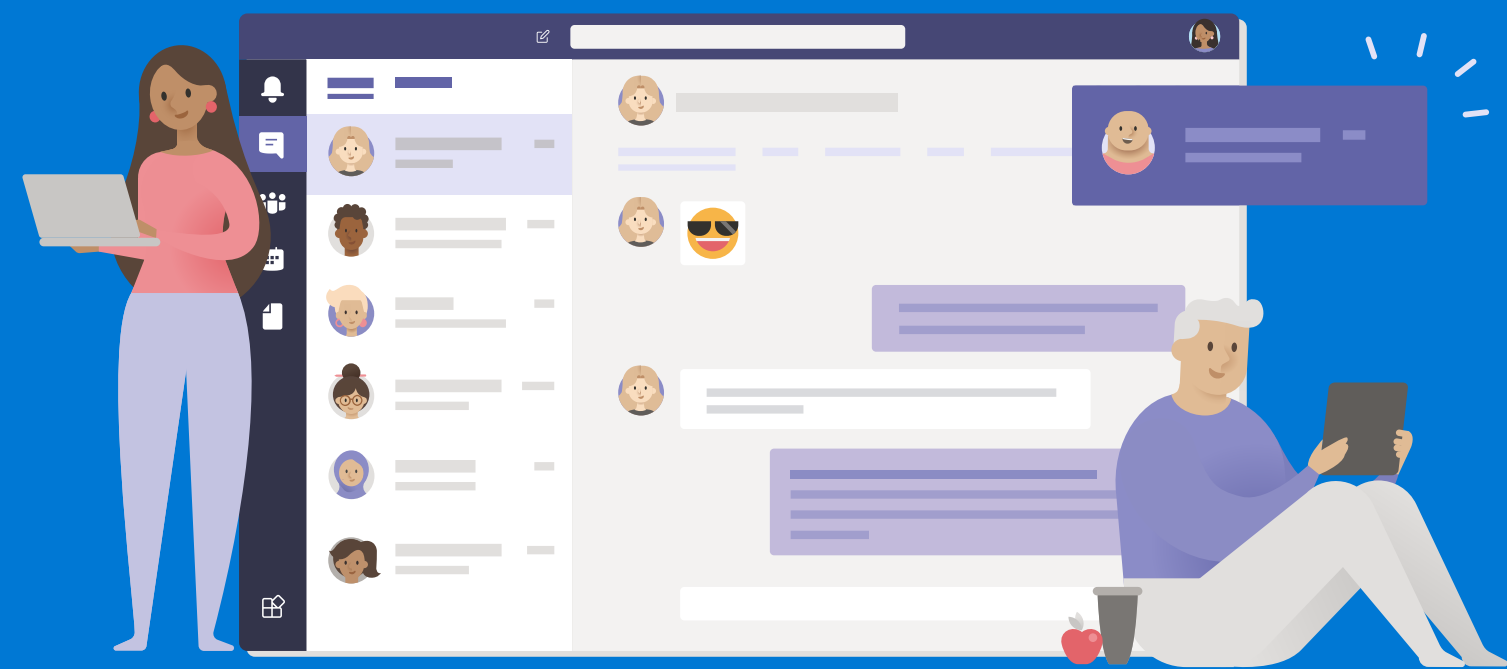
As remote work becomes more common, organizations adopt new skill sets and tools to support effective teamwork. Online meetings that replicate the experience of being together in a conference room are becoming increasingly popular. However, organizations are also finding that they need to deliver digital versions of live, auditorium-style events.

Online meetings tend to be more familiar, but live events can be just as successful with remote audiences given the right approach and tools. In this e-book, we'll look at some of the differences between online meetings and live events and how to be successful with both. We also describe seven steps to setting up and running an online event successfully, with a handy checklist at the end.



# Communicate and collaborate using Microsoft Teams meetings

Using Microsoft Teams, you can bring remote participants together for day-to-day collaborative activities including daily standups, real time co-editing, customer conversations, and in-depth collaboration and brainstorming. You can bring internal and external participants together in a digital hub with voice, video, and group chat, along with the ability to share screens and files. In online meetings, everyone can participate freely, working together in real time, brainstorming on a digital whiteboard, and more.



