

# Host Large-Scale Virtual Meetings Like a Pro

Better Engagement Through  
Quality Productions



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With today's remote workforce stretching across the globe, creating an inclusive and collaborative employee environment is even more vital.

According to a [Gallup](#) poll, **37% of United States employees work remotely at least some of the time**—but employees still crave engagement. The growing remote workforce has made technology an even more important communication tool, and it has given employees who want engagement a means to do so.

So, how do you reach all of your employees or other large-scale audiences at once? What if you can't fit all your workers into one room? What about a remote workforce or a large online audience? There are many innovative ways to do it, but high-quality, professional online broadcasts enable you to reach your employees (or any other important audience) in a meaningful way.



**of United States employees work remotely at least some of the time**

Part 1

# Meeting Broadcast 101





## Go to your audience: Online

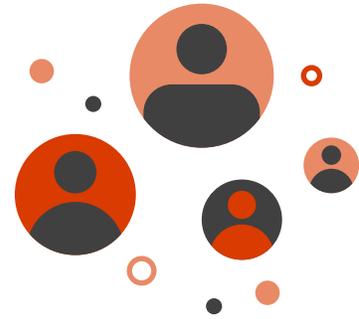
The advancements of technology has made video an ideal meeting tool for businesses of all sizes, enabling face-to-face communication with people sometimes hundreds of miles away.

According to a [white paper from](#) Frost and Sullivan and Kollektive, video communication is one of the most impactful communication methods—and that’s not changing anytime soon.

*“Video today has emerged as the medium of choice for the communications strategy of not only every large organization (more than 1,000 employees) with a diverse workforce located across multiple geographies, but also small and medium-sized businesses (less than 1,000 employees). Video enables the seamless flow of information between key groups of enterprise stakeholders, including leadership, employees, contractors, partners, suppliers, and customers in an interactive and immersive manner.”*

This eBook explains the value of online broadcasts and gives you all the details to start creating stellar productions in your organization.

# Communicate to the size of your audience



Broadcast meetings are the perfect solution for reaching large audiences. See which modes of communication will best help you achieve your goals.

## When to use varying types of communication

	Communication type	# of people*	Use cases + benefits
	<b>Instant message</b>	2+	Quick, informal communication and collaboration.
	<b>Email</b>	2+	Written communication that is typically longer than instant messages and is best memorialized in an email thread.
	<b>Phone call</b>	2	Real-time collaboration. An efficient way to get people up to speed; helps eliminate miscommunications.
	<b>Conference call</b>	3+	Collaborative phone conversation with multiple parties in various locations.
	<b>Video call</b>	2–10	When face-to-face communication is best for a meeting's success, but people are in different locations.
	<b>Webinar</b>	10–250	Presenting information to a medium-sized or large-scale audience. May or may not require or allow audience participation.
	<b>Broadcast</b>	250–10,000	One-way presentation or town-hall style meeting, catered to reach a large audience in many locations.

\*Based on general numbers and software; actual numbers may vary with different platforms.

# When to meet and when to broadcast?

A typical video call or meeting can pose problems when accommodating more than a few attendees—while they're great for one-on-one collaboration sessions, background noise, a lack of control, and scaling capabilities limit their effectiveness. A larger audience requires a more robust alternative. Consider a broadcast solution for meetings you'd hold in an auditorium, if everyone were in the same location. Online meetings are comparable to the type of meeting you'd hold in a conference room. Take a look at when a broadcast or meeting solution is best for your needs.

## Broadcast Solution



Reaches large-scale audiences



Formal production and event



One-way communication



Audience participation options



Town-hall style meetings

## Meeting Solution



Small, team-based



Informal and more intimate



Multiple speakers



Collaborative



Conference room-style meetings

**Part 2**

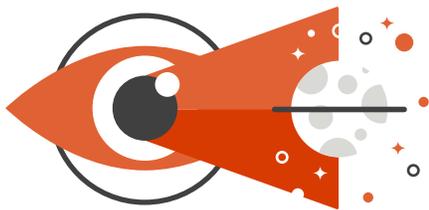
# 7 Tips for a Great Production



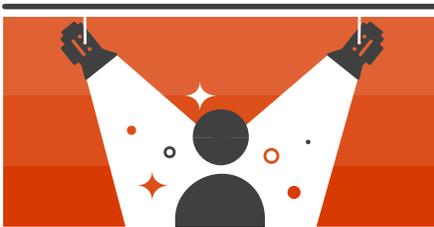
# Production quality adds value

When it comes to broadcast, it's all about presentation and production. When broadcasting online, every element your audience can see or hear (or not) communicates a message.

