



# How to host a Live Event in Yammer

A step-by-step playbook

# Drive engagement with Live Events in Yammer.

Live Events create connection and engagement between leaders and employees, bringing live video streaming and interactive discussion to a new level.

This playbook is a step-by-step guide that will walk you through the ins and outs of hosting a live event.

Also included is a resources section that includes tips and tricks and some templates for you to customize.

Additional resources for live events can be found [here](#).

Happy reading.



## Why host a Live Event in Yammer?

Live events in Yammer is another way to deliver critical messages across organizations of all sizes and encourage employee engagement.

Live events in Yammer use video and interactive discussion and can be produced with Microsoft Teams or using a 3rd party service. All events are stored in Stream.

Up to 10,000 attendees can participate in real-time from anywhere, on any device, and catch the event recording if they can't make the scheduled time.

### **Variety of Live Events**



A live event can vary in size and is determined by the need and the audience type. A leader or department head can host a Town Hall or a special event or the CEO could host their quarterly Q&A. A live event can also simply be produced using a webcam.

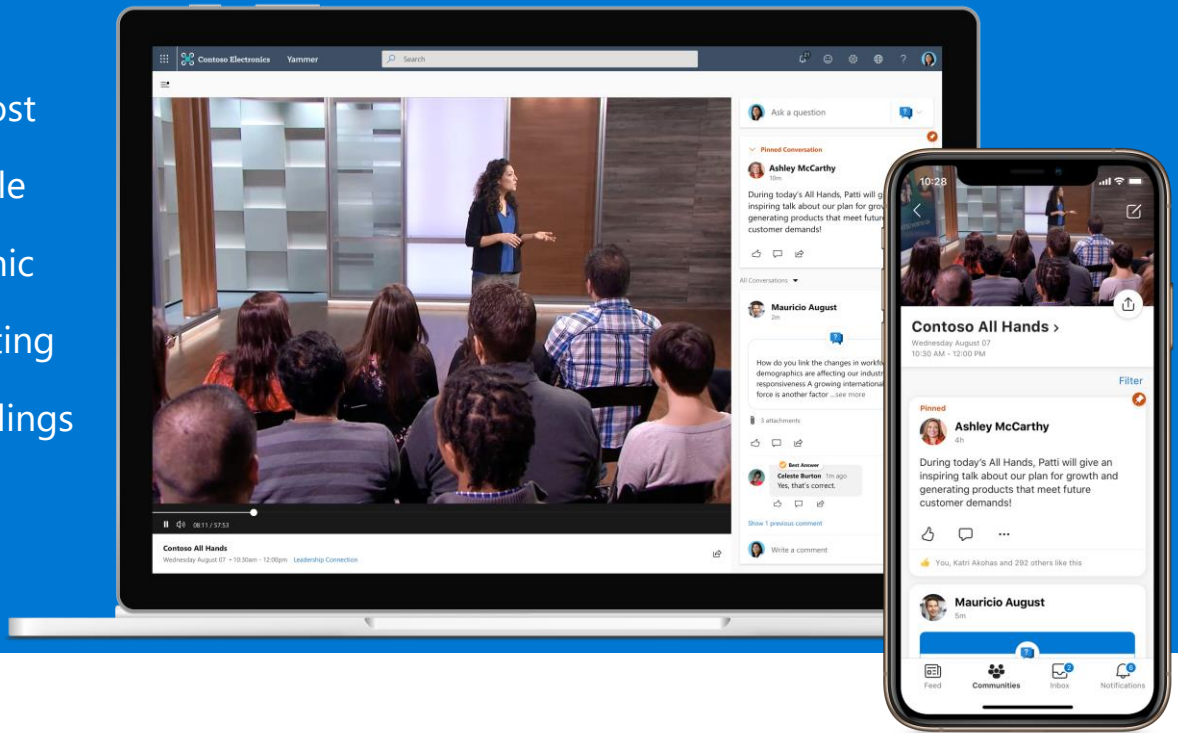
### **Convenient and inclusive**



Typically, an event lasts 30 minutes to an hour, but the conversations can continue in Yammer after the live event is finished. Employees who missed the event can easily catch the recording or chime in on conversations.

