

# Adobe Connect Event Readiness Guide

Adobe Connect offers event administrators and managers a powerful set of tools to create, execute, and analyze virtual events. Use Events Management within Adobe Connect to easily set up your events, add registration pages, design catalogs, and much more. We want to help improve this process by providing a succinct readiness checklist that ensures you will never skip a beat in the production and analysis of your programs.



## Pre-Event Checklist

- Meet with stakeholders to fully understand the purpose, goals, and key performance indicators of success for the virtual event.
- Develop an agenda and corresponding outline.
- Schedule necessary rehearsals well in advance of the event with all key stakeholders.
- Create a new seminar room or choose an existing room.
- Set up Event Tags/Campaign IDs/Email Aliases by navigating to *Adobe Connect Central* > *Event Management* > *Event Administration*. (Only event administrators will be able to carry out this task)
- If you require more than a single speaker or want to change the look and the feel of the event you can create a custom template. For a tutorial on creating event templates, navigate to: <http://www.connectusers.com/go/templates>
- Create your event imagery in the appropriate pixel dimensions. (Event logo: 200x120. Small banner image: 560x230. Large banner image 740x300. Speaker Image: 300x400)
- Navigate to the Event Management tab within Adobe Connect Central and create a new event by clicking on the 'New Event' button under 'My Events' or 'Shared Events' and make your way through the event creation wizard:
  - From the Participant Management tab add any co-presenters. If you have a list of participants you would like to invite and/or pre-register a group of users already within your Adobe Connect database you can do so now.
  - Draft copy for your email communications, determine an appropriate outreach cadence to registrants in advance of the event, and select your desired communication triggers from the email options tab within the Events Wizard. Be sure to leverage the ability to send test emails before disbursing them to the broader audience.
  - Once finished, preview your event microsite by clicking on the 'Preview' text from the Event Information Screen
  - Publish the event. This will add your event to the Event Catalog, publish your microsite to the web, and email all invited users.
- Set up your Adobe Connect Room with your desired layouts, pre prepared content (polls, Q&A's, file transfer pods etc...), PowerPoint presentations, and desktop background. If adding video content to a meeting, make sure to do so by loading an MP4 or FLV in to an empty share pod.
- Integrate and test audio and visual workflows and equipment.

## During Event Checklist

- Event managers, presenters, and co-hosts should enter the room at least 30 minutes in advance and place the room on hold.
- Re-test audio and visual connections and equipment. If using VoIP, go through the Audio Setup Wizard found under the Meeting menu.
- Consider opening the event's Adobe Connect room at least 15 minutes in advance of the scheduled start time.
- In the event that you would like to queue up multiple pieces of content and/or collaborate with co-presenters behind the scenes do so by using the Presenter Only Area.
- Start your recording.

## Post Event Checklist

- Access event analytics by navigating to your event and selecting the Reports tab. Doing so will allow you to better understand promotional campaign efficacy, attendance data, and how participants engaged with content.
- Access event recordings by navigating to your Adobe Connect Room information from within Adobe Connect Central and selecting Recordings. Use the included editing tools to modify the content where necessary and prepare it for distribution.

## Best Practices

- Conserve bandwidth by uploading content like slides and video instead of screensharing. This requires significantly less bandwidth and provides a higher quality experience for end-users.
- If presenters do screenshare, ensure their desktop resolution is optimized. The lower the resolution, the less bandwidth required to share.
- Have presenters shutdown any distracting applications such as email or IM.
- Add interactivity every 5-7 minutes to keep your audience engaged. Consider these types of activities: polls, questions for the chat /Q&A pod, games, setting status, whiteboards, etc.
  - Don't just add a poll for interactivity. Acknowledge the results and incorporate them in to the conversation.
- Create a separate layout for each presenter and planned activity. This will automatically create indexes in the recording for each section.
- A virtual lobby layout provides you an opportunity to engage with attendees who arrive to the session early. Using a looping slide deck along with music can inform and energize your participants and prime them for your session.
- Take the opportunity to add questions to your registration page if there is valuable/desired information to be collected from prospects at this point.
- Use a branded desktop background, or upload your logo to a share pod to create a consistent brand experience.
- Leverage the Presenter Only Area - it's an ideal way to chat with other presenters, keep track of your agenda, prepare polls and other content, and store notes as a quick reference.

