

Proposal

*In 2021, shouldn't we be listening to every voice,
instead of just a few of the loudest?*



Welcome to Engagement First.

Engagement First is a project developed through funding awarded by Innovate UK.

Engagement First has brought together a team of individuals across a range of different organisations to develop Axis Workshops, an innovative software application for meetings and workshops, within a digital event setting.

Our work on the project has informed this proposal, which illustrates a best practice approach to an accessible digital event, a microsite platform to act as the virtual venue, along with practical advice for event planners on how and when to use Axis.

Axis offers event planners a new way to drive audience participation at events which ensures that everybody has an equal voice.



Imagine what would happen if everyone felt included...

Every workshop, roundtable or interactive event is dominated by a few loud voices.

On average, in interactive sessions, 20% of people take up 80% of the conversation.

This can result in limited ideas, designed by committee, where the most extroverted personalities determine the outcome.

Imagine all the brilliant thoughts, excellent suggestions and powerful ideas that have been left unsaid, because people didn't think their voices would be heard.



Over the last 12 months, since the conversations around diversity have gathered pace, the events industry has taken great strides in curating events that look inclusive.

But how do we crack events that feel inclusive? That give everybody a voice and allow them to be heard and engaged throughout the process?

AXIS is the perfect tool for progressive speakers who want to hear the views of their audience, ask for ideas, feedback, and put inclusion at the heart of their presentations.

AXIS offers a new way of keeping your audience engaged at events, virtual, hybrid or in-person, so that everybody has an equal voice.

AXIS is what inclusion feels like.

The digitisation of events.

Pre-pandemic event apps were an add on, an enhancement for the live experience. Due to the disruption caused by Covid-19, the digitisation of events has accelerated and with it, greater opportunities for inclusion and a wider reach.

A digital event can bring together a global workforce, communicate a single call to action and engage with everyone, regardless of working style, geographical location or department. The hybrid model, arranging local meetings and connecting remote participants and presenters with those in the room, is here to stay.



Versatile technology, reimagining the physical layout of an event venue and a different approach to the traditional agenda format, are seen as key to a successful hybrid model.

Breakout sessions are a vital element of the agenda, enabling collaboration, problem solving and the sharing of ideas. It will be essential that remote attendees are included, can interact with each other and have easy access.

AXIS demonstrates a deeper commitment to innovation and participation. It is platform, device and browser agnostic; a flexible tool which can run alongside a multitude of event platforms. The best practice framework provides a structure for the event breakout session, enabling those in and out of the room to contribute.

The different types of digital event.

Video Conference

Zoom, Teams- widely-used tools to gather people together that are fairly simple to set up. Pro versions of this software enables organisers to control the meetings, managing screen sharing and slide content, polls and questions, microphone muting etc.

Content is King

Content rich events translate very well online. They should be tightly curated, with shorter and more focused sessions. The quality of event production and broadcast impacts how participants experience it.

Hybrid

An in-person meeting with some delegates joining online. Often using some form of interaction for remote viewers.

Virtual

Replicating a live event over the internet to a remote audience. Often run from a studio, physical stage sets or CG backgrounds can be built and the event is filmed using professional camera systems, sound and lights to produce a TV show that is live streamed via a master control room to the audience.

On Demand

Video that is hosted online and can be viewed post-event. This could be a recording of a live event or something recorded and edited specially.

Web Stream

This could from a live event, studio or home. Usually a one-way video feed to YouTube, Facebook Live or another website. Multiple cameras, decent sound, stage-set and appropriate lighting will make it look and sound great.

Key considerations for the digital home.

What pages are needed?
Agenda, Speaker Bios, Resources...

What data is needed from the platform?
How often and when is this needed?

How many people will
be logging on?

An event is about bringing people together and every virtual event needs a digital home, be it Zoom, Teams, an off-the-shelf platform or a custom site. Video call functionality, is essential for integration with AXIS.

How long does the platform
need to be live for?

Where will people be logging on
from and using what devices?

Will people join breakouts
from the platform?