# Benefits of a Live Event

- Low cost
- Scalable
- Dynamic
- Reporting
- Recordings



## Examples of Live Events

CEO  
Q&A

Townhall

Special  
events

Training

Communities  
of Interests

A CEO can use live events to cast a new vision, answer questions, or share top of mind to employees.

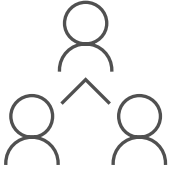
A leader from a department or team can share updates, and plans for the department or community goals.

Special events can include product launches, campaign kick-offs or all company announcements.

Move beyond the classroom and broadcast training sessions to employees across multiple locations.

Special interests or community can stream events, like Wellness Conference, or Women in Leadership Network.

# Two ways to produce Live Events in Yammer



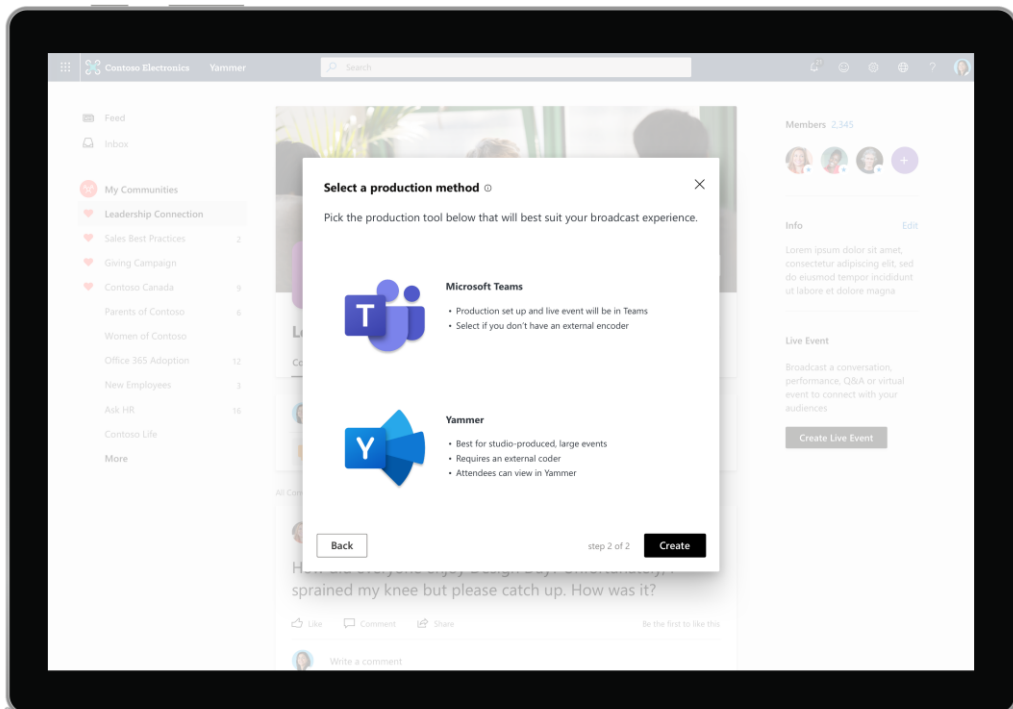
## Live events using Yammer and a 3rd party service

Schedule and produce the Live Event directly in Yammer by selecting the "Yammer" option. A single stream from a media mixer is broadcasted to the audience. This is most used for high production events like executive townhalls or CEO Q&As.



## Easy Live events using a webcam and screensharing

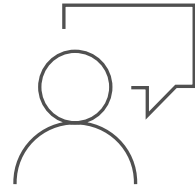
Produce Live Events in Yammer without the need for a 3rd party service using Microsoft Teams. Select the Microsoft Teams option, fill in the event details, and use the familiar Teams app to start, end, and manage the live event. Attendees will still view, ask questions, and engage in Yammer.



# Technical things you should know

How you set up and prepare the live event impacts the production quality of the event.

Live events in Yammer use video and interactive discussion and can be produced with Microsoft Teams or using a 3rd party service. All events are stored in Stream.



## Yammer Technical Requirements

To host a live event in Yammer you must **Enforce Office 365 Identity** and you must be using **Microsoft 365 Groups**. Verify with your IT Department before you schedule your first live event.

The live event is held in a public or private Yammer community, including All Company.

Only Yammer Community Admins can create and schedule live events.

Step by step instructions for setting up a live event in Yammer can be found [here](#).



