

# Event services

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# CrowdComms Managed Live Stream Service Level Agreement

Our service level agreement outlines the services included with our managed live stream service and your responsibilities. By utilising our included services and ensuring you own the points outlined as client requirements, ensures a seamless experience and most importantly, a great event.

To provide guidance and work collaboratively with your event organisers and speakers to ensure they have the support required to deliver a seamless live stream to your virtual event.

## **Services included:**

- Distribute virtual meeting guide, answer related questions and recommend best practice

- Distribute speaker guide to the client, answer related questions and recommend best practice.
- Join call with event organisers and explain the key milestones and tasks required to run a successful virtual meeting
- Join one hour speaker briefing call with the speakers to check audio and visual quality, that they are comfortable sharing their screen (if applicable) and explain/ demonstrate how the engagement functionality (Q&A, Live Polling) will work on show days
- Provide templates for the running order and work collaboratively with event organisers to ensure everything goes seamlessly on show days.
- Provide templates for how to submit assets for the required streamed sessions and collate these into required format to be used by the live stream technician.
- Determine which sessions have Q&A and or live polling and ensure these are built into the relevant sessions and all relevant links added to the running order.

### **Client responsibilities and considerations:**

- Client will complete Project Sign Off form acknowledging having read and agreed to the Service Level Agreement..
- Client will ensure that they have prepared the agenda in accordance with the document "Planning your virtual agenda".
- Client will read all provided documentation and ask questions where required with the aim of ensuring you have a solid understanding of the process.
- Client will arrange for all speakers/ chairs/ moderators/ panelists to participate in a one (1) hour pre-event technical check call. If the CrowdComms project manager is required to attend multiple technical check calls it will be invoiced at £200 per hour. (additional costs can be avoided by recording your initial technical check call and providing it to those that were unable to attend).
- Client will provide all assets and running order in agreed templates at least five (5) working days before the first day of the event. Changes to the running order will need to be discussed with project manager to ensure these are manageable within the time frame.
- Failure to provide the required information at least five (5) working days before the first day or to changing agreed running order without discussion will impact the success of the event.
- If you require assistance outside of office hours or are not able to provide running order at least five (5) working days before first event day, please discuss with your Account Manager at earliest opportunity to discuss additional support packages.
- Client or event organiser will be responsible for ensuring that all speakers have the correct links for the virtual studio as well as any Q&A and/ or live poll links and that arrive at the virtual studio at the pre-agreed time.

### **Supporting Info**

# Onsite Filming Service Level Agreement

Our service level agreement outlines the services included with our managed live stream service and your responsibilities. By utilising our included services and ensuring you own the points outlined as client requirements, ensures a seamless experience and most importantly, a great event.

To provide guidance and work collaboratively with your event organisers and speakers to ensure they have the support required to deliver seamless onsite filming at your hybrid event.

## **Services included:**

- Distribute virtual meeting guide, answer related questions and recommend best practice
- Distribute speaker guide to the client, answer related questions and recommend best practice.
- Join call with event organisers and explain the key milestones and tasks required to run a successful virtual meeting

- Join one hour speaker briefing call with the speakers to check audio and visual quality if joining remotely. That they are comfortable sharing their screen (if applicable) and explain/ demonstrate how the engagement functionality (Q&A, Live Polling) will work on show days
- Provide templates for the running order and work collaboratively with event organisers to ensure everything goes seamlessly on show days.
- Provide templates for how to submit assets for the required streamed sessions and collate these into required format to be used by the live stream technician.
- Determine which sessions have Q&A and or live polling and ensure these are built into the relevant sessions and all relevant links added to the running order.
- Join call with your venue and AV representatives involved for tech checks.

### **Client responsibilities and considerations:**

- Client will complete Project Sign Off form acknowledging having read and agreed to the Service Level Agreement..
- Client will ensure that they have prepared the agenda in collaboration with the CrowdComms team to ensure breaks to reset stage, mic up speakers etc
- Client will provide furniture, staging, props, backdrops if required (CrowdComms can provide greenscreens upon request please speak to your Account Manager)
- Client will read all provided documentation and ask questions where required with the aim of ensuring you have a solid understanding of the process.
- Client will arrange for all speakers/ chairs/ moderators/ panellists to participate in a one (1) hour pre-event technical check call. If the CrowdComms project manager is required to attend multiple technical check calls it will be invoiced at £200 per hour. (additional costs can be avoided by recording your initial technical check call and providing it to those that were unable to attend).
- Client will provide all assets and running order in agreed templates at least five (5) working days before the first day of the event. Changes to the running order will need to be discussed with project manager to ensure these are manageable within the time frame.
- Client will provide session formats including stage setup in the running order
- Failure to provide the required information at least five (5) working days before the first day or to changing agreed running order without discussion will impact the success of the event.
- If you require assistance outside of office hours or are not able to provide running order at least five (5) working days before first event day, please discuss with your Account Manager at earliest opportunity to discuss additional support packages.