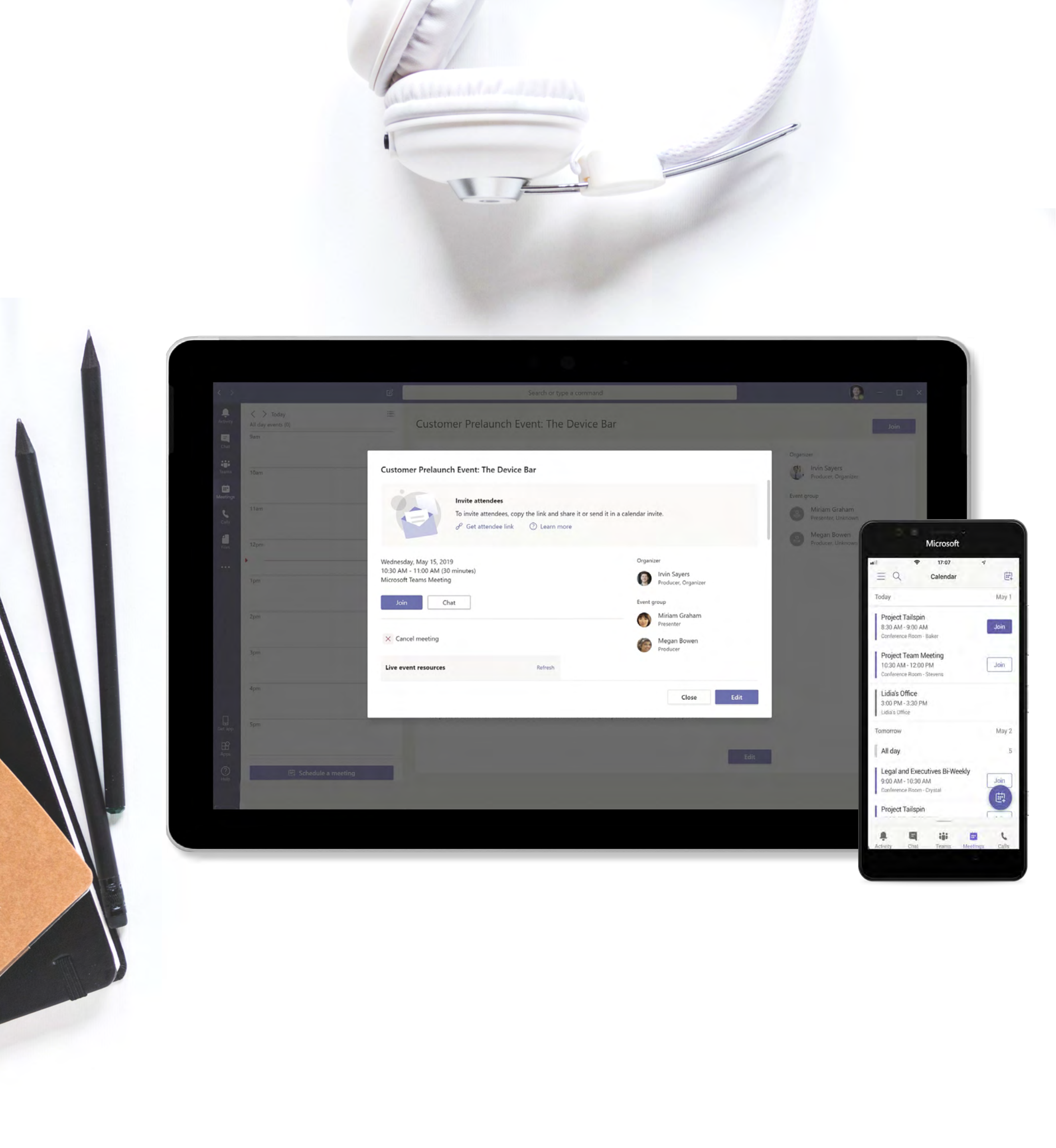
- Invite people from inside or outside the organization (up to 250 participants).
- Talk with video and chat, and collaborate in real time.
- Designate presenters and attendees and control your more formal meetings and classes.
- Catch up on missed meetings with a video recording and searchable transcript.
- Join the meeting from any browser or using the Teams app on PC, Mac, Linux, iOS, and Android.
- Join via phone number using audio conferencing when internet connectivity is poor.

[Read more](#) in-depth content on successful remote meetings.