# Key planning milestones

Each live event may require different prep work depending on a number of factors. The amount of prep work could also vary depending on if the event is reoccurring with similar presenters or if the event is a once a year conference. The timeframes and tasks will also vary based outcomes and objectives.

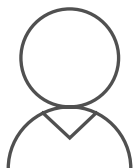
Additionally, each type of live event will vary in success criteria. Discuss with the event team about what matters most to the sponsors and determine the KPIs related to the event.

Timeframe	Tasks
<b>3-4 weeks prior</b>	<ul style="list-style-type: none"><li>• Determine business needs and related goals/outcomes</li><li>• Identify event team members and clarify responsibilities for the event</li><li>• Create and share the live event</li></ul>
<b>1-2 weeks prior</b>	<ul style="list-style-type: none"><li>• Begin planning content and messaging with presenters</li><li>• Promote event and encourage participation via questions prior.</li></ul>
<b>Days prior</b>	<ul style="list-style-type: none"><li>• Determine final content, schedule, and presenters</li><li>• Practice with devices and presenters</li><li>• Send out final reminders to attendees</li></ul>
<b>Live Event</b>	<ul style="list-style-type: none"><li>• Final walkthrough</li><li>• Connect the encoder</li><li>• Manage the event</li></ul>
<b>Post Event</b>	<ul style="list-style-type: none"><li>• Share recording</li><li>• Provide follow up to questions on Yammer</li></ul>



# Roles and Responsibilities

**Best Practice:** Depending on the kind of event, live events can be run by one person, or as a team. Some of these roles may be played by the same person.



## **Sponsor – Recommended**

A leader, team, community, or organization with a special and unique interest in the education or insights of the audience. This person could also be the one presenting.



## **Organizer – Essential**

The organizer acts as the host of the live event. They create the event, set attendee permissions, invite attendees, and select the event team. They are responsible for sending out communications prior to the event and the recording afterwards.



## **Producers – Essential**

The producers are the people responsible for starting and stopping the live event. The producer can share video and can select layouts that will be viewed by attendees. They should mute participants and record the event. Depending on the size of the event, this could also be the organizer.



## **Presenters – Essential**

A presenter is the expert and responsible for content and commentary. They can present audio, video or share their screen with the attendees. You can have up to 10 presenters at one time. The speakers can also serve as moderators in Yammer discussions.



## **Yammer Moderator – Recommended**

A Yammer moderator is a Yammer Champion who can help facilitate questions in Yammer and ask them during the live event. Depending on the size of your event, 1-2 people may be needed for this. Potentially the presenters could help moderate the questions.



# Roles and Responsibilities Checklist

## Best Practice: Practice!

A practice run with everyone for the live event will help make everyone feel confident and prepared during the event.

Testing equipment, screensharing, and practicing the flow of multiple presenters or hand-offs is important to walk through prior to the event to ensure smooth transitions.

A run through with the latest content, notes or demo environments is key to make sure everyone is on the same page.

 <b>Sponsor</b>	<ul style="list-style-type: none"><li>✓ Welcomes the audience</li><li>✓ Shares the context of the conversation</li></ul>
 <b>Organizer</b>	<ul style="list-style-type: none"><li>✓ Introductions and agenda</li><li>✓ Share the rules of engagement for the event</li></ul>
 <b>Producer</b>	<ul style="list-style-type: none"><li>✓ Start/stop live event</li><li>✓ Record live event</li><li>✓ Mute participants</li><li>✓ Captures notes, follow ups</li></ul>
 <b>Presenter(s)</b>	<ul style="list-style-type: none"><li>✓ Share audio, video, screens</li><li>✓ Up to ten presenters possible</li></ul>
 <b>Yammer Moderator(s)</b>	<ul style="list-style-type: none"><li>✓ Monitor questions on Yammer</li><li>✓ Facilitate questions to presenters if time allows</li></ul>

Remember, live events can be run by one person, or as a team. Some roles may be played by the same person.

# Determine the device setup

**Best Practice:** External cameras and microphones can improve the audio and video experience. Prior to the live event hold a test run using the actual set up to verify quality of production.

## Producing using a webcam

Using Microsoft Teams to produce the event may be best for simple, no frills events where the device webcam and microphone will suffice.



