

Transcript

00:00:00 Dewayne

The #ShiftShow captains Log episode 3.

00:00:04 Dewayne

In this episode, Dewayne and Joe will discuss Microsoft Teams, Live events. Live events via Microsoft Teams offers you a way to reach an extremely large public audience and may be something that you're already licensed for and have access to. So listen on as we cover the basic anatomy of a live event.

00:00:25 Dewayne

And discuss some of the tips, tricks, and experiences that we've gained through running several live events. So brace yourself and get ready to fly with the ship show.

00:00:51 Dewayne

Hey hey buddy, welcome to 2021.

00:00:54 Joe

I know we made it happy New Year new calendar year.

00:00:59 Dewayne

We survived, we survived amazing.

00:01:03 Joe

Now, a good way to start the new year off a new podcast.

00:01:07 Dewayne

For our first.

00:01:09 Dewayne

Podcast of the year. Since it's a big one, you know we're going to talk about a big thing. We're going to talk about. Microsoft Teams, live events, and.

00:01:20 Dewayne

Something that we've been doing quite a bit, you know? We our previous episodes talked about virtual conferences and how to host those things and live. Live events are a component of that.

00:01:33 Dewayne

And we didn't really have enough time to dig into that during that episodes, but I definitely felt like this is. This is cool enough technology. Some of the things it does are so amazing it justifies having its own dedicated you know spot for sure.

00:01:50 Joe

And I find that these are fun to run. They're usually hitting and reaching a large number of people.

00:02:00 Joe

They can be sometimes stressful to run, but which actually kind of makes it kind of fun to to get in there and and manage a number of presenters.

00:02:09 Joe

And it's a. It's a great. It's a great service that really makes 1 to many presentations. Pretty slick. Pretty slick presentation process.

00:02:21 Dewayne

Yeah, let's let's back it up. Just a second and talk about live events in general before we dive into our favorite bits and pieces of it.

00:02:30 Dewayne

An what is a live event in? Specifically, we're talking about a Microsoft Teams live event because you can produce live events through stream and Yammer and stuff like that. But our our live events that we produce where we're working now are public live events and so the only way you can get a public live event.

00:02:52 Dewayne

Is if you do it through Microsoft Teams but.

00:02:57 Dewayne

Let's talk about.

00:02:58 Dewayne

You know what's the difference? Like? What are some of the?

00:03:02 Dewayne

Points where you need to make a decision. You know if we had a flow chart, you know which way do I go versus a regular meeting or a live live event?

00:03:12

Right?

00:03:12 Joe

We have, you know, your standard standard meetings which are going to be typically more interactive. You have the potential for a few 100 people to unmute their mikes or there are show their video present content.

00:03:32 Joe

And the ability for a live event is a little more managed.

00:03:38 Joe

It's a little.

00:03:40 Joe

We as we said one to many. There's fewer, fewer options for the audience to participate, and that's really meant to be a broadcast of information out to a bunch of people.

00:03:51 Joe

Where you're not having to manage a bunch of mikes for people in their video and things like that, and that's really kind of where we see the live event getting used the most.

00:04:04 Dewayne

I think a word that a lot of folks would be familiar with would be web and R.

00:04:09 Dewayne

It's like a web and R versus a meeting, but I don't really like calling this solution a web and R because I feel like a web and R is a. I don't want to say simple, but it's it's not as sophisticated and a live event is more like you're producing.

00:04:30 Dewayne

TV show you know you you have. You actually have producers. That and you know, think of 'em like the directores sitting in the chair.

00:04:38 Dewayne

Figuring out who's on stage, and you know which camera were cut into next and and so you can do some really sophisticated presentations with it. But like a web and are yes, the interactivity from the audience is very is very trimmed down. You know they don't have microphones they don't have.

00:04:55 Joe

Yeah.

00:04:58 Dewayne

Camera feeds they don't have chat most of the time. They can submit questions through a QA mechanism, but that's also moderated so.

00:05:10 Dewayne

But the thing I think that goes along with that is the just the sheer size of the audience. If you need to talk to a large audience.

00:05:19 Dewayne

Are you really going to have an interactive presentation with 3000 people you know, probably not.

00:05:26 Joe

Not a constructive one possibly. I think there's a you know, there's some, there's some blurring of lines there a bit too where we do have like hard mute. Now for the mic, and eventually I think we're going to get.

00:05:41 Joe

Blocking attendee video, but you're still trying to.

00:05:46 Joe

See all those potential people that are participating and everybody else can see everybody else. So a lot of ours are public that we do like you said, public live events. So there's some privacy potentially involved too that you can gain from a live event where you don't. Every participant doesn't see every other participant.

00:06:08 Dewayne

That's a good point. There's no participants list in a live event. You have no idea who is on the call with you, so.

00:06:18 Dewayne

So right now and I say right now, because we are in a weird time, you know, as everybody is very aware of, we're in a weird time and things are a little different than normal. Whatever normal actually might be, and so the normal limitations on Microsoft teams.

00:06:38 Dewayne

Or on a live event have been modified so the standard limitation or participants would be 10,000 which is.