According to [Kollective](#), a successful video strategy has 2 important elements:



1.  
**Compelling content**



2.  
**Flawless delivery**

Though broadcast solutions are ideal for large-scale meetings, your content must still be valuable to your audience, or even the best production will fall on deaf ears. But combining lighting, sets, quality equipment, camera angles, and the right team all helps to ensure that high-quality production elements will engage and wow your audience.

While each tip plays a major role in establishing a successful broadcast, not every organization will have the resources or experience to leverage all aspects at once. Try a few within your reach, and build your production value from there.

**TIP #1****ORGANIZATION IS EVERYTHING**

Proper production planning is key to any broadcast's success. Follow these steps and tips to prepare, and remember to go over every detail prior to your online broadcast.

- 1. Identify your team and assign roles.**  
Ensure all team members involved in the broadcast's production know their responsibilities, so nothing falls through the cracks.
- 2. Create a timeline leading up to the event.**  
Plan regular check-ins and add deadlines to everyone's calendar to increase accountability and provide reminders along the way.
- 3. Collaborate efficiently.**  
Use tools that ensure real-time collaboration on important documents like timelines and scripts. You can rest easy knowing that everyone is working from the most up-to-date version, enabling you to make changes and update the team instantly.
- 4. Schedule a run-through for both tech and logistical purposes.**  
Even the best-planned production will leave some element overlooked. Conduct a run-through to ensure your team can fix any issues before you go live.
- 5. Store files in one place that everyone can access.**  
Securely store and manage additional assets like final presentations, videos, images, music, and more all in one place. Organize everything so you and your team can locate it whenever you need it.

**Expect the unexpected:**

During a live broadcast, don't plan for everything to go right—assume things will go wrong. No matter how much preparation, testing, and planning goes into your event, stay prepared with a contingency plan in place.

**TIP #2****PRIORITIZE LIGHTING**

According to [Knice Creative](#), video productions should prioritize lighting for two main reasons:

**Mood:**

Contrast and shadows determine the mood. Bright and cheery or somber and worrisome, lighting makes a difference.

**Quality:**

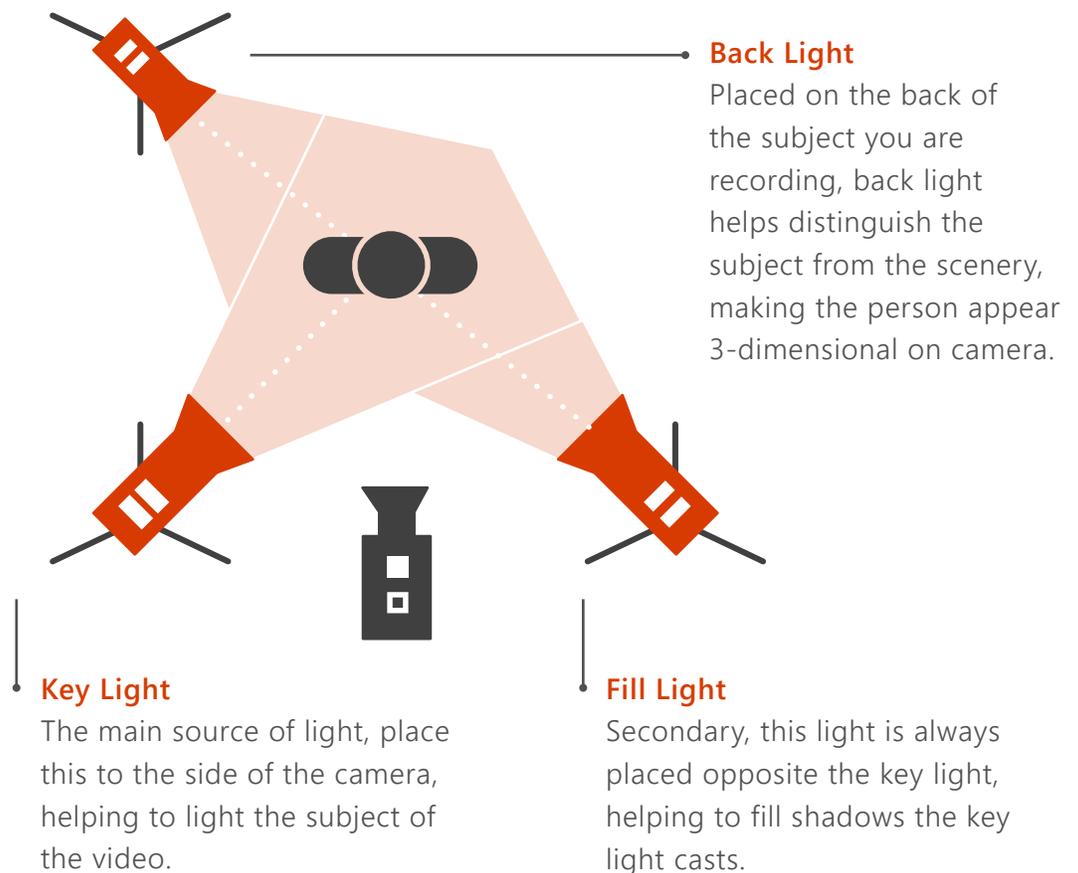
Lighting is a simple way to increase the quality of your broadcast and communicate professionalism.

