



Virtual meeting resources

Things to consider when hosting a virtual meeting:

- Content & messaging
- Technology & accessibility
- What is the value of your virtual meeting?

From Live to Virtual: Designing an Optimal Experience

Design thinking

- Know your audience (what are their needs? Why are they attending the virtual meeting? Will they find it beneficial?)
- Goals and strategy (is the goal to generate revenue? Bring awareness? Professional development?)

Explore

- Ideation (Great ideas come from diverse mind sets. Think outside of the box.)

Materialize

- Prototype
- Implement and learn

The Experience

- Audiences tune out. Virtual events should be entertaining, fast evolving with good content.
- Try to have dynamic speakers that can keep the audience entertained and engaged
- Have a Master of Ceremony or host to introduce speakers, make transitions, announce breaks, etc.
- Make sure presentation and photos look clean and polished on screen.
- Have fun!
- Script the flow of virtual meeting
- Make it interactive (polling, Q&A, gamification)

[Four ways to help attendees have a successful virtual conference experience](#)

Designing and developing engaging content

- Function over form. Making sure the technology and program work efficiently is more important than how “cool” it looks.
- Understanding the system and tools
- Use of green screen as an option if the speaker/presenter has distracting background.

Terminology

- Video conferencing - *Video conferencing is more suited for smaller groups. This technology allows users in different locations to hold meetings without having to be in a single place.*
- Webinar - *Webinars are an online service by which you can hold live meetings, presentations, and conferences through the internet. Focus based on presentation rather than conversation. Used for larger groups.*
- Webcast – *Webcasts are an online service by which you can hold live meetings, presentations, and conferences through the internet. Used for more interactive virtual meetings with several speakers. Webcasts typically require use of several programs to run successfully (.i.e., speakers present via Zoom, Micosite host webcast platform). Used for large audiences.*

Create list of technology check to-do items and tips for speakers, hosts, presenters. This may consist of testing WiFi speed, background noise and image, cleaning laptop camera lens, don't sit too close to the camera, find natural/comfortable state to present, etc.) Should live rehearse the flow if possible.

Tips on accommodating accessibility needs virtually

As we embrace an increase in virtual gatherings, we would like to provide tips and tools for facilitating an easily accessible, high-quality digital user experience for all attendees.

Common factors requiring accommodations that event organizers should query during the registration process include:

- a) Hearing
- b) Mobility
- c) Vision
- d) Other
- e) *If other, please specify above*

There are many strategies organizations can employ to heighten their accessibility, in addition to the suggestions listed below, please take time to visit the [National Association of the Deaf](#) and the [National Federation of the Blind](#), and learn of more ways to make accommodations.

Tips

- Check in advance what participants of meetings will require in terms of accommodations. Identification of the type of service, which may vary by participant, will be important versus identifying a blanket solution.

- Have someone designated to type URLs or other resources, when mentioned, into the chat window - or follow up with participants after the meeting - to help facilitate finding those resources.
- Allow participants to ask questions either verbally, with or without using the hand-raising function, or by typing in the chat.
- Encourage folks to look at their name in the participant list and change it to their First and Last name if it defaulted to something else.
- Describe images, as this is helpful for blind and call-in attendees.
- Record meetings to enable future access.
- Share presentations ahead of time, when possible.
- Ask everyone to mute their microphone when they aren't speaking to limit background noise.
- Share transcripts with attendees for post-event review.

Accessibility Pages

Digital meeting providers typically have resources or a tech person on staff who can provide information about the options available for making accommodations. Below are links to accessibility pages of commonly used virtual meeting platforms, along with a brief description of their offerings.

[Zoom Accessibility](#)

Closed Captioning- Capture every word said with closed captioning. Zoom integrates seamlessly with 3rd party closed captioning providers through our [Closed Captioning REST API](#).

Automatic Transcripts- Facilitate your understanding with [automatic transcripts](#). Transcripts are automatically generated and synchronized to make it easy to search and review meetings recordings.

Keyboard Accessibility- Accomplish all major workflows with ease using a keyboard. Zoom supports [Keyboard Shortcuts](#) for easy navigation of Zoom features.

Screen Reader Support- Use Zoom without a screen. We follow the latest accessibility standards to ensure that the product is fully accessible to the latest screen readers

[GoToMeeting Accessibility \(Post-meeting option\)](#)

Smart Meeting Assistant- It automatically transcribes your recorded meeting and provides you a simple link to share with attendees so they can view the interactive recording, search for keywords, and more! This feature allows you to focus on your meeting, while GoToMeeting focuses on the notetaking.

[Teams Accessibility \(Live meeting\)](#)

Microsoft offers a variety of accessibility features, including live closed captioning for meetings, screen readers, and language translation. More features are coming soon, like audio suppression for background noise.

[Adobe Accessibility \(Live meeting\)](#)

The Adobe Connect Closed Caption Pod extension enables hearing-impaired participants to participate in online Meetings. The captions are transmitted to the Adobe Connect Meeting and viewed by the end-users. Meeting participants can customize the caption font size and color

settings to enhance readability. Participants can even skip back to re-read previous captions and then fast forward to the current captions.

Participants may individually choose to display or not to display captions on their screen. Participants can optionally save the captions as a transcript and download them after a meeting.

Resources-

Virtual conferencing platforms provided by TSS:

Tool	Main Purpose
Cisco Jabber	Primary platform for Instant Messaging & Real-time Presence info, Receive and make calls with your office number, Voice and video calls, voice messaging (largely meant for 1-1 collaboration or small team collaboration)
OpenVoice	Primary platform for reservation-less audio only conferencing (limited to 500 participants)
GoToMeeting	Primary platform for high quality web/audio and video conferencing, Screen sharing (standard limited to 26 attendees and Pro allows up to 150 attendees)
GoToWebinar	Primary platform for webinars focused on one-way presentations from the meeting controller to audience (can handle up to 1000 attendees in standard mode and up to 3000 attendees in webcast mode i.e. broadcast style). Event assistance offered by GoToWebinar for an additional rate for larger webinars. Please contact TSS for more information.
Microsoft Teams	Chat-based collaboration workspace with easy chat and presence functionality, VOIP audio and video conferencing, teams site and collaboration.

GoToWebinar producer support:

There are three levels of GoToWebinar producer support to choose from (screenshot below) and you'll benefit from planning assistance, pre- and live event support and much more based on your business needs.

Services Provided	Basic (Up to 2 hours of support)	Plus (Up to 3 hours of support)	Premium (Up to 6 hours of support)
Pricing	\$450	\$600	\$1050
Initial Consultation (30 minutes) <ul style="list-style-type: none">• Confirm event date and time.• Discuss goals and set expectations.• Establish event roles and responsibilities.• Review features setup.	•	•	•
Pre-Event Support (30 minutes) <ul style="list-style-type: none">• Assist stakeholders in joining and welcome.• Perform an audio sound check.• Review features setup and processes.• Confirm established roles and responsibilities.	•	•	•
Live Event Support (1 hour) <ul style="list-style-type: none">• Greet attendees and introduce the event.• Respond to staff questions via chat.• Monitor and address technical questions.• Assist with event Q & A.• Provide a back-up recording.	•	•	•
Rehearsal <ul style="list-style-type: none">• Discuss technical and logistical details of the event.• Facilitate practice of roles.• Review in-session controls to improve comfort level.• Discuss contingency plans in case of technical challenges.		•	•
Strategy and Planning <ul style="list-style-type: none">• Discuss event goals in detail.• Establish success criteria.• Provide industry best practices and coaching.• Help create a timeline with action items and next steps.			•

Click [here](#) for information on Zoom online event consulting and production support.