00:06:48 Dewayne

Just crazy, I mean 10,000 is. That's a lot of people to watch a live event, but right now it's been bumped to 20,000.

00:06:57 Dewayne

The number of live events that you can host within your organization within your tenant used to be 15, so you only have 15 simultaneous events running. They've bumped that to 50.

00:07:07

Yeah.

00:07:13 Dewayne

And the duration of the live event has increased from 4 hours maximum to 16 an. I think we were talking about this before. I think this is the third increase. It's definitely at least the 2nd, but I'm pretty sure it's the third time that they've extended. You know, they bumped it in the beginning of the pandemic.

00:07:33 Dewayne

And then they bumped it again, and I think this is the third time that they've extended how long they'll support this.

00:07:36 Joe

Yeah.

00:07:39 Joe

Yeah, now out to the end of June, so hopefully it'll hopefully will stick.

00:07:45 Joe

They're managing this increase pretty well right now, hopefully hopefully that just could somehow become the standard.

00:07:52 Dewayne

You know that would be. That would be nice.

00:07:55 Dewayne

We'll see, we'll see. Come June 30th what they say. Oh yeah, but people probably gotten pretty used to have it like this.

00:07:57 Dewayne

Yeah, that's what they said.

00:07:58 Joe

Yeah, I I think.

00:08:03 Joe

I think for us the biggest stopper for us has been or would have been, the four hours we've done a 6 hour presentation before.

00:08:13 Joe

You probably could have managed a way to to cut that out. Cut that in half or or some way to split it up, but we would. That would have been a pain for the the participants having to. You know. Hopefully you wouldn't lose everybody but.

00:08:26 Joe

That four hours for one of our presentations, I think we were around six.

00:08:33 Dewayne

Yeah, that was a fun one.

00:08:33

Yeah.

00:08:37 Dewayne

Another thing is you know we're talking about.

00:08:40 Dewayne

Oh

00:08:41 Dewayne

I guess limitations, requirements or whatever you want to call that another requirement would be there is some licensing involved in this. So in that previous podcast episode where we talked about using teams as a virtual venue for virtual conferences, all the stuff that we talked about is we're in education.

00:09:01 Dewayne

All this stuff in education is is free. The only thing that we did use that did incur some costs would be a live event. A live event requires the organizer of the live event to have at least an A3.

00:09:15 Dewayne

License or guess A E3 if you're not education? Yeah, yeah. And again that's only the organizer so all the people who come in to present content and obviously all the people who attend it, no none of them need to have a license.

00:09:18 Joe

Either either one, yeah.

00:09:30 Joe

Or producers.

00:09:32 Dewayne

Yeah, yeah, you can even have another producer come in so and will, but let's talk about that real quick so when you schedule one of these.

00:09:40 Dewayne

You know, and this is where I start to break away from using the word web and R, because a webinar is everybody is kind of on the same page you know or same level I guess, and in a live event it's more.

00:09:53 Dewayne

More of a production and so you have presenters and you have producers and you want to break that down a little bit for us.

00:10:02 Joe

Sure, you, your producer is the person who's going to decide what.

00:10:09 Joe

Content is shown to the viewers. It can be video, it can be content, it can be an 80 percent, 20% view. We get 80% of the content, 20% video and they're kind of responsible for bringing the content the people up onto that video stage and pushing them live.

00:10:32 Joe

At the right, at the right points and your presenters are really just like a standard meeting, and actually they're interface.

00:10:40 Joe

This during the live event is basically a standard teams meeting interface for them, so they feel like they're just in a regular meeting, but the producers bringing those folks up live and pushing them out to the audience and the viewers of that that live event.

00:10:58 Dewayne

Yeah, producing is fun because you're trying to keep up with what's going on South. It could be pretty stressful.

00:11:05 Dewayne

Because it is a lot of manual switching. You know in in a teams meeting it's teams is going to kind of switch back and forth between active speakers. You know if you are not speaking you might drop off the grid and come back on when you start speaking, but the live event doesn't do that. You actually have to as a producer.

00:11:26 Dewayne

Select the person who it's their turn to speak.

00:11:29 Dewayne

And push them out to the audience so it can be a game of whack a mole for sure. For right now, 'cause unfortunately one of the limitations right now is a live event only supports one video feed at a time, which unless you do some custom stuff which we'll talk about later.

00:11:50 Dewayne

But right now, if you're using just teams, it's it can be challenging. You know, 'cause it's very often common for you to have a conversation between two presenters where it's going back and forth and.

00:12:03 Dewayne

You know, if you play a lot of video games and your reaction skills are pretty high, you know you can. You can handle it, but.

00:12:11 Joe

It takes some practice to get some of that right. A bit as a producer and understanding your presenters and kind of maybe even how they present.

00:12:23 Joe

Can help you as a producer, make sure that if you're having to switch between a couple people, how to do that so it shows nicely for the the.

00:12:32 Joe

Pants.

00:12:34 Dewayne

Well for us in our current organization, we're pretty fortunate to have everyone on a 3 licenses.