**Light it up:**

Even with high-end cameras, lighting can make or break the viewer's impression of a high-quality or low-end broadcast. Plan ahead so you're not caught in the dark.

**Knice Creative**

recommends the 3-point lighting technique to increase video production quality.



**TIP #3****OPTIMIZE YOUR SET**

Your set creates the atmosphere of your broadcast, and is one of the most important factors contributing to its success.

Determine the best setting for your broadcast by asking yourself a few questions:

**Who will be primarily on camera:**

Your CEO? The leadership team? Your marketing or branding manager? Choose a setting that makes sense for whomever is talking. Having your brand manager speak from the boardroom might feel stiff and awkward, while broadcasting your leadership team from an informal meeting room may increase the feeling of community amongst your audience.

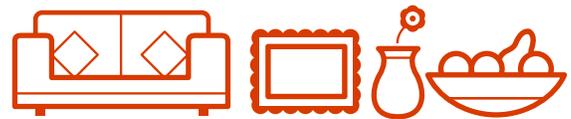
**What's the purpose of the meeting?**

Does the set match the message? For example, if you're thanking employees for a record-breaking quarter, a boardroom talking head might convolute the message's intent.

**Keep a watchful eye:**

Consider the message you're conveying without saying a word, and adjust accordingly.

Set design is a key element contributing to the big-picture; so, pay attention to the little details in each scene. Think about:

**Background:**

If there's a window in the shot, what's going on outside? What's hanging on the nearby wall or sitting on the desk? Tidy up, and look for things that might distract or detract from your primary message.

**Attire:**

Strategically select your color scheme. Color psychology suggests that blue conveys trustworthiness and approachable intelligence, according to Ethos3. In addition to color, take into account the formality of the presentation, and dress accordingly. And remember: Busy patterns or extreme contrasts don't translate well on-camera.

**TIP #4****QUALITY VIDEO AND AUDIO ARE KEY**

Don't distract your audience with poor quality. With today's technology capabilities, audiences expect high-quality productions, and it only takes a few additional steps to set your work apart from mediocre broadcasts.

Luckily, a number of quality options are available to film your broadcast. According to [Shutterstock](#), three types of cameras can deliver high-quality video for your production needs: cell phones, camcorders, or DSLR and mirrorless cameras.

**Cell phones:**

Some smartphones are capable of recording 4K video and are of such high caliber that they can be used to film commercials.

**Camcorders:**

A step up from a cell phone but not quite top-of-the-line, camcorders deliver great quality with fewer options and are more user-friendly for people with less experience.