Webcam

## Higher quality production

If you have a presenter in person or need a professional looking event, use a 3rd party service along with a microphone and video camera.



Video camera

## Town Halls

If you have a mix of remote and live audience and your speakers are in person using high quality production would offer the best experience.



Moderator



# Live Events tips and tricks

**Hold a practice live event** to identify any areas where prep is still needed and get comfortable.

**Set up a backchannel** for your moderators to chat live while the event is happening.

**Light the subject well** if you are using video.

**Pre-populate your Yammer posts** using multiple browser windows. This will allow you to quickly and easily add questions without disrupting your feed.

**Complex questions** don't need to be answered on the spot. Take note of the question, who asked it and address it later. Be sure to let them know it was a good question and will be answered at a later time.

**Use a #hashtag** related to the live event to track questions or comments during the event to use afterwards.

**Share direct links** to the conversation before, during and after the event in the Yammer community.

**Watch the time** This seems like a simple thing, but time can go very quickly. Just make sure someone is always aware of the time and is tracking the content and schedule.

**Take a poll** to engage your audience—try asking them a question about the topic being discussed using the polling feature.

**Share pictures** of the behind the scenes of the live event to add to the excitement of the event.

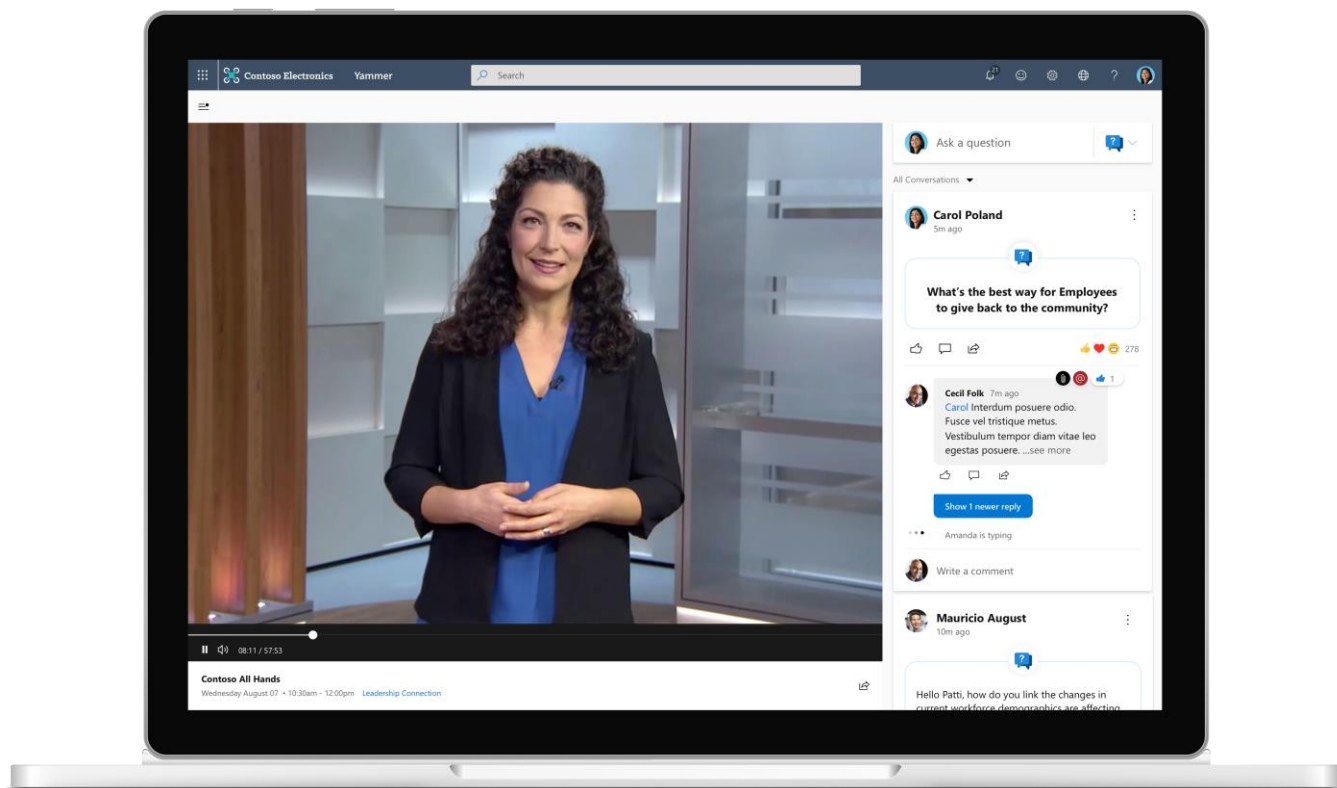
**Seen count** is at the top right of each post. This allows you to track how many people have seen the post.