00:12:43 Dewayne

And so that has been, it's really really cool when we share teams live events with our user base. You know, if just earlier this week I had somebody asking me, you know, hey I need an alternative to our other video conferencing platform. It caps out at 300 and got a lot of people. I do these monthly programs and what can I use? It's like well.

00:13:04 Dewayne

Congratulations, you already have access to this tool and proceeded to show them how to.

00:13:08 Joe

20,000 people how many people you want, yeah?

00:13:10

Yeah.

00:13:11 Dewayne

Yep, it's right there one click away. You don't have to go buy anything you don't have to sign up for anything. It's it's already on your computer and went through. Showed him some of our training videos that we have and it's so easy to get started an you know so I'm going to walk through just.

00:13:31 Dewayne

Verbally realizing this is a podcast and we can't show everybody. But when you schedule a teams meeting just how easy it is, or I'm sorry, schedule a live event. So in your teams app you over on your left app bar you go to your calendar.

00:13:46 Dewayne

And once you're in your calendar, you know normally you would go up to the top right and you would just say new meeting, but next to that is a little drop down arrow and if you click that dropdown Arrow you'll see where it says live event and so now this takes you into a kind of a different interface an you give your live event a title, you select the date.

00:14:06 Dewayne

And that's pretty normal. You know, like what you do with the typical meeting, but then you start to actually bring people in. So this is where you get to make the decision is you know who are my speakers. You know I'm going to bring them in and assign them the role of presenter and who are my?

00:14:24 Dewayne

Yeah.

00:14:25 Dewayne

I guess it would probably be fair to call producer or more technical role. Do you think or?

00:14:31 Joe

Yeah, I think so.

00:14:33 Dewayne

Yeah, if you have any technical folks that are assisting running the event, you know you bring them in as producers and once they're in, you know you have some pretty pretty cool options that you can go through here, so I'm going to walk through these real quick. First one is you can make the recording available.

00:14:52 Dewayne

Automatically to the producers and presenters as well as to the attendees.

00:14:59 Dewayne

And this comes up quite a bit. We have another platform. They have a meeting. They have to go out. They have to download the video. They have to re upload it and re host it somewhere. Have some other service caption it for them.

00:15:13 Dewayne

You know in.

00:15:15 Dewayne

When I tell people that that's all automatic in a live event like it just, I think.

00:15:20 Dewayne

It's hard to understand. It's hard to grasp, like wait a minute that's already done. I don't have to do.

00:15:24 Joe

Anything, so it's a complete package, ready to go.

00:15:29 Dewayne

It's very cool and a note about that. The link that gets distributed to your audience.

00:15:37 Dewayne

That same link is what the audience can use to go back and watch the presentation again, so you don't have to even send a new link. Everything's it's already done right from right from the get go.

00:15:50 Dewayne

Um, this one is cool. And there's some news about this. Actually, 'cause Mr. Teper, just you know.

00:15:59 Dewayne

Did a LinkedIn post referencing the What's new in 2020, but we have some news around captions and so one of the unique things that a teams live event can do is it can do closed captioning on the fly, which is not new. Now you know teams meetings do that, but it can do live translation of that text.

00:16:19 Dewayne

As well, and you can allow your participants to choose up to six languages that they want that event produced in, but we got some new stuff that just came out.

00:16:30

Yeah.

00:16:31 Joe

Yeah, there's some new but maybe a half a dozen or so new spoken languages that can be translated. I think what brief it was English, maybe German, maybe Spanish or so, but there's there's a half a dozen new ones or so I think. It's up to 16 supported languages is what we kind of.

00:16:51 Joe

Checked off, Yep, for those that.

00:16:55 Joe

That's pretty impressive. What you can now run your live event in those languages and translate into, I think, 50 other languages.

00:17:03 Dewayne

Oh yeah, it's a mess of languages, just. I mean it's it's a lot. And yeah, having the ability to have more spoken languages be supported is really cool. There's a lot of Accessibility there for various parts of the world can use this tool and speak their own native language. And then I, uh.

00:17:24 Dewayne

Participant and have it translated on the fly into my native language, which is which is really cool.

00:17:29 Dewayne

Sure.

00:17:30 Joe

And you get you get six additional languages to translate into.

00:17:34 Joe

From the from the spoken language.

00:17:35 Joe

Yeah.

00:17:37 Dewayne

Yeah, it'll caption whatever you're currently speaking, and then in addition to that, you get 6 translations, which is pretty awesome, so that is something you have to enable. So while you're scheduling the event, you know captions is turned on by default, but you do need to go through and actually choose.

00:17:58 Dewayne

What are the six target languages that I want translated so that might might require some? You know, due diligence and understanding your audience and their locations and things like that to try to provide the most relevant languages to be be translated.

00:18:15 Dewayne

Yeah.

00:18:18 Dewayne

The only box that is disabled by default and I really don't understand this is the Q&A. So when you're scheduling and you're choosing all these options, everything is checked except Q&A, and this this kind of gets me. I'm gonna complain just a little bit.