**DSLR and mirrorless cameras:**

The professional-grade option, these cameras are ideal for still photos, video shoots, and film in 1080p video quality.



**A few other equipment additions can take your broadcast from mediocre to impressive:**

**Tripods:**

Camera movement can be used strategically (more on that later), but a shaky shot will ruin your attempts at professionalism. No matter how steady you think you are, a tripod can exponentially improve your broadcast.

**Audio equipment:**

Rather than using the mic built into your camera, a simple external microphone will greatly enhance sound quality. If possible, ensure everyone speaking on camera uses the same mic (or type of mic) to avoid any changes in sound quality throughout the broadcast.

Choose the right mic type for your production  
(from [Videomaker](#))

**Shotgun:**

"With high sensitivity and a narrow pickup range, a solid shotgun microphone works in almost any situation. A shotgun mic can pick up sound from two or more people in an interview, double as a handheld model, pick up sound effects, and even record a voiceover."

**Lapel:**

"Rarely bigger than a pencil eraser, modern lapel microphones are a technological wonder. The biggest audio benefit is getting the mic near the talent's mouth. This maximizes signal quality, while minimizing background noise."

**Handheld:**

"Often called a stick mic. You'll see these mics most often in news-type interviews. They're also great for recording sound effects, Foley, and voiceovers."

**Should you use a PA system?  
(from [The Hub](#))**

PA is an amplification system that:

- Uses mics/inputs to convert sound to electronic signals
- Processes/mixes signals with mixing boards and effects modules
- Amplifies signals with a power amp
- Delivers sound through the speakers
- Monitors the performance with speakers/in-ear monitors

**Stay well-equipped.**

The recording equipment you use determines much of the quality you'll produce.

**TIP #5****TRY A NEW ANGLE**

“Well-chosen camera angles deliver information, create impact, facilitate editing, and enhance actor performance,” according to [videomaker.com](https://videomaker.com). Your broadcasts probably won’t include actors, but the principle still applies. Set up a few camera angles, and switch it up throughout the show to keep viewers engaged.

Camera angle types, via [Video 101](#).

**Break up the monotony.**

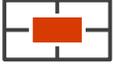
Keep viewers interested by changing what you show them.

Type of shot	Uses	Benefits
 <b>Wide</b>	Shows entire area, with the lens at its widest focal length.	Sets atmosphere, and enables the audience to view a lot of action; establishes location.
 <b>Medium</b>	Grabs viewers’ attention.	Helps audience follow dialogue and transitions.
 <b>Close-up</b>	Focuses on details.	Creates emphasis and can create an emotional response; good for high-definition viewing.

**TIP #6****KEEP THEIR EYES MOVING**

Beyond camera angles, camera movement prevents your broadcast from having any dead space. Bring your viewers along to keep their engagement throughout the broadcast.

Types of camera movement, via [Video 101](#).

	Type of movement	Definition	Benefits
	<b>Pan</b>	Move camera from side to side.	Reveal information; follow a moving object.
	<b>Tilt</b>	Move camera head up/down.	Show height/depth; show relationships; generate an emotional response.
	<b>Truck</b>	Move camera with moving object.	Move with a walking person; create a feeling of observation/inspection.
	<b>Dolly</b>	Move toward or away from an object.	Increase/decrease interest using distance.
	<b>Zoom</b>	A similar effect to dollying, but without moving the camera.	Convey creativity; focus on specific elements.

**Visual additions hold audience engagement.**

Adding visuals to your broadcast like on-screen text, videos, and presentations keep audiences engaged and better enables you to communicate efficiently and creatively.

**Work the camera.**  
Changing what you show isn't enough; also play with how you show it.



**Presentations:**

In addition to using digital presentations as aids, it's also great to distribute for reference after a broadcast.



**Lower third:**

Graphics placed over video on the lower part of the screen, these provide your audience with information like names, titles, or anything else important to know.



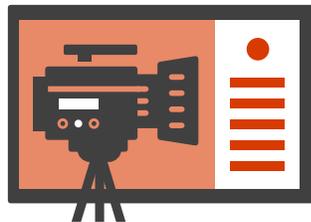
**TIP #7****IT TAKES A TEAM**

Regardless of a presentation's length and complexity, running a successful broadcast meeting requires defined roles within your team.