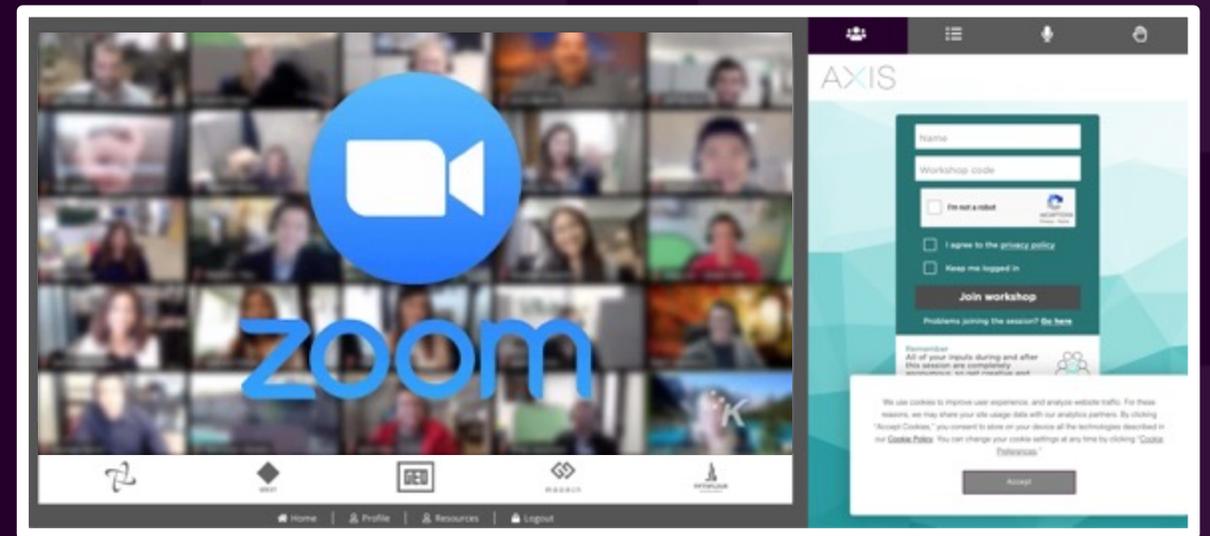
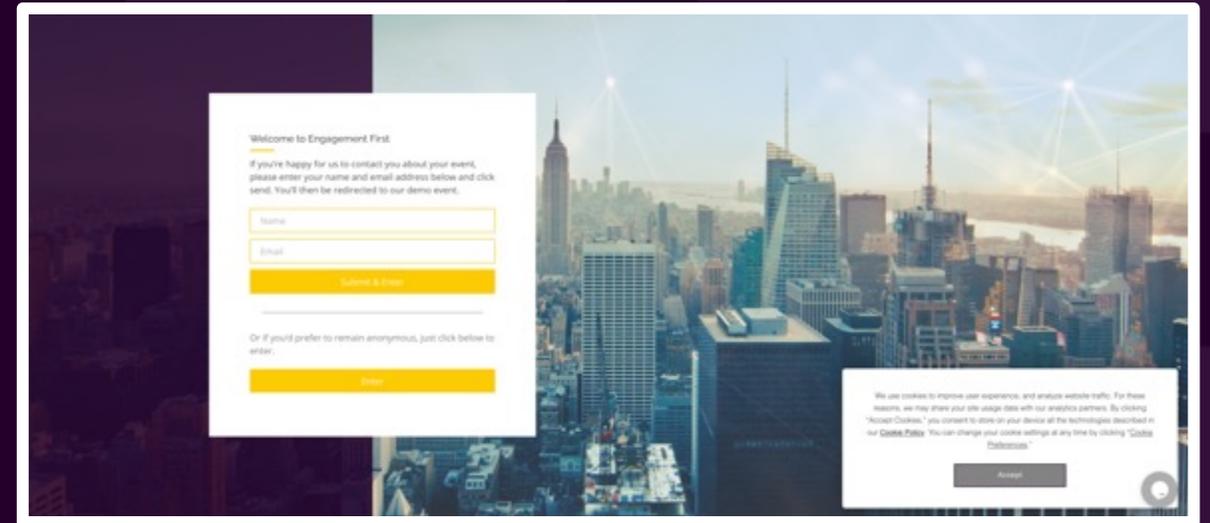
Will videos of the event need to be made
available to re-watch on the platform?

The digital home.

The custom microsite has been developed to enable wider accessibility for use of AXIS within the events space.

Integration has been developed to enable participants to enter a Zoom room within the microsite, with a view of the facilitator screen alongside their personalised AXIS screen.