00:18:37 Dewayne

If you don't enable Q&A prior to starting the live event, you don't have Q&A at all. There's no way to turn it on.

00:18:47 Dewayne

But if you do check Q&A and start the live event while the event is running, you have a little toggle where you can close the question box so people can't ask questions at all. So I kind of feel like.

00:19:03 Dewayne

Check the box by default, like make you in a checked by default and then just close it but.

00:19:07 Joe

Definitely definitely best practice.

00:19:11 Dewayne

Yeah, so I would like to see that changed, you know?

00:19:16 Dewayne

I don't know that what I want or like matters, but I'd like to see it changed. It would be nice to have Q&A always turned on that way in case somebody forgot, you know to enable it. They're not completely dead. The water, because this is important because like we were saying earlier, the Q&A is the only that's the only way you have to communicate with the audience.

00:19:38 Dewayne

While the event is going 'cause they don't have chat, they don't have cameras. They don't have microphones.

00:19:42 Dewayne

So it's really a critical piece.

00:19:43 Joe

And once you.

00:19:45 Joe

Yeah, and once you start that live event, you're you're. You're not gonna be able to go back and enable it, and you certainly can't stop the live event and assume you can go back and turn it back on.

00:19:57 Dewayne

Absolutely yeah, once you stop a live event, she's done. That's it, no more. It's over. So be careful with that.

00:20:08 Dewayne

So.

00:20:09 Dewayne

After you get everything scheduled, one of the things that the interface does and this isn't me complaining, but I'm going to talk about it, is it says explicitly don't share this invitation with your audience, and I've had that confused some people.

00:20:25 Dewayne

So I wanna do my best to clarify what I think it means and when people read it real quickly, they think oh, so where do I get the link that attendees are supposed to use? An? It does give you a hyperlink at the top that says click here to get attendee link.

00:20:41 Dewayne

But what Microsoft's saying is, don't take this outlook calendar invite and forward it to your audience.

00:20:48 Dewayne

Because you're going to want to distribute this link, probably in a more professional way through some other sort of marketing communication website post, you know social media, something like that.

00:20:58 Joe

It's a branded email.

00:21:01 Dewayne

Yeah yeah, but what that makes people think is they think that there's a link for the people who are producing and there's a link for the people who are attending.

00:21:11 Dewayne

They're the same thing. They're the same link, so.

00:21:16 Dewayne

It's not a big deal if you're listening and you've run into that before. You might know what I'm talking about, but it's all the same link. You know you paste it in notepad and compare it, but it's the same. It's the same link, so I'm a big deal.

00:21:31 Dewayne

Alright, so.

00:21:33 Dewayne

Let's talk about that link though. 'cause we just talked about. You know what happens if you end your event, so there's been some.

00:21:42 Dewayne

Guidance or some tricks out there on some things that you can actually do with a link to help yourself if you do make a mistake and in your event you.

00:21:51 Dewayne

Want to go into that?

00:21:52 Joe

And it, yeah, and it can. It can depend on whether or not you're more of a.

00:21:57 Joe

Internal organization or this is going to be more of a public live event, but like we've been saying as if as a producer. If you.

00:22:06 Joe

Accidentally end that live event early.

00:22:11 Joe

That link no longer becomes viable as far as restarting that same live event. You would have to re-generate a new live event on your calendar, get a new link, put out, get that to your audience.

00:22:26 Joe

In the event that that was ever to happen.

00:22:32 Joe

What we've recommend doing is using some type of service. That's a URL shortener that you can actually edit.

00:22:40 Joe

The target address and that's important is.

00:22:44 Joe

A lot of.

00:22:45 Joe

Lot of free URL shorteners out there.

00:22:48 Joe

You know you can use, that will give you a short URL. It's not really about the short URL, it's about having a way to provide a consistent link to someone to start the live event that you can change where the target goes to. So it's really a redirect.

00:23:07 Joe

We use one AK dot MY that's very inexpensive. That gives you that option.

00:23:13 Joe

You could have a, maybe you send everybody to a single web page.

00:23:20 Joe

Where this is the place you go to sign up into or to click a link. There always will be. That's where your link is to go. Get to you could you could do something like that. The concept is you need to get them to someplace, always consistently that you can edit the target to start that meeting. That live event in case there's an issue with.

00:23:41 Joe

Someone accidentally ending that event, or if there is a problem with the producers system.

00:23:49 Joe

If you only have a single producer and their system crashes or something like that, that events going to end also and you'd need a way to restart that if you got two producers. Sometimes in our large, very large events that we're doing.

00:24:04 Joe

Here on obviously right now we're in two different cities were sometimes on two different home type of network providers, two different ISPs. So try to kind of keep that possibility from happening in case somebody systems.

00:24:22 Joe

Crashes, but that's really the concept there around. Having it having an editable short shortened URL for those attendees in case kind of just a worst case scenario happens.

00:24:33 Dewayne

Yeah, I mean, we're we're pretty small time. Some of these things, but I want to say it was.

00:24:41 Dewayne

Is it comes verse that there was a blog where they really showed some of the behind the scenes where they were actually running VMS up in Azure and those VMS were the producing VMS? That way if somebody's Internet crashed like nothing.

