



# Reducing the cost of enterprise events

Improve ROI while delivering professional-grade events with Microsoft Teams Live Events



**People who plan professional-grade events want nothing more than for their C-level speakers to be at-ease and for attendees to have a great experience, leaving the event with a positive impression of their brand. This is especially important when your leadership team or CEO is involved.**

Whether the event is a sales kick-off, a town hall meeting with executives, a new product launch OR a quarterly all-hands meeting, the desired outcome is typically the same for event planners: perfection.

Executives and event planners alike all want to create great experiences, but times have changed.

## Adapting to a new normal

Unfortunately, COVID-19 came and changed everything, almost overnight. Let's look at the evolution of events due to COVID-19 and how they'll change going forward:



There are three distinct eras when it comes to events, each with distinct experiences and costs:

- the live event era (pre-COVID-19): **high** quality of experiences, at a **high** cost
- the lockdown era (during the COVID-19 shutdown): **low** quality experiences, at a **low** cost
- looking ahead (following the COVID-19 shutdown): a **high** quality of experience at a **low** cost

Let's dive into each scenario a bit further.



## The live events era (Pre-COVID-19)

From sales kick-off events and major company announcements to off-site trainings and leadership retreats, back-slapping and hand-shaking with your colleagues at live events in hotel ballrooms with open bars were great experiences—for everyone but your meeting planner and your CFO, that is.

Between venue rental fees, food and beverage costs, travel costs, camera equipment and technology rentals, staging and lighting expenses, as well as event production crews and platforms to bring it all together, these events came at a high price—literally. These in-person events featured 'everything but the kitchen sink' in the hopes of delivering over-the-top, memorable experiences, but were they worth it?

## The lockdown era (during the COVID-19 lockdown)

Necessity is the mother of invention, as the saying goes. In the early days of the 2020 lockdowns, IT departments were scrambling to find solutions that allowed their users to work from home. They ramped up usage of existing video conferencing tools like BlueJeans. They rolled out free conferencing tools such as Zoom or Google Hangouts that may have inadvertently threatened

corporate security and are likely not part of a long-term strategy. And in some cases, companies were rolling out unified communications solutions such as Microsoft Teams, and the lockdown forced an advance of their timeline.

While these tools were unquestionably effective at connecting employees to each other, to customers and partners, the quality of experience invariably suffered. We got used to dogs barking in the background of team meetings, small children making an appearance during video conferences, and seeing piles of laundry behind home-bound workers. We adapted because it was an extremely unusual circumstance.

Disruptions don't only affect your presenters, but your attendees as well. How many times have we been on calls and heard, 'can everyone please go on mute?' or 'does anyone else hear that buzzing sound?' or a whispered, 'not now, I'm in a meeting'. Let's face it: the tools we turned to during the COVID-19 shutdown don't necessarily make for great attendee experiences or brand impressions.

We're all longing for a return to great communication experiences without interruptions or disturbances, but we clearly can't go back to 'normal': our budgets have been slashed. Attendees aren't willing or able to travel for live events. The future of events seems uncertain.



## Looking ahead (following the COVID-19 shutdown)

The tools we've been using through lockdown to hold meetings work well for just that: 'meetings'. But what about those professional-grade, C-level events that our CEOs want, and companies are hoping to resume? How do event planners marry this new reality of slashed budgets and travel restrictions with C-level experiences and high expectations?

### Leverage tools you already own

The most cost-efficient way to improve your digital event experiences is by using the technology platforms you already own. A large number of businesses already use Microsoft 365, including more than 90% of the Fortune 100. Many businesses have relied on Microsoft Teams for meetings, collaboration, chat and file sharing during the COVID-19 lockdown but are unaware of a feature Teams offers: **Microsoft Teams Live Events**.

By pairing the Teams Live Events platform with white-glove production services from NTT Ltd., businesses can **leverage their existing investment** in Microsoft to create **high-quality digital events at a fraction of the cost of traditional in-person live events.**

## So, what is Teams Live Events?

Microsoft Teams Live Events is built on the same platform you use for Microsoft Teams meetings. And like a Teams meeting, a Teams Live Event allows for rich video, interactive discussions, searchable speech-to-text transcription, Exchange calendar integration and participation for both internal and external attendees.