Several roles are required to produce a quality [broadcast](#).

**Organizer:**

Creates the meeting request and invites attendees. Reviews meeting reports.

**Producer:**

Manages the meeting resources (presentations, audio, video, and PowerPoint decks), records the event, and posts the recording to Office 365 Video.

**Event team member:**

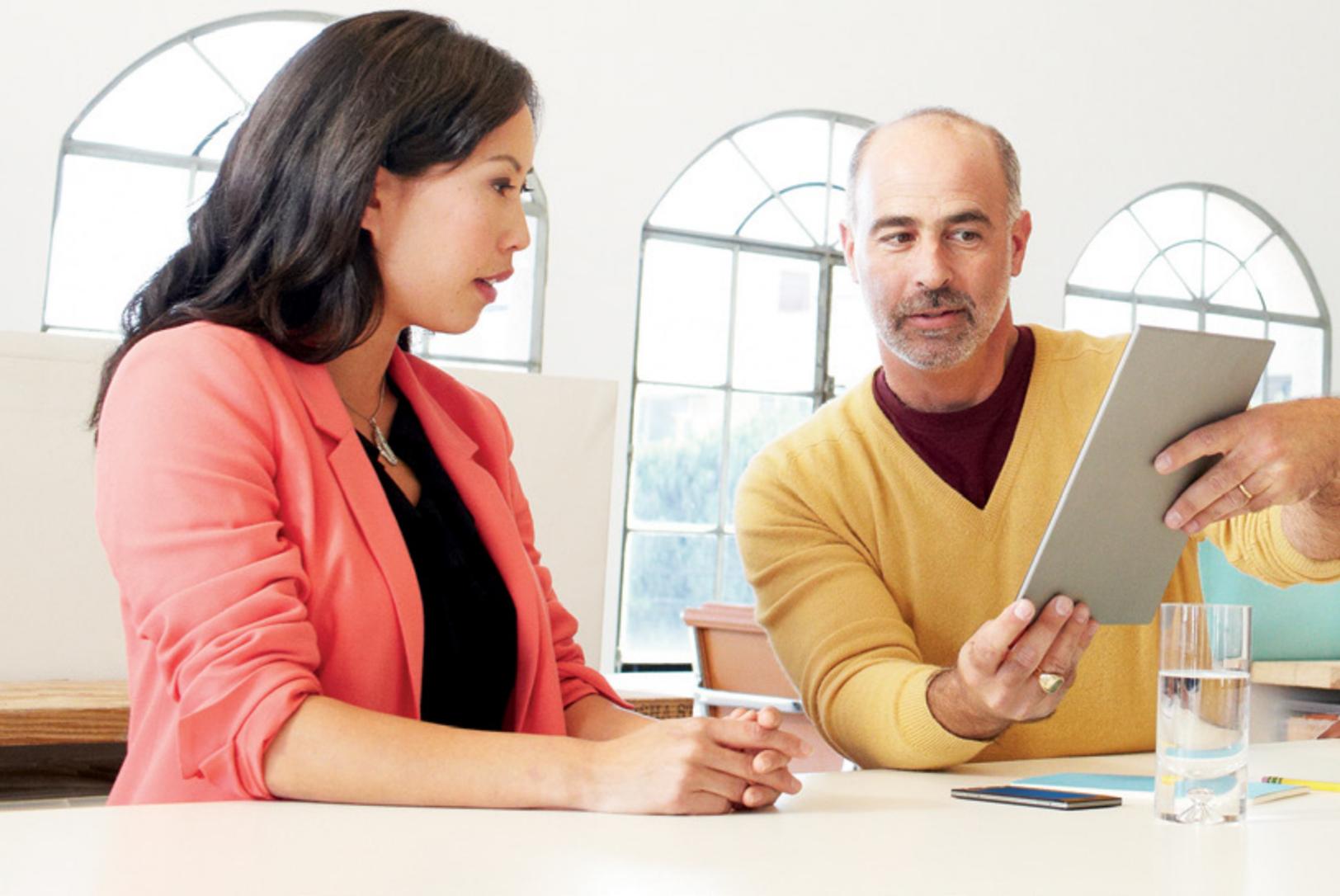
Participates in the meeting as a speaker or presenter.