00:24:59 Dewayne

There was no hiccups. You know some other person just slipped into that VM and you know, take over. So there's some pretty cool stuff you can do there, but we were attacking this more from the angle of our end users being able to produce events so we don't typically go into that. But yeah, when we do some large events, we do.

00:25:00 Joe

You know some of them, right, right?

00:25:20 Dewayne

Try to have some redundancy there, but.

00:25:23 Dewayne

Yeah, the URL shortener is really useful. 'cause like we were saying when you end a live event it pops up and tells you.

00:25:31 Dewayne

This event cannot be restarted and.

00:25:34 Dewayne

You know I'm gonna complain again. I said I was gonna complain very much but I guess I lied.

00:25:39 Dewayne

When you like in a teams meeting, you know if you're the organizer of a teams meeting and you want to actually end the meeting for everyone up on the button where it says leave, there's a drop down you have to click that drop down to then click end me.

00:25:55 Dewayne

Bing.

00:25:56 Dewayne

But on a live event, there's just this big shiny red button that you click that just kills it, and so I'd rather see that behind some sort of context menu or something where you actually have to purposefully go do it. You know, do two or three clicks to get to it, but it does warn you and say, hey, if you do this, you can't restart it.

00:26:02 Joe

Yeah.

00:26:17 Dewayne

And so if you were to do that, and we had a big accident and oops, we ended the event.

00:26:23 Dewayne

You could quickly go schedule another event, get that unique meeting address, and then go into your URL shortener service that if you have one that allows you to change the redirect and then paste in that new that new link. And if you're quick about it, you know maybe the event hasn't started yet.

00:26:42 Dewayne

Nobody will ever notice, so that's definitely big. Pro tip, but.

00:26:49 Dewayne

You did talk about.

00:26:50

Yeah.

00:26:51 Dewayne

If it's external, So what about if it's internal? What did we learn?

00:26:55 Joe

Something that we touched on our last podcast was we run events. We like to try to keep everybody in the team keep everybody. All the content stay in the team and not not bouncing you out of.

00:27:11 Joe

Out into browsers and things like that so.

00:27:16 Joe

That's kind of the the issue we want to. We want to not have happen with these events too.

00:27:22 Dewayne

Yeah, we want that consistent experience. And again, this is specifically from the from the perspective of a virtual conference inside of teams. But if the objective is to keep everything in teams and keep them inside of 1 app, well, what we found out is if you click a hyperlink to a live event.

00:27:42 Dewayne

That is going through a URL shortener.

00:27:46 Dewayne

It opens the user's browser like you would expect, and then ask them. Your browser then says, hey, this is associated with an application on your computer. Would you like to open Microsoft Teams and then it brings it back into teams. So while we are suggesting to use a URL shortener for your live events, I would not suggest using it.

00:28:08 Dewayne

If your intended platform to share that live event link is Microsoft Teams.

00:28:14 Dewayne

Because if you just keep the native link.

00:28:16 Dewayne

As soon as they click it, it just opens the meeting. You know, it's a very fluid experience, so this came up when we do things like keynote speakers and stuff.

00:28:27 Joe

Yeah, yeah, what we'd like to do is have a big post into into one of the channels that we've trained the participants to kind of go into and look at. Kind of our our dashboard for the day event.

00:28:41 Joe

It's and a post in there is what you can hyperlink to that live event.

00:28:48 Joe

True true true hyperlink? Give it a name click you know. Basically click here for the live event and if you need to edit that you can go edit that behind the scenes. That link can change but the hyperlink is still the text of it is still. Click here for the live event so the users don't know that that URL is changed and it's a consistent place for them to go back to which is.

00:29:09 Joe

That's the goal again, a consistent place for them to get back to. In case there's a need.

00:29:13 Dewayne

So so in our in our episode here we have.

00:29:19 Dewayne

Now we've scheduled our live event right or fictitious live event.

00:29:24 Dewayne

Now what do we do and what we found is it's really helpful to actually schedule a another live event an do a practice session with your speakers. Because this is in our environment, this is a pretty new platform. This concept of teams live events.

00:29:24

Yeah.

00:29:35

Yeah.

00:29:44 Dewayne

And so we like to schedule as early as we can actual live event. That's just practice. And you know, we'll hop on as producers and presenters, and maybe bring a few laptops on as attendees to see what it looks like. But it really allows us to go through the interface with the presenters.

00:30:04 Dewayne

And.

00:30:06 Dewayne

Show them how to access the Q&A. Show them how to access the chat, which is we'll talk about that in a moment, how to share their screen. There's there's a few things that screen sharing. The one big thing that doesn't work is you can't do PowerPoint sharing. You can share your windows. You can share an application window, or you can share your desktop.

00:30:28 Dewayne

But you can't share a PowerPoint presentation directly like you could in a teams meeting.

00:30:33 Dewayne

So we have to make sure that they're comfortable with making sure their desktop is prepared and how to share a specific window and not their whole screen so that we see their email notifications and stuff so.