Step by step instructions for setting up a live event in Yammer can be found [here](#).



# Managing the conversation

**Best Practice:** The Yammer moderator can start the Yammer discussion 15 minutes prior to the start of the event by posting an open-ended question and have attendees answer. The default post type for Live Events is asking a **Question**, so you can sort and filter by the ones that have been answered.



## Start a backchannel in for live event team

Gather the host, expert(s)/leader(s) and Yammer moderators conversing in a backchannel during the live event for any concerns or difficulties.



# Questions asked in Yammer

When it's time for questions to be presented, the Yammer moderator can sort through the questions that were asked before or during the live event by using the filters available to see answered and unanswered questions. The moderator should repeat the question aloud for recording purposes.

If there are more questions than time allows, have the presenters follow up in Yammer closing the loop in the conversation.

## **Managing Tough Questions**

There may be some questions that are posed during the live event that may not be appropriate to answer at that moment. Acknowledge every question, even if it is unanswerable at that time.

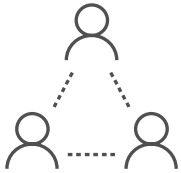
Suggested responses:

- We'll look into this and follow up.
- Thanks for your feedback/for bringing this to our attention, we'll investigate it.
- This is something we're discussing but don't have any more info to share currently.
- We're always striving to improve "X", and we'll consider this information as we continue explore our options and strategy.
- There is no one-size fits all solution here. We look at this on a case by case basis. Please reach out to our team directly.
- We're still aligning on our strategy here. We'll provide an update once we have more information to share.

***Say something. Saying nothing still says something.***

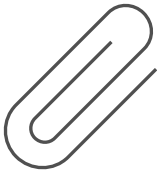
# Manage the content during the event

**Best Practice:** Have an outline or detailed event agenda that includes presenters, timelines, and related content to help the flow on the conversation.



## Share Presenters Video

Presenters can share video of themselves as they explain content, answer questions or discuss the specific topic. If video is used, be sure there is enough light for the presenter. Ideally the presenter would be looking at the video camera and not at the screens.



## Share your screen or a specific program

You can select to share your entire screen or just a specific program. Presenters should turn off all notifications or set notifications to do-not-disturb while they are presenting.



## Capture and share the highlights

Take note of key topics discussed as well as interesting analytics and share at the end. Thank the experts and everyone who attended. Encourage follow up discussion in the Yammer community.

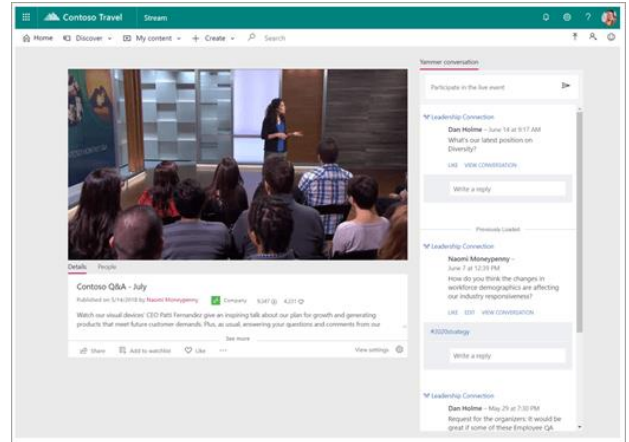
# Ways to engage after the event

Use a variety of methods to interact with the attendees after the event, including Stream, Yammer or email.

## Share recordings

If your attendees did not catch the event live, they can review the recording after the event.

Additionally, because the recording is captured in Microsoft Stream, viewers can search the transcript or view the people timeline to find a place directly within the event if they want to hear a specific part again.