# Reach and engage with your audience with Microsoft 365 live events

In these events, one or a few people communicate to a larger group, with control over the event experience and any content that gets shared. Attendees can view the event, ask questions, and have conversations with one another without disrupting the main presentation. Typical scenarios can include town halls, all-hands meetings, public announcements, and webcasts. Using Microsoft 365 live events, it's possible to hold events with 10,000 participants or even more.

- Up to 10,000 people from inside and outside the organization can join the live broadcast—or connect your event to internet streaming or television broadcasts for unlimited reach.
- Distinct roles empower producers, presenters, and attendees.
- The production can be as simple or as customized as needed: from presenters sharing webcams and screens to a studio-quality production.
- Host live events in Teams or Yammer or create a customized event experience to support the largest-scale broadcasts.
- Events can be recorded and automatically transcribed, so you can search the recording for specific content.







STEP 1

# Choose your approach

Live events can be produced in two different ways: using Microsoft Teams, or with an external app or device.

Microsoft Teams	External app or device
<ul style="list-style-type: none"><li>✓ Plug in your laptop and go.</li></ul>	<ul style="list-style-type: none"><li>✓ Professional camera and sound set up.</li></ul>
<ul style="list-style-type: none"><li>✓ With this lightweight option, you can create the event and invite presenters and panelists to participate on their own devices.</li></ul>	<ul style="list-style-type: none"><li>✓ This option uses Microsoft Stream with an external hardware or software encoder. If you already have a production set up to support streaming, this could be a good choice.</li></ul>



## STEP 2

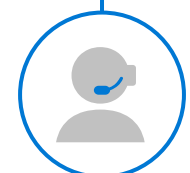
# Choose your roles

Simple live events can be produced right from your laptop. For larger events, you'll want to have a team. Microsoft 365 live events support distinct roles with different responsibilities.



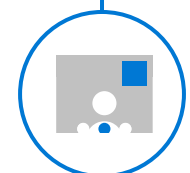
### **Organizer:**

schedules a live event and ensures everyone has the right permissions.



### **Producer:**

typically acts as the host and controls the live event stream.



### **Presenter:**

presents audio, video, or a screen to the live event, or moderates questions and answers. (Note they can only do this for events produced in Teams.).