00:30:45 Dewayne

That's been a big big part of the workflow of making these things, making sure it's a successful event.

00:30:53 Joe

And that's where you can work on that presenter. Prep work is checking their audio. They have a house or Mike set up house there. You know, maybe an earpiece.

00:31:06 Joe

And good video, you know, help them understand is where they are, you know. Are they looking off to the side? Help them get that presentation that they're going to present or they're looking more at the.

00:31:20 Joe

Right at their content, right at their video camera? Maybe there's some.

00:31:26 Joe

Unnamed desktops laptops. We have where you get in kind of up the nose camera so we kind of try to help people avoid some of those shots and lighting is really important. I think yeah aren't they. Maybe even see people typing with their fingers right in your face but good lighting is in.

00:31:35 Dewayne

Yeah, that's great.

00:31:44 Joe

Oregon that can help with just some of the video quality coming through is important for that.

00:31:53 Dewayne

You'd be amazed what a little bit of light can do. You know, when it's placed in the appropriate, you know the perfect place, what a little bit of light can do for some of these webcams. You know, these tiny tiny sensors on these webcams need some help. So yeah, getting a lamp, put it behind your webcam so it's kind of facing.

00:31:53 Joe

Right?

00:31:55 Joe

Right?

00:32:13 Dewayne

Like a little spotlight that can make a huge difference in what your picture looks.

00:32:17 Dewayne

Like

00:32:18 Joe

Yeah.

00:32:18 Joe

Yeah, and sometimes just a background.

00:32:23 Joe

Things we've seen that have been kind of not helpful is like maybe a ceiling fan running in the background and some things like that. It just can end up distracting the the participants.

00:32:35 Dewayne

Yep, Yep.

00:32:38 Dewayne

So.

00:32:40 Dewayne

I talked about the chat a little bit an this is one of our favorite things is.

00:32:46 Dewayne

Once your session starts.

00:32:49 Dewayne

One thing to realize is everyone's Mike is hot.

00:32:53 Dewayne

So it doesn't matter who the producer has put on stage, you know there if someone else is mic is unmuted and they have some background noise, it's going to go through to the audience, so we always, you know, if you're a producer, you're actually proactively muting so those people, if it's not their turn to talk, but.

00:33:13 Dewayne

We always tell people will keep your mikes muted. Use the chat if you want to communicate with us and that's where we give people. Kind of a. You know you're up in 30 seconds. You know when we tag the person to let them know. Hey you're on deck, please enable your camera.

00:33:28 Dewayne

And get your slides ready kind of thing, but that chat turns into this. You know, we call it our walkie talkie. You know this is our back channel communication only seen by the production crew. So we lean on that quite heavily.

00:33:45 Joe

It's sort of like a again as a as a.

00:33:47 Joe

TV production or something like that and newscasts. That's that's the.

00:33:52 Joe

The little speaker in the ear where the producers can kind of chat with the presenters.

00:33:59 Joe

Safely and keep that from going out to the audience.

00:34:03 Dewayne

One thing that we point out to our people is the Q&A getting to the Q&A, you know 'cause it's it's right next to the chat button. So while we're talking about chat, we usually have a move over 1 little button and they'll see the Q&A and the Q&A is really.

00:34:21 Dewayne

I I like it a lot, it's really useful. It has some unique features, it tells you.

00:34:28 Dewayne

You know it when a question comes in it. It tells you that it's a new question and then a moderator has the capability of either dismissing it.

00:34:39 Dewayne

Answering it or publishing it, and when you publish it, you get a pretty.

00:34:44 Dewayne

I think this is unique. I haven't seen any other platform have this so published questions are then viewable by the audience and there's the capability for the audience to upvote questions. And we've seen some good uses, or you know, kind of how it makes our speakers know where to focus their attention when they're looking at some of these questions.

00:35:06 Joe

The ability to know what has been answered or some key things that we have to kind of have to figure out around those Q&A. So that's kind of a thing you want to watch for, and this is part of your practicing is helping your presenters understand how are they going to manage the Q&A? How do you? How do they want to take those questions coming in? Because?

00:35:27 Joe

Another thing that happens with a live event.

00:35:31 Joe

In order for the translations to occur and go out, is the presentation as the audience sees it is going to be delayed 20 or 30 seconds?

00:35:42 Joe

From the actual active live live event, so there needs to be some understanding with those Q&A. If someone is presenting and says tell me, you know I want to see in a Q&A you know your responses to some question from the presenter. The presenter has to have a little bit of fill time.

00:36:02 Joe

For those answers to start coming through the Q&A and just can, you need to plan and plan it out and manage that. And if you do have a lot of questions that come through, you want to have some way to manage what would have been answered.

00:36:16 Joe

And maybe that's again where you might have your emcee or your producer, using the backchannel.

00:36:22 Joe

As a way to say to the presenter you know which ones they might want to take next.

00:36:28 Dewayne

Yeah, the the delay thing you know. Some people may not realize what's going on in the background when you create one of these events, but Azure Media Services is distributing your.