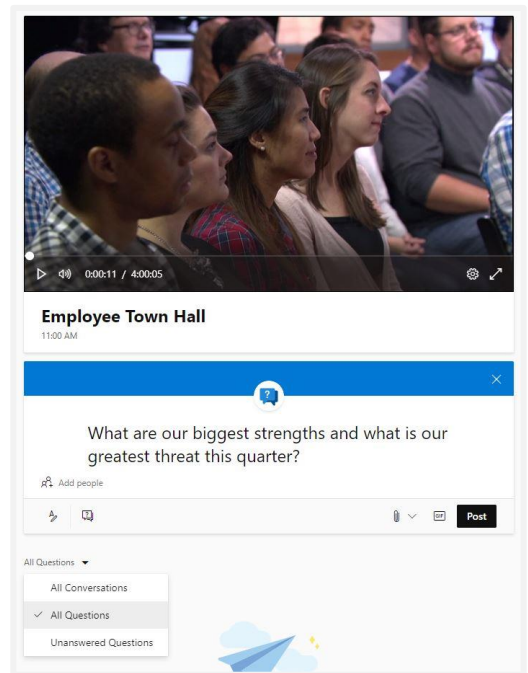


## Keep the conversation going in Yammer

As part of the pre-event engagement with sponsors, the host and experts, be sure to emphasize the importance of the post-event conversations.

Invite the event team to continue to participate, engage as resource for future learning. You may need to @mention specific people to answer or follow up on certain questions.

The hosts or Yammer moderators can highlight great conversations from the event to use in follow up or promotional materials.





# Live Event resources

Pre- event checklist

Planning template

Messaging templates

Schedule templates

PowerPoint 1-pager

Post-event checklist

Post-event  
summary/reporting  
template





## Pre-event checklist

- What is your business outcome?
- Where will you host the live event? In an existing Yammer community or a new one?
- Who is your intended audience?
- How do you plan to promote it? On Yammer? Email? Newsletter?
- Will you need technical assistance or a production team?

**Best Practice:** Practice with speakers prior to the live event to feel confident about the technical and production before hosting your first event.

# Planning template

Task	Breakdown	Status
Business opportunity	Who is the event sponsor? Event justification—one or two sentences In what way will the sponsor benefit?	
Audience	Who is the primary audience? How does the audience benefit from participation? Is this audience already located within a Yammer community or do we need to create a new one?	
Gather Event Team	Sponsor—which community or team will sponsor the live event? Event Organizer—who is the person responsible for communication and logistics. Presenters—who are the subject matter experts that will lead the content and presentations, and be available to answer questions? Yammer Moderators—who is the person who will ask questions and ensure the questions get answered?	
Content	Main messages (related to the business opportunity) Questions and owners (experts)	
Technical	What kind of live event are you hosting? Will you use a production team? What types of devices will be used for your event? When is the practice for the presenters to feel confident with the technology?	
Promotion	Communications channels (email, Yammer communities, meetings, What resources will you use?	
Measurement and feedback	What does success look like? Do you have any expectations? How will you measure engagement? How will you capture both qualitative and quantitative feedback? Do you have a metrics-based baseline to measure against?	
Next steps	What happens next? When's the next event? Key dates and high-level schedule	

This template is a suggestion to help you plan and prepare. Customize based on the tasks that match your organizational needs.

# [SAMPLE] Communication Templates

We recommended that messages be sent from the organizer to give continuity to the communications. We've included a few sample communication messages for you to edit and use. You can send via email or post to social platforms.

## You're invited

**Subject: Save the date – [Topic] Live Event**

You are invited to join us for a live event in Yammer where we will discuss [topic].

**Date:**

**Time:**

**Community:** [Link URL]

If this is your first live event in Yammer, it is a hosted live and we curate questions in Yammer prior and as the event that takes place. If you have a question [FOR THIS LEADER/TOPIC] post in our Yammer Community. [link to Yammer community]

Add to my calendar [Attendee link]

Hopefully, you can join us.

[Signed by organizer]

## Reminder - tomorrow

**Subject: [Topic] Live Event in Yammer is happening tomorrow**

Hi [name],

Tomorrow is our [topic] live event in Yammer.

Here is a taste of what we'll be talking about:

- [Sub topic]
- [Sub-topic]
- [Sub-topic]

Don't forget to post your questions in our Yammer community to be answered live.

[Signed by organizer]

**Date:**

**Time:**

**Community:** [Link URL]

Add to my calendar [Link to attendee link]

Customize these templates.