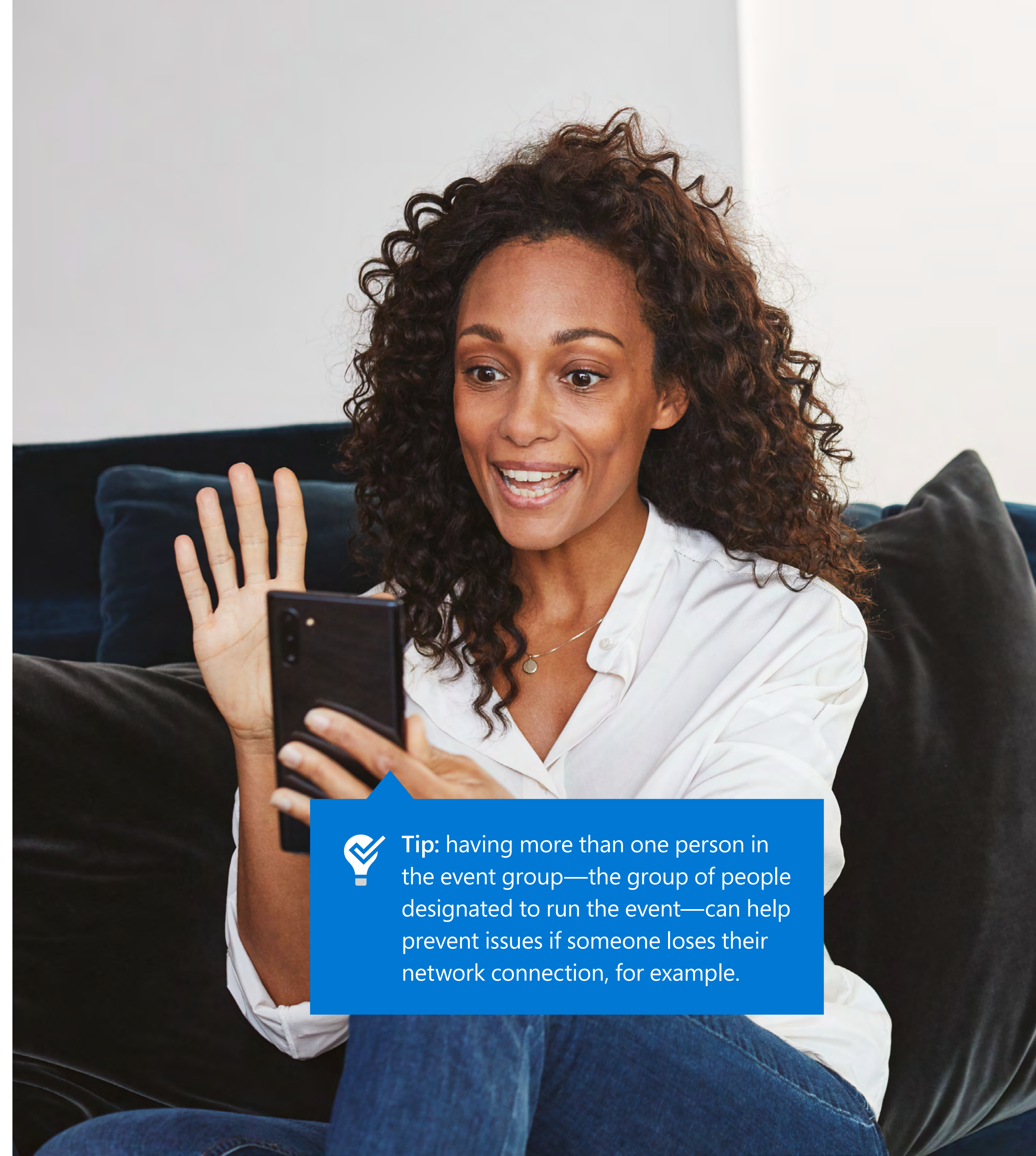


### **Attendee:**

A viewer who watches the events live or on-demand. Attendees can participate in question and answer sessions.



**Tip:** having more than one person in the event group—the group of people designated to run the event—can help prevent issues if someone loses their network connection, for example.







STEP 3

# Decide if your event is public or private

Some events are strictly for individuals who have logged in, while others might be shared with the public at large. Different types of events have different requirements.



**Public events:**  
Anyone can attend the event if they have the link.



**Private events:**  
Attendees must login to join, and they also need to have the appropriate license-- Microsoft Teams or Microsoft Stream.



