THANKS FOR JOINING

The webinar will begin momentarily

convene
About Convene

Convene designs and services premium places to work, meet, and host inspiring events.

Through strategic partnerships with prominent commercial landlords, Convene operates a network of hospitality-driven locations in Class A office buildings across major cities.

**MEETINGS & EVENTS**
- On-demand meeting, event & conference venues with capacities from 2 to 1,000 people
- 31 locations
- 803K+ total square feet

**WORKPLACE**
- Best-in-class flexible workplace servicing companies from 8 to 300+ employees
- 10 locations
- 516K+ total square feet

**AMENITIES**
- White-label, premium amenity program powering Class-A buildings
- 8 locations
- 48K+ total square feet

*As of 1/15/2020*
WELCOME

Michael Judeh
Senior Director, AV Technology

Julie Starr
Director, Learning and Development

convene
OVERVIEW

01 Know Your Purpose
02 Virtual Events – Hardware & Software
03 Virtual Events – Experience & Engagement
04 Hybrid Events – Venue Checklist
05 Hybrid Events – Experience & Engagement

convene
Know your purpose.

Start and end with “why.”
HARDWARE
Hardware Considerations

Upgrade your mic

- Get closer to the source. Even a headset helps.
- Check out the Apple Air Pods, Jabra headset Blue Yeti USB mic.

Upgrade your camera

- Even a small investment helps a lot.
- Help with low light and less than ideal locations.
- Check out the Logitech Brio or Huddly Go.
Hardware Considerations

Internet connectivity
- Speed: 10mbps up and down
- Use ethernet instead of WIFI
- Don’t share your network with bandwidth hogs

Set Up Redundancies
- What happens if your main system fails?
Software Considerations

Users’ Top 3 Priorities

- Audio & Video Quality
- User Interface Quality
- Screen Sharing
# Platform Comparison: Zoom v Livestream

## Basic Considerations

<table>
<thead>
<tr>
<th></th>
<th>Zoom</th>
<th>Livestream</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>✓</td>
<td>⚠</td>
</tr>
<tr>
<td><strong>Attendee Limit</strong></td>
<td>⚠</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Multiple Panelists</strong></td>
<td>✓</td>
<td>⚠</td>
</tr>
<tr>
<td><strong>Ease for Presenters</strong></td>
<td>✓</td>
<td>⚠</td>
</tr>
<tr>
<td><strong>Ease for Attendees</strong></td>
<td>⚠</td>
<td>✓</td>
</tr>
</tbody>
</table>
## Platform Comparison: Zoom v Livestream

Next-Level Considerations

<table>
<thead>
<tr>
<th></th>
<th>ZOOM</th>
<th>LIVESTREAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>STREAM TO SOCIAL</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>EVENT PAGE EMBED</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>BUILT-IN CHAT</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>BUILT-IN Q&amp;A + POLLING</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>GRAPHICS SUPPORT</td>
<td>✗</td>
<td>✔</td>
</tr>
</tbody>
</table>
VIRTUAL EXPERIENCE
Virtual Experience: Basic Considerations

Usability
- Minimize the need to download applications
- Keep it simple

Visual Appeal
- What does your content look like?
- What do you look like?
Virtual Experience: Set the Scene

**Lighting is key**
- No fancy equipment necessary.
- Turn toward the light.

**Check your background**
- Remove clutter.
- Add a plant or position in front of a bookshelf.

**Work your angles**
- Camera should be at eye-level.
Set expectations.

Clear communication drives strong engagement.
Virtual Experience: Set Expectations

Pre-Event
- Log-in & SOS instructions
- Digital etiquette
- Participation

During the Event
- Reiterate expectations right away
Virtual Experience: Presentation Tips

Stand up
- Breathe deeper.
- Access more energy.

Use a mirror
- Can’t always see yourself on screen.
- Good to check your affect.

Slow down
- It’s easier for virtual audiences to miss out.
HYBRID EVENTS
Give equal attention.

No part of your audience should feel like an afterthought.
TIPS FOR PLANNERS
Tips for Planners: Give Equal Attention

- Consider a co-facilitator dedicated to moderating the online experience.
- Provide the same rules & opportunities for engagement.
- Consider virtual perks for everyone in lieu of physical items.
Tips for Planners: Venue Checklist

Internet connectivity
- Speed: 10mbps up and down
- Use ethernet instead of WIFI
- Network support available

Infrastructure
- Can the venue support all the additional requirements

Access
- Coordinate time for a run-through
Tips for Planners: Venue Checklist

Can your venue help with . . .

- Sourcing & licensing streaming software
- Sourcing & booking cameras & special equipment
- Onsite logistics
- Digital Q&A Moderation
- Speaker training and run-throughs
- Post-event file editing & delivery
TIPS FOR PRESENTERS
Tips for Presenters: Give Equal Attention

- Consider how to make both audiences feel like one big community
- Speak directly to the camera – there is no 4th wall.
- Celebrate both audiences
Above all, know your purpose and serve it.
Q&A
CHEERS TO A GREAT EVENT