# [SAMPLE] Follow up message to attendees

**Subject: Thank you for joining us for [LIVE EVENT NAME]**

Hi [name],

Thanks so much for joining our [LIVE EVENT NAME]. I'm glad you could join us and hope you learned some useful tips and strategies that will help you in your job.

One of the great things about using Yammer with these events is that the conversation continues after the event has finished. You're invited to continue to learn and contribute to the community at the link below. You will also find a link to recording in the Yammer Community if you want to reference any of the presentation.

[link to Yammer Community]

If you have any questions, please let me know.

[Signed by organizer]

**Best Practice:** Share conversations or highlights from the event. Showcase analytics from the event by looking at Community Insights.

# [SAMPLE] Live Event Schedule

This is a suggested outline and timing of some of the key items and areas you may want to track when planning a live event in Yammer. Use this template to track your progress by adding actual dates and times and customizing items for your organization .

## Pre-event

Determine business need and related goals/outcomes	At least 2 weeks before	Sponsor/Event Organizer
Determine related content	1-2 weeks before	Sponsor/Event Organizer
Define KPIs	1-2 weeks before	Sponsor/Event Organizer
Assign roles and expectations	1-2 weeks before	Event Organizer
Notify and train presenters	5 Days before	Event Organizer
Determine event schedule content/posts	3 Days before	Event Organizer
Set up meeting with event team, presenters, speakers to practice and review flow	2 Days before	Event Team: Event Organizer, Presenters, Producers, Yammer Moderators
Load initial content	1 Days before	Event Organizer

## Live Event in Yammer

Set up meeting with experts and host – review questions and flow	30 minutes before	Event Team: Event Organizer, Presenters, Producers, Yammer Moderators
Post welcome message and introduction question	5 minutes before	Yammer Moderators
Facilitate Questions to Presenters	During	Yammer Moderators
Close up – Thank everyone and encourage continued conversation	55 minutes after	Event Organizer
Request feedback from presenters	1 day after	Event Organizer
Post thank you for attending messages	Hours after	Yammer Moderators

*Schedule continued on the following page*

# [SAMPLE] Live Event Schedule

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<b>Post-event</b>		
Share follow up conversations or open questions with presenters	Hours after	Event Organizer, Yammer Moderators
Prepare analysis, download Engagement Report and compare against KPIs	Day after	Event Organizer
Review community conversations and share recordings and content.	Days after	Event Organizer
Present findings to sponsor and debrief event	Week after	Event Team: Event Organizer, Presenters, Producers, Yammer Moderators

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Customize the schedule to fit your audience and content.



## 1-pager PPT invite



You're invited

# [Topic] Event

Hosted by [Leadership Member]



[Date]

[Time]

[Name] Yammer Community

## 1-pager PPT slide

# What is a Live Event in Yammer?

A Live Event in Yammer is a meeting or town hall hosted virtually with discussion within your Yammer Community.

- Leader or expert "ask me anything", Trainings or department all-hands
- The conversation continues in Yammer after the event concludes
- More inclusive with global reach with recordings available with closed captioning and searchable transcripts.
- Easy to set up and manage
- Scalable, focused, low cost and measurable



*You're invited*

# [Topic] Live Event

*Hosted by [Leadership Member]*

[Date]

[Time]