## STEP 4

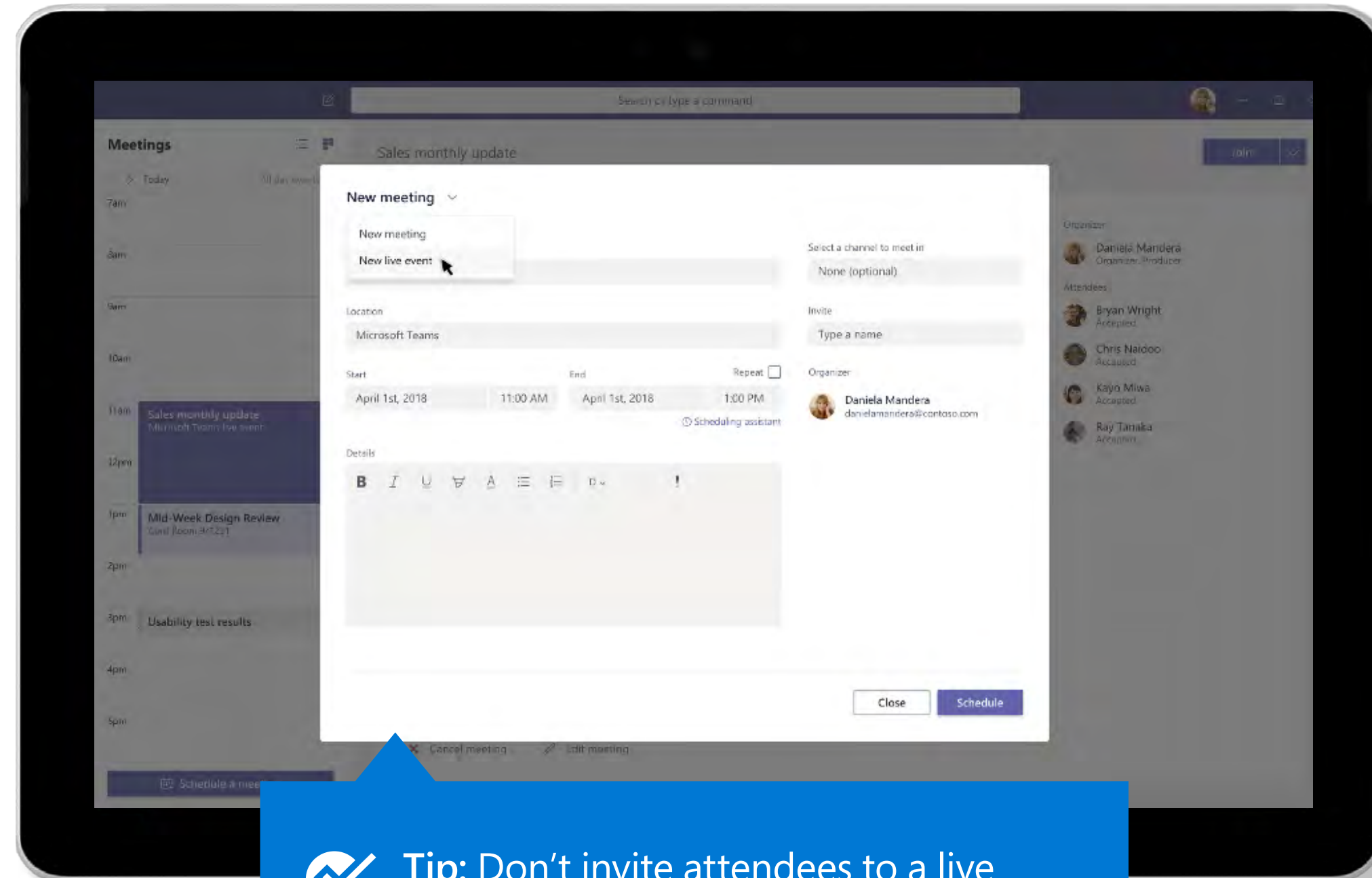
## Schedule your event

As the organizer, you can schedule a live event in Teams the same way you would schedule a regular Teams meeting. This adds the event to the calendars of you and your event group.

Just choose “New live event” when selecting the meeting type.

The event creation process walks you through permissions and your mode of production.

Then, you invite the attendees with a live event link generated from your live event in your calendar.



**Tip:** Don't invite attendees to a live event using a Teams meeting, which would have its own link and might confuse people.





STEP 5

## Practice makes perfect

Get to know the tools for delivering live events by trying them out beforehand. Run some events as rehearsals and watch what the attendee experience is like both live and on demand.

**Don't click "Start" during testing.** You can only start a scheduled event once. If you want to do a live test, schedule a separate practice event.

**Plan for communications** among your event group during the event, such as by text message or the inner event chat feature.

**Test the quality of the audio** for anyone who will be presenting. Using a Teams certified headset when presenting from a computer or providing wearable microphones for live presenters can be helpful.

A feature known as **"Auditorium Mode"** can help reduce noise in large rooms.