00:36:41 Dewayne

Or live event to Azure's content delivery network all over the planet and it takes a minute for that to happen.

00:36:50 Dewayne

So in addition to that distribution happening, yeah it gives time for the system to do those translations and captioning anyhow, like you said, it's something you only have to take into consideration.

00:37:04 Dewayne

You know, if you're asking the audience to do something, you just have to understand. You know, I just said this. It's going to be about 30 seconds before they actually hear me say it, so I need to fill this next 30 second window with something so.

00:37:06

Right?

00:37:19 Dewayne

Usually not too big of a deal as far as handling which questions have been answered. We've had a little bit of trouble with that, but I think last time last event we did, it worked out pretty well. We showed the speaker how to sort the questions by most liked another complaint for me is the most liked questions.

00:37:20 Dewayne

With you.

00:37:40 Dewayne

Filter to the bottom.

00:37:42 Dewayne

Not the top.

00:37:46 Dewayne

I don't know, I guess.

00:37:48 Dewayne

I don't know.

00:37:50 Dewayne

To me, I would go to the top whatever, so once they know that they scroll to the bottom and they they can filter, you know to these these hype questions, these ones that everybody wants an answer to. But once you answer the question.

00:38:03 Dewayne

Then what do you do with it? So you can't dismiss it because it's already been paid?

00:38:07 Dewayne

Just.

00:38:08 Dewayne

So your options are answer it via text and just mark that it's been answered or delete it.

00:38:14 Dewayne

Because we have had situations where there's been a little bit of confusion. You know they they are the. These things can shift as people are voting the order, it can actually change. So you have to keep an eye on that. So we just delete the question. It's still in the engagement report the QA report, but we delete it once we know that the speaker has answered it.

00:38:34 Dewayne

In verbally an, it cleans up that list, so kind of a little hacky work around, but it works.

00:38:43 Joe

Part of continuing the the idea of how your How you're managing your event and managing your presenters and things like that is we found is that it's really important to have a basically have a script. Again, we're kind of talking about these being production event and having a script of who's presenting when an estimate of.

00:39:04 Joe

How long they're going to be presenting for, obviously.

00:39:07 Joe

The order in which they are presenting again. That time on stage that they're going to be presenting and the content type. Are they going to be just talking? Just need their video up there? Are they going to have a power point? Do they want that PowerPoint and their video at the same time? Those are some decisions that.

00:39:27 Joe

You know the presenters get to make that you want to. You want to understand how they want that presented. Also, are there any?

00:39:36 Joe

Introductions is there an emcee someone like that? We find that to be very helpful is to have.

00:39:43 Joe

Someone who you know if you've got multiple presenters is to have someone who cuts in just before each new presenter, maybe to introduce them and things like that. And as a producer it makes it much.

00:39:56 Joe

Similar to know you're after every presenter you're going to your MC. They're going to talk for 10 seconds. You're going to kick back to the next presenter, but we'd like to have that script it out. Little Excel spreadsheet.

00:40:07 Joe

A little word file of some sort, but have that available and have it available to everybody, especially if you have kind of a long event so they know you know about the time period in which they need to make sure that they're ready and they're available to get through that.

00:40:24 Joe

I think we had one of our one of the events. I think we had close to 50 transitions. So again having that script can be really important if you're a single producer, single presenter and you know exactly what everything is going on, you probably might not need that. But if you start ramping up a number of people, you're going to want that written now.

00:40:47 Dewayne

Yeah, yeah, that is probably one of the most important tips that we could give. Is have a script really helps you keep the event on track and on time so.

00:40:59 Dewayne

The last couple of things to mention is 1 little bonus thing that we like to do is we actually start the event about 10 minutes early.

00:41:09 Dewayne

Really.

00:41:10 Dewayne

And during that 10 minute, you know before the actual like contents goes up on screen and presenters start speaking. We'd like to play a video. Then we've developed to say we've developed, but we've taken some screenshots of the live event interface. Looks like with call outs that show push here to get your translation. Click here to pause and rewind the event. Click here to ask.

00:41:35 Dewayne

Question and we put that up on screen.

00:41:38 Dewayne

And we overlay that over top of a looping video background. An PowerPoint has some really nice perfectly looped videos in it. Now the latest version of PowerPoint again is January 2021, but the latest version of PowerPoint allows you to insert some stock videos, some really high resolution, high quality videos.

00:42:00 Dewayne

And.

00:42:00 Dewayne

And you can basically make a PowerPoint slide that has that video. Looping with an image ovetop of it. Maybe even have it rotate through a couple images like the speakers bio or something like that, and then export that as a 10 minute video with some background music.

00:42:17 Dewayne

And then we put that up on screen so somebody will share VLC player or Windows Media Player. You know you could do it through OBS as well. If you're a little more technical, but it let's people know number one. They hear something so they know their sounds work.

00:42:32 Dewayne

Thanks.

00:42:33 Dewayne

The number two, they see something moving so they know that it's not just a frozen screen and something's wrong, so it kind of affirms to them that they're in the right place and they know what's coming next.

00:42:43 Joe

Exactly.