This solution addresses both data security and accessibility challenges for users, as well as the event planner's desire for delegates to stay in one window and in one place.



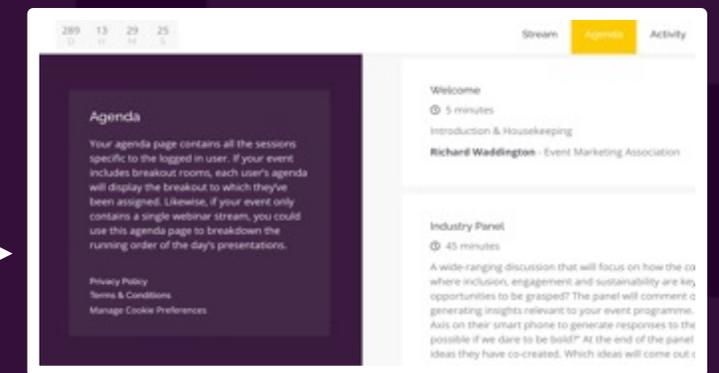
The microsite journey.



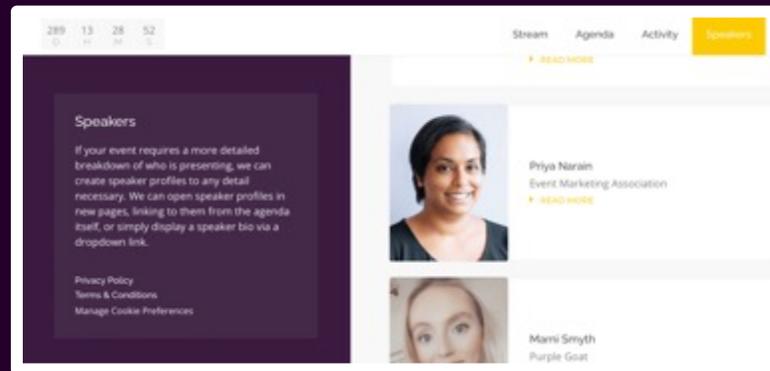
Welcome page



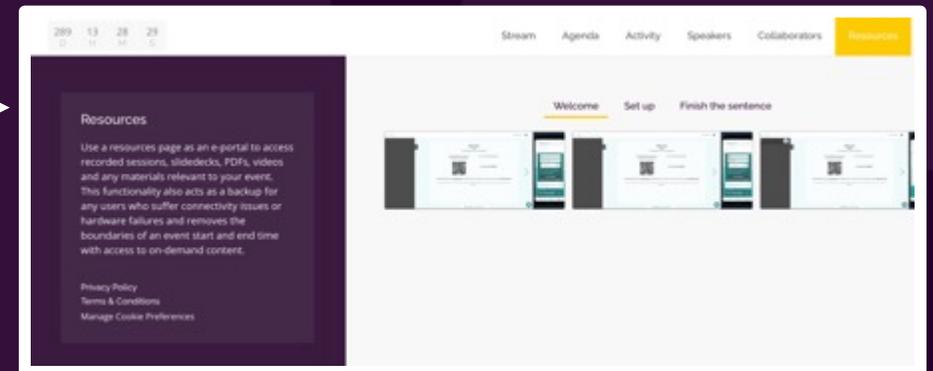
Live stream with Axis and Zoom integration



Agenda with personalised links to breakouts

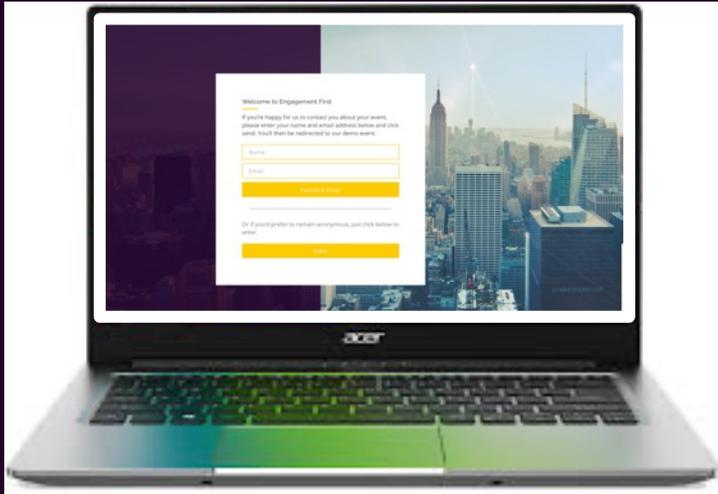


Speaker / sponsor area



Resources area - documents, visuals, videos

The event flow and how AXIS fits in.