### **Onsite Client Requirements:**

- Client is responsible for providing an internet connection. We require a hardwired connection minimum speeds of upload: 20Mb, download: 20Mb
- Client is responsible for providing location of power sockets and LAN ports in the room.
- Client is responsible for providing onsite build/ breakdown information. Access for delivery - Including any restricted access. We will require the use of a lift if the event is taking

place off of the ground floor.

- Client is responsible for providing secure storage - This needs to include storage before/after the event if required.
- Client will sign off camera angles and sound once setup onsite.

**Please note:** Expenses including travel, accommodation and sustenance are invoiced post event with receipts, or at agree per diem rate.

# Onsite Platform Support

The CrowdComms platform is self service and with our included remote training and support, many of our clients choose to manage everything themselves on show days. Having said this, time and resources aren't always available and having an expert onsite resource to oversee the delivery of the CrowdComms platform is incredibly valuable.

Included:

- Platform concierge, assisting clients and attendees get the most out of the app.
- Helping users get onto the app where needed. A app help desk is a great way to make it easy for your attendees to get the support they need. Our resource can be stationed at the help desk to provide assistance to those who need it.
- Managing updates and making real time changes to content. One of the many benefits of the CrowdComms platform is the ability to make real time updates and ensure all the content is up to date as timings and other information changes.
- Sending pop up alerts, email alerts or push notifications to ensure all comms go to the right people, at the right time.
- Speaker guidance and training to promote the platform and ensure their sessions utilise the platform functionality as needed.
- Working with the AV team to test and oversee engagement sessions utilising live polling and Q&A.
- Providing the event team regular updates on analytics and reports.
- The CrowdComms platform has supported 5000+ events and we have a team of experienced developers working to continually optimise performance and ensure a seamless experience for all users. The chances of having issues are very unlikely however with any technology solution it is impossible to guarantee no issues will ever arise. Having an allocated expert onsite, gives you reassurance as they will manage any situation that arises and will have direct communications with our development team. If you choose to manage the platform yourself on show days, we are a phone call away.

**Please note:** Expenses including travel, accommodation and sustenance are invoiced post event with receipts, or at agree per diem rate.

# Remote show day platform support

The CrowdComms platform is self service and with our included remote training and support, many of our clients choose to manage everything themselves on show days. Having said this, time and resources aren't always available and having an expert dedicated resource to oversee the delivery of the CrowdComms platform is incredibly valuable.

**Please note:** If you opt to manage the platform yourself, you will still be able to contact CrowdComms for support during office hours without paying for dedicated remote platform support.

Included:

- CrowdComms will allocate a named support manager for the duration of your event.
- Your support manager will provide ongoing email and telephone support as required. They are your dedicated first line of support for any questions or concerns you may have.
- Your support manager is available for content updates (if required) including, but not limited to; adding people profiles, updating agenda details, uploading documents and hiding/unhiding modules at certain times.
- Your support manager is also able to resolve any attendee related issues, such as users struggling to log in or access the platform on the day. It is recommended that you are responsible for managing communications with end users who have issues accessing the platform, with your support manager resolving queries in the background on your behalf.
- Your support manager is able to oversee interactive features such as Q&A and live polling if required.
- Any issues which cannot be resolved by your support manager will be escalated quickly to the development team and your support manager will provide you with a timeline as to when a resolution is expected.
- Design changes cannot be made during the live event day as it is not recommended to make branding changes whilst the platform is live.
- If required, your support manager can also provide analytics updates on basic analytics which are available through the CMS. This includes information such as how many users have logged in, the number of votes in polls and survey responses. Full details on the analytics available through the CMS can be seen under the analytics tab of your platform CMS. Please contact your support manager for further details if required.
- Analytics relating to live streams are not available until 48 hours post event.
- If CrowdComms are live streaming your event then questions relating to this element of the event should be escalated to the production manager.



- If the live streaming element is being handled by a different provider, we recommend you contact them first should you have any issues. However, if they are unable to resolve the problem then our team may be available to assist.

# Streaming technician

CrowdComms offer production services to deliver your event session streams. The show day streaming technicians work closely with Production Manager assigned to support the [Managed Live Stream Service](#). Our highly experienced team will ensure you are in safe hands and will provide expert guidance on best practise resulting in the best possible output for attendees to watch and engage with on the event platform.

Included:

- Allocated streaming technician for your show days
- Following the running order agreed between you and your assigned Production Manager, our streaming technician will ensure the layouts and transitions between various content is seamless
- Engagement features including polling and Q&A will be shown at appropriate times with the live results embed within the stream if agreed in running order to do so
- Manage combination of pre recorded and live content, following your agreed running order
- Run audio check with your speakers (where running order allows this) before they go live. Technical briefing before the event with your allocated Production Manager ensures your speakers are up to speed with what to expect. This is outlined in the [Managed Live Stream Service](#).
- Where necessary, manage technical issues that may arise relating to the stream to limit disruption. All streaming technicians use approved hardware, hard wired internet connection (speed tested), backup WiFi router and we have "Superman" on call / backup streaming technician to cover any scenario where the other measures aren't sufficient. This is very rare but we understand how important every session is and aim to cover all scenarios.

**Please note:** Expenses including travel, accommodation and sustenance are invoiced post event with receipts, or at agree per diem rate. Only applicable when technician attends your event or other location.