00:42:46 Joe

Yeah, yeah, definitely helpful to the users. What 10 minutes or so before we'd like to get that going. So that's.

00:42:53 Joe

Important little point, little trick for for our live events.

00:42:58 Dewayne

One last trick that is I mentioned OBS just a second ago. We love OBS, it's really great tool if you're not familiar with it. It's a lot of streaming folks use it, but you can record your screen with it. You can stream out to YouTube and Twitch and Facebook and all kinds of stuff. You can use it as an encoder for.

00:43:21 Dewayne

An internal live event.

00:43:23 Dewayne

But one thing that you can do is the OBS version 26 added a native virtual camera plugin an.

00:43:33 Joe

That makes it much easier for users.

00:43:35 Dewayne

Oh yeah, yeah, it's it's 'cause it's already there. You don't have to install anything extra.

00:43:41 Dewayne

What that allows you to do is, you know when you're screen sharing the frame rate.

00:43:47 Dewayne

Of the screen share is significantly lower than the frame rate of your webcam feed.

00:43:55 Dewayne

And So what? A few people have figured out is well, wait a minute. I can use OBS in a virtual camera and I can actually pipe a video through my webcam.

00:44:06 Dewayne

And get you know near 30 frames per second you know type video feed so it doesn't come across choppy, and so we've used OBS quite a bit, along with another little app called VB Cable that lets you route audio through your teams Mike and so you can play full motion video with sound.

00:44:28 Dewayne

And get really high frame rate. Really good quality, really good quality video.

00:44:34 Dewayne

So I'm going to drop a few links in the show notes, specifically one to John Moore, who has a YouTube channel where he does some really cool things with OBS and another technology in teams called in Di, which lets you.

00:44:52 Dewayne

Break up the meetings pieces and parts into individual feeds so it is. It is really cool. You and I have done it for presentation. It was a lot of fun, but I'll drop a link in the show notes to John Moore's YouTube channel. A lot of good content there from him.

00:45:09 Dewayne

So we usually like to wrap up with a win.

00:45:12 Dewayne

No, and I think I think a win is we survive 2020.

00:45:17 Joe

As it says, it's a. It's pretty pretty easy to go to survive in 2020.

00:45:23 Joe

Um, I think I think that's about it.

00:45:27 Joe

Yes.

00:45:28 Joe

Oh definitely took a.

00:45:29 Dewayne

I have one win.

00:45:32

OK.

00:45:32 Joe

Go ahead, I I just I said I had a I had a I had a good couple last weeks of the year.

00:45:38 Joe

You know, we get. We get a little extra break between the Holidays here at the Edu, which is which is very nice, but simply definitely this year was a time to step away from the computers, get outside, get some hiking and do some biking.

00:45:53 Joe

And really, really take advantage of that and appreciate that this year.

00:46:01 Dewayne

Well it's funny. You say that is my win is is about getting outside and you know I got to go camping with my son and.

00:46:14 Dewayne

You know, some people may be like, yeah, you went camping now we went into the middle of nowhere with just backpacks and this was not like a state campground. This was in the middle of a National Forest swamp so.

00:46:30 Dewayne

It was pretty cool.

00:46:30 Joe

Florida, there's a spot by I'm sure.

00:46:33 Dewayne

Oh yeah, everywhere, it's all small. We had a great time, you know we went fishing. He had a buddy and you know my buddy was there with us so there were four of us. You know, it's definitely good to have some extra security when you're on these conditions.

00:46:51 Dewayne

But the thing that was a win was he loved it. You know, I wasn't really sure how he was going to feel about it, an.

00:46:59 Dewayne

'cause I do hammock camping. I love that an when you're sleeping in this little like cocoon, you know, like a little bear burrito you know you can get a little freaked out and but he loved it and he he wants to go again and he's all into it and he wants to get a backpack of his own and get his own stuff and and he told me he wants to go once a month so.

00:47:21 Dewayne

You know, we'll we'll see, but that would that felt really good.

00:47:24 Dewayne

To take him out to experience that and.

00:47:28 Dewayne

And it was a lot of fun. I enjoyed it.

00:47:28 Joe

That's a good good start. Good start to the year. Good start to.

00:47:31 Dewayne

The year absolutely yeah.

00:47:32 Dewayne

Yep.

00:47:35 Dewayne

All right, well this was live events and teams live events. We hope that you enjoyed the little bit of content we were able to.

00:47:35 Joe

Yeah.

00:47:44 Dewayne

To provide to you, we will put some links in the show notes to some Microsoft docs. John Moore's YouTube channel, our GitHub that has some information, some demo demos and sample scripts and things like that. But thank you very much for listening to us and we will see you next month.

00:48:05 Joe

Have a good good start of your year and hope to see you next podcast. Appreciate you attend and and talk to you later. Thank you for joining us and we hope you like today's show.

00:48:17 Joe

Please subscribe if you would like to catch our next episode and give us a five star rating to help others find us. For more information visit AKA Dot MY forward Slash Shift show. Thanks for listening.

00:48:30

That's but a room stand by the beam up landing party.