However, a Teams Live Event is superior to a standard Teams meeting for C-level presentations and professional-grade events due to these additional features:

- Teams Live Events offers the ability to designate speakers, so that only those lines are broadcast. In other words, all general attendees are muted.
- Teams Live Events has a controlled Question & Answer panel. This prevents a runaway, unmoderated chat and allows for private responses.
- Unlike a Teams meeting, Teams Live Events do not use a blanket screen share. Presenters can preview presentations or content before actively sharing with attendees.
- Teams Live Events allows for a larger audience. A standard Teams meeting allows for up to 250 participants, though that number is often unwieldy and hard to follow. A Teams Live Event can easily accommodate up to 10,000 attendees.
- Teams Live Events offers live captions of up to six languages. Presenters can speak in their native tongue, and attendees can select a live caption to experience the presentation in their own language, which is perfect for global organizations.
- Teams Live Events has flexible production options. If you're looking for more professional options than simple webcams, or if you have multiple presenters in a single location, you can link up external video sources such as studio-grade cameras.



So now you know that the technology you've already purchased from Microsoft is the cost-effective platform you need to hold digital events in the months ahead. Pairing Microsoft Teams Live Events with NTT Ltd.'s professional event services is the additional component you need in order to deliver those professional-grade events your C-level demands.

## NTT Ltd.'s Professional Event Services

There's more to a great event than just a great technology platform, which is where NTT Ltd. steps in. Our experienced event production teams offer the services to elevate the quality of your event. After managing and delivering up to 200 events per day around the world—in 16 languages—for the last 18 years, the NTT Event Production experts have the experience, best practices, Microsoft Teams Live Events knowledge, and technological expertise to manage your event, including:

- expertise in setting up and managing Teams Live Events
- presenter training and enabling connection to on-site and remote speakers for confidence and continuity
- anticipation of issues and rapid hardware and software troubleshooting for successful delivery
- professional production values with on-site audio-visual capability and management for a structured and seamless event
- hybrid event expertise – should you still hold in-person events, we can easily extend the reach to a remote audience via Microsoft Teams

## You deliver the message, we deliver the event

NTT Ltd.'s Event Production team offers a professional and flawless event experience for all, by:

- removing the complexity of communicating with large or high-profile groups, simplifying your entire event journey
- identifying your communication needs and defining the most appropriate event type and format
- managing the creation of your event and ensuring you have the right information, right when you need it
- providing best-in-class support to organizers and presenters
- managing your event remotely, or on site, providing reassurance and hands on support throughout