**Scale as needed.**

If you run a smaller business and are worried about your broadcast's staffing needs, you can combine these roles. The opposite is true for larger organizations; multiple producers and team members can take on a variety of responsibilities.

**Part 3**

# 4 Considerations for Choosing Your Best Broadcast Solution



Putting on a great broadcast takes careful planning and lots of testing, but the best tips will only get you so far. Without the ideal technology solution in place to back up your efforts, your broadcasts will fall flat.

## Consideration 1

### Determine your needs by asking questions

The next step in creating professional broadcasts is finding a solution that gives you the most features, support, and security. Be sure to ask questions, like:

- **How many attendees does this solution support?**
- **Is it cloud-based?**
- **What are the system requirements for the broadcast organizers?**
- **What about for attendees?**
- **What credentials do attendees need to view the broadcast?**
- **How does the audience participate?**
- **Will you need to purchase additional software or hardware to get the quality broadcast you expect?**
- **How does it integrate with other programs you already use?**

Exploring these answers will help guide your final decision, but it's only the first step. Read on for qualities to look for in your ideal broadcast solution partner.

#### **Does it work with your current process?**

When considering a broadcast solution, you need to know if the solution fits within your workflow. Look to see if your potential broadcast solution can scale with your workload. For example, if you're trying to broadcast to a large audience, can it meet your demands without any lag or compromise?

## Consideration 2

### Does it support multiple devices?

Bring your own device (BYOD) policies are changing workplace culture in almost every industry. [Kollecive](#) gives a state of device use today, noting, “The increasing ubiquity of BYOD and telecommuting has fundamentally changed the nature of the workplace. Today, more than 70% of enterprises in the U.S. see BYOD activity. This number is expected to grow as much as 78% by 2018. The resulting proliferation of mobile phones, tablets, and other personal devices makes for a fragmented delivery landscape—a key challenge during enterprise video deployments.”

You already know you’re broadcasting to a number of locations, so your broadcast solution must be easily accessible across a number of devices. In today’s world, freedom of accessibility is crucial to minimizing lags in business processes. Even more importantly, giving your audience the ability to join the broadcast from any device at any time will result in higher rates of attendance and participation.

### How much control does your audience have?

Can they rewind or watch at a later date if they miss something? Audiences enjoy control over their experience—like pause, record, and rewind—so they can engage and absorb the information in a way that works best for them.

## Consideration 3

### Is it secure?

When selecting a broadcast solution, security should be at the top of your mind. Ask questions like:

- Do you have total control over who participates in your broadcast?
- What about file accessibility, end-to-end security, or control and compliance at an enterprise level?
- Are events registration-only?
- What credentials are required?

Is your audience ready to connect to your broadcast?



Network



Bandwidth  
Requirements



Redundancy



Security



Wired/Wireless

## Consideration 4

### Can you tailor the solution to fit your budget?

Does your ideal solution fit into your budget? How much does it cost to get your solution up and running? Is there a plan tailored to fit your needs? Having a flexible plan is key for the ideal broadcast solution.