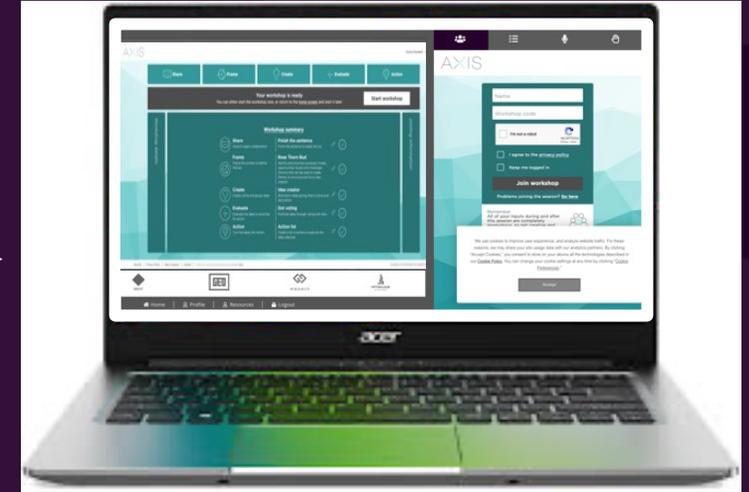
Event Platform

Zoom, Teams, an off-the-shelf platform or a custom site.



Breakout session

Participants are directed to a video call and smaller working groups, either within the platform or to Zoom, Teams or similar.



AXIS

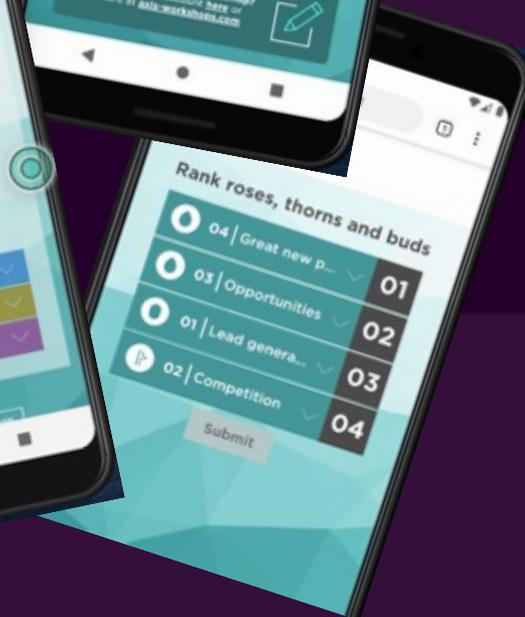
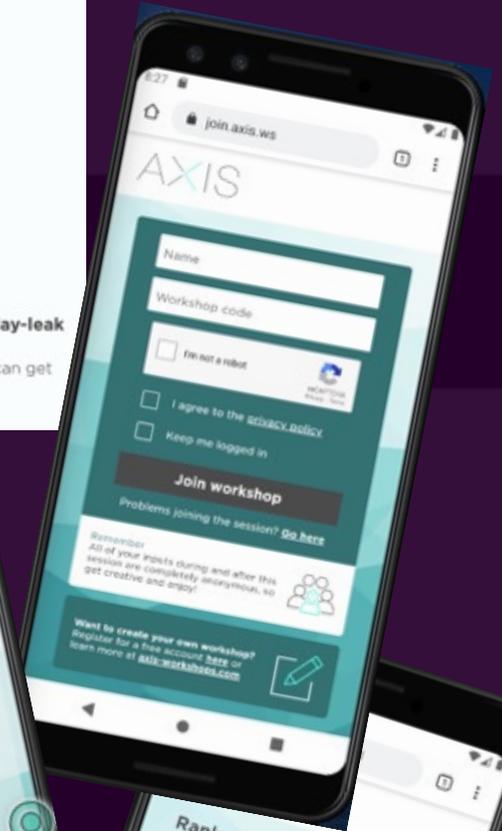