## STEP 6

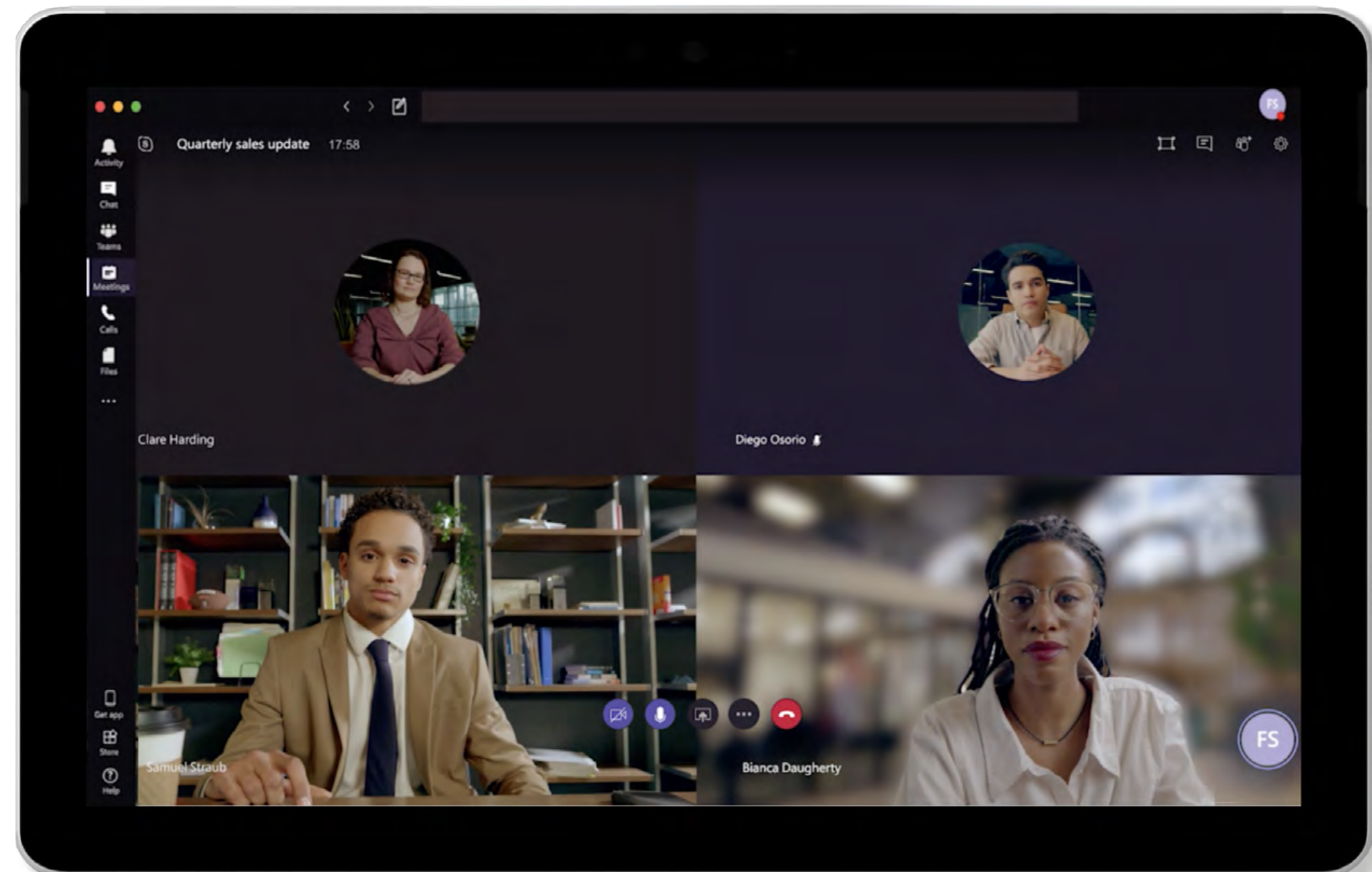
# It's showtime

If you set up your meeting, tested everything, and practiced beforehand, running the event itself should be a breeze.

Encourage the event group to join about 30 minutes before the meeting to ensure everything is working correctly.

Start the meeting on mute about 10 minutes before the scheduled time with a welcome slide to let everyone know when it will begin.

Use built-in tools to moderate question-and-answer sessions.







STEP 7

# After the meeting

Once the event is over, individuals with the producer role can manage recordings and reports and share them with attendees if desired.

What can I download?

- Attendee reports
- Event recordings
- Q&A reports
- Event transcripts

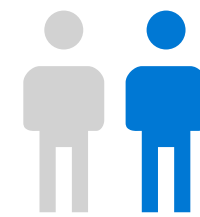


# Teams events checklist

1. Choose Teams or streaming



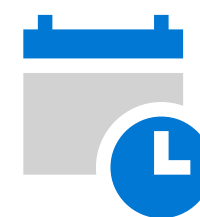
2. Fill event group roles



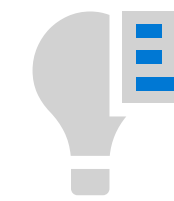
3. Select a public or private event



4. Schedule your event



5. Practice your event



6. Present your event



7. Manage recordings and reports





Producing live events using Microsoft Teams and Microsoft 365 is easy, but also presents many powerful options for high-profile and large-scale events. With remote work becoming increasingly common, organizations can benefit from becoming well-versed in the tools and options available to them. With the right team and the right tools you can provide engaging, effective events for audiences anywhere in the world.