[Name] Yammer Community

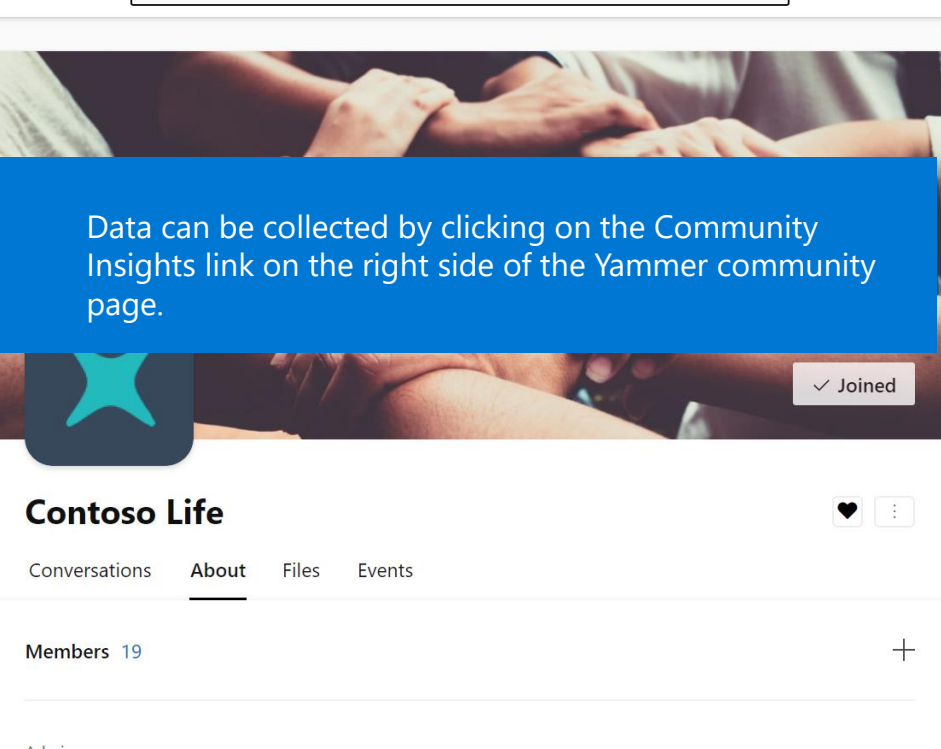




## Post Event Checklist

- Have a plan on what you will communicate, including access to the recording and shared content.
- Remind the speakers follow up on open conversations or unanswered questions in Yammer.
- Send out follow up and thank you communications—email and Yammer posts.
- Review Yammer usage and engagement data from the Community Insights tool.
- Start planning your next live event and adjust and adapt based on what you've learned.


**Best Practice:** Showcase great conversations to use for promotional materials for your next event.



## About

Connect with Contoso employees around the globe and share what's top of mind.

### Community Resources

 Community Insights

# Event Report template

**Event sponsor:** [Leader, community, team, or organization]

**Event background:** [Add a brief sentence or two about why you hosted the event.]

People	Organize: Presenters: Yammer Moderators	[Key Takeaway]
Audience	Potential audience size Number of attendees (active and non-member)	[Key Takeaway]
Questions	Number of questions Number of comments per question	[Key Takeaway]
Engagement	Likes Shares Total comments	[Key Takeaway]
Anecdotal highlights and quotes	"quote"  [highlight]	[Key Takeaway]

Home Feed

Inbox 8

Discover Communities

Favorites

- Sales Best Practices
- Leadership Connection**
- Parents of Contoso

Communities

- Microsoft 365 Help
- Contoso All Company 20
- Pets of Contoso 12
- North America Employee Crisis 1
- Safety 2
- Contoso Life
- New Employees
- Women of Contoso 5
- Ask HR
- Contoso Canada
- View All

Reach Engagement

**Total Views** ⓘ

976	9,476	1,514
Before Live Event starts	During Live Event	After Live Event

**Event Participation** ⓘ

58:00

Avg Time Watched per Person

**Live Event Viewers** ⓘ

Mar 15th, 2020 12:00PM - 1:50PM (PST)

9,476 Unique People

**Location**

Puget Sound Area, WA	3,127
San Francisco Bay Area, CA	2,701
New York, NY	2,413
Boulder, CO	1,476
Boston, MA	750

See all →

**Department**

Engineering	3,576
Sales & Marketing	2,374
Security & Privacy	1,819
Human Resources	1,617
Design	437

See all →

**Platform** ⓘ

- Yammer Web
- Yammer iOS
- Yammer Android
- Others

# Live events insights

Access *Community Insights* on the right column in your Yammer community in the *Community Actions* section and you will be able to drill down to specific live events.

Monitor attendance, which segments had the greatest viewership, and see where those views are coming from, geared to help you optimize your current and future events.

You can also download the full report which will give you an Excel file with more data points and the ability to set your own date parameters.

## And that's it.

You now know the fundamentals of setting up, hosting, and managing a Live Event in Yammer.

It's important to note that you should make the Live Event experience your own based on your organizational needs, budget and production expectations.

Use this playbook as a guide to understand the basics, then apply the principles that make the most sense for you and your organization.

Thank you for taking the time to learn about different and exciting ways to engage.

Have a great event.