#### Cost and budget considerations:



Cost per user



Licensing fees



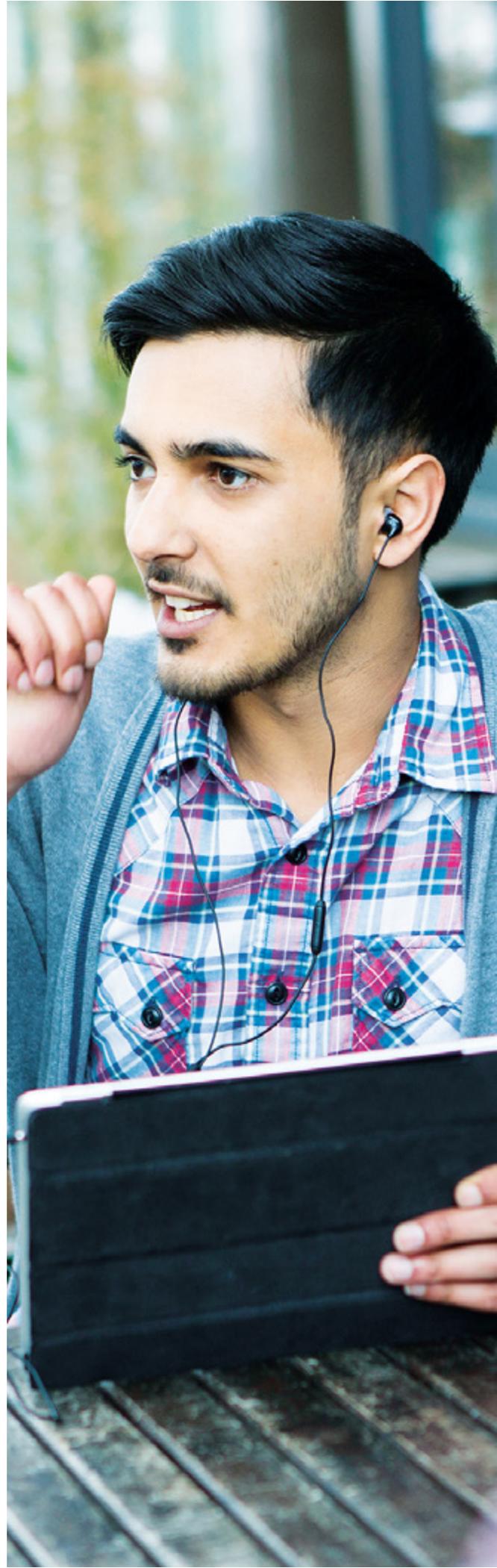
Contract terms



Introductory/  
trial rates



Integration costs



**Part 4**

# Introducing: Skype Meeting Broadcast



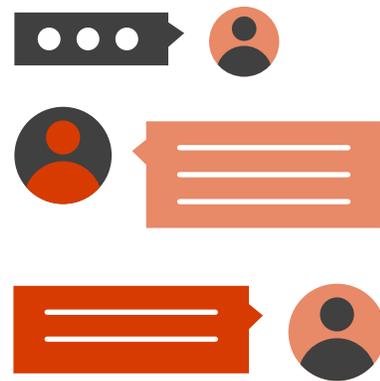
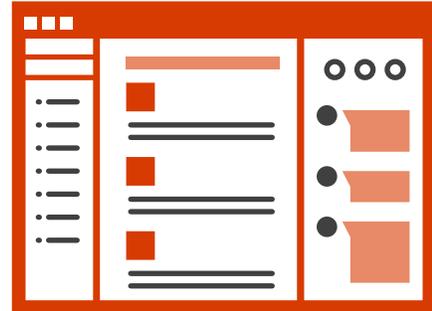


## Broadcast across your organization

Capable of reaching up to 10,000 viewers and deeply integrated with [Office 365](#) and [Azure](#), [Skype Meeting Broadcast](#) gives you freedom to reach a broad audience without straying from the tools you already use every day. Using a global network of data centers, Azure's broad infrastructure for building, deploying, and managing apps and services ensures your broadcast will scale and distribute globally to reach who you need when you need it.

# An interface you know and trust

Limit training time by choosing a solution your employees are already comfortable using. An extension of Skype for Business, Skype Meeting Broadcast offers a comprehensive communication solution included in Office 365.\* Like its Skype counterpart for personal use, existing users are quickly familiar to its interface for video calls, instant messaging, conference calls, and more.



\* Skype Meeting Broadcast is only included with Enterprise versions of Office 365.



## Keep audiences exclusive with invite-only meetings

**Skype Meeting Broadcast** gives you full control over who can join the meeting—from individual invitations to group or company-wide access, you can present with peace of mind, knowing that your audience is restricted only to those invited or those in your organization with the necessary credentials.

# Get real-time audience feedback and reactions

The best presenters can read their audiences and react accordingly, which is difficult when broadcasting over the internet. Because you might not be directly in front of an audience in a broadcast, Skype Meeting Broadcast enables you to poll your viewers to gauge their reactions. Choose from extensions specifically designed to increase participation, engagement, and understanding in order to better connect with your audience.

Skype Meeting Broadcast is integrated with Yammer and a number of other apps to help you gain real-time insight into your audience's reactions.

Quantify your broadcast efforts by collecting data and metrics and by creating reports.



A moderated question/answer extension lets the audience voice their opinions and vote on questions.



[Yammer](#) integration provides social interactions with real-time conversation among your audience.



[Microsoft Pulse](#) uses sentiment tracking to gain deeper insights into what your audience truly thinks. Set up questions and polls before the meeting (including demographic questions), and export data to Excel for later analysis.

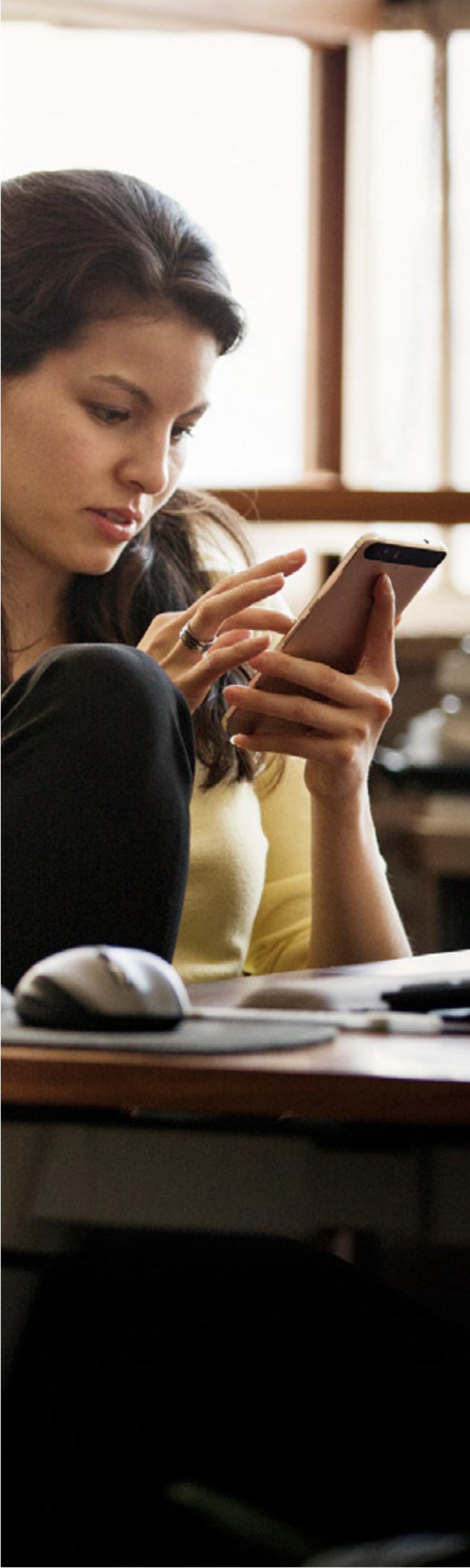
# Showcase visuals with ease

Once your content and settings are locked down, you are ready to share your broadcast with the audience. Skype Meeting Broadcast allows event team members to sign in and direct the webcast for your audience.

Seamlessly switch between presenters—easily transitioning from PowerPoint presentation to video to live camera feed of your CEO addressing the staff. Create a dynamic experience for your audience, with multiple presenters, locations, and visuals

Using Skype for Business Broadcast, you can easily manage slides, controllers, and advancement of your production throughout the recording.





## Make your content available to reference in the future

With a [Skype Meeting Broadcast](#), your audience doesn't need to worry about heavy note-taking or missing anything of importance. Viewers have the capability to pause and rewind, and they can also access the broadcast for up to 90 days after the event.

**Make your broadcasts accessible without any add-ons or additional programs.** Assistive features help people with disabilities navigate and control their devices, while also providing easier access to online content.

Broadcast meetings are a great format for getting messages out to large audiences, no matter where they are. But low-quality presentations are a surefire way to lose attendees' attentions. Master professional-quality broadcast techniques to create engaging online broadcasts for any audience.



# And, action!

Reach your audience in a compelling, professional, and impactful way with **Skype for Businesses Meeting Broadcasts**.

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