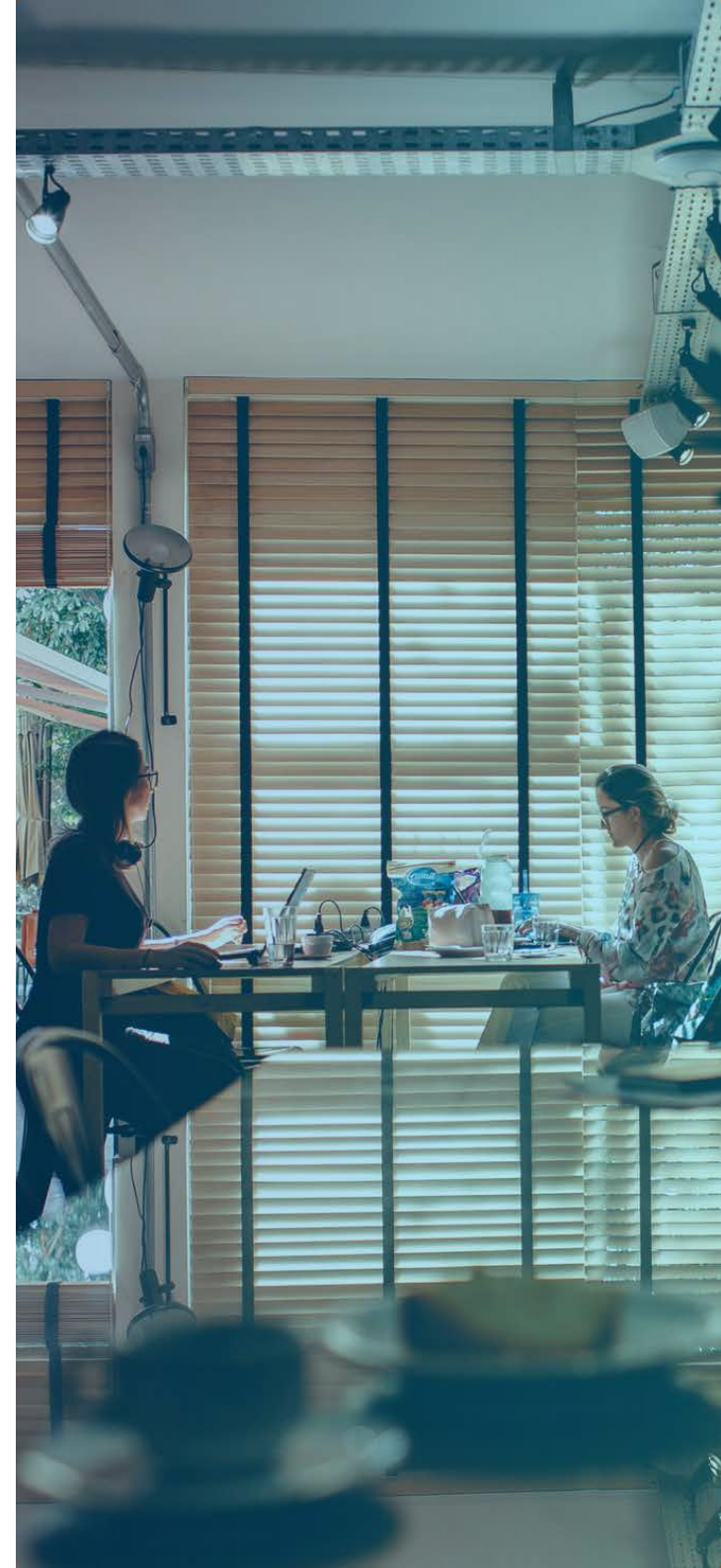
## Eliminating event pitfalls

NTT Ltd.'s Event Production team works diligently with your team to ensure a smooth, professional event. Wouldn't it be great if you could eliminate the following common issues?

- speakers who face console and internet connection issues
- presenters who aren't tech-savvy and struggle with advancing slides or starting videos
- presenters who share their wrong tab or screen, inadvertently sharing their emails or personal calendars with all attendees
- attendees who can't connect to a meeting or event tool
- attendees who leave the calls early because they can't hear the presenter over the background noise
- attendees distracted by uncontrolled or off-topic chats in the sidebar
- attendees who can't attend your event because they're not on a laptop or desktop computer

As well as the above, the NTT Ltd. team offers your internal event teams peace of mind, particularly the day of the event. By managing the delivery of the event, your planners can focus on the message. Our team becomes an extension of your own, which some would say is priceless.

The result is a tightly managed, punctual event that leaves attendees with a memorable message and positive brand impact, the exact answer to 'can't fail' professional-grade meetings on a budget.





## Why NTT Ltd.?

NTT Ltd. is a global technology services company focused on delivering smart communication to enable smarter workspaces. The Cloud Communications division, which offers our Event Production services, has been producing and delivering digital events for 18 years. As Microsoft's 2019 Intelligent Communications Partner of the Year, and as a Microsoft-certified Partner, there's no better organization to assist you in maximizing Microsoft Teams and produce programs using Microsoft Teams Live Events.

The question of how to return to professional-grade experiences given newly tightened budgets and fears of in-person event gatherings has a simple answer in the combination of Microsoft Teams Live Events and Event Production services from NTT Ltd.

By extending the value of your Microsoft 365 investment and relying on NTT's experience in delivering world-class live events every day, your organization can return to holding events that

reflect your professionalism and better represent your brand all the while keeping costs low. In these challenging times, it's great to have a secure communications platform at your fingertips to help you collaborate and boost morale.

Let NTT Ltd. help you make the most of it, and your Microsoft investment.

### Getting started

Contact NTT Ltd. today to help you successfully resume live, professional events within your organization. We'll help you find a dynamic, C-level event solution as well as the right level of production support for your unique circumstances. We even offer a Microsoft Teams Live Events Assessment to help you discover:

- how to make the most of your Teams investment
- when it is best to use Teams Live Events as opposed to Teams meetings
- discuss your organization's use cases with Teams communication consultants
- understand how we can help you to deliver your first Teams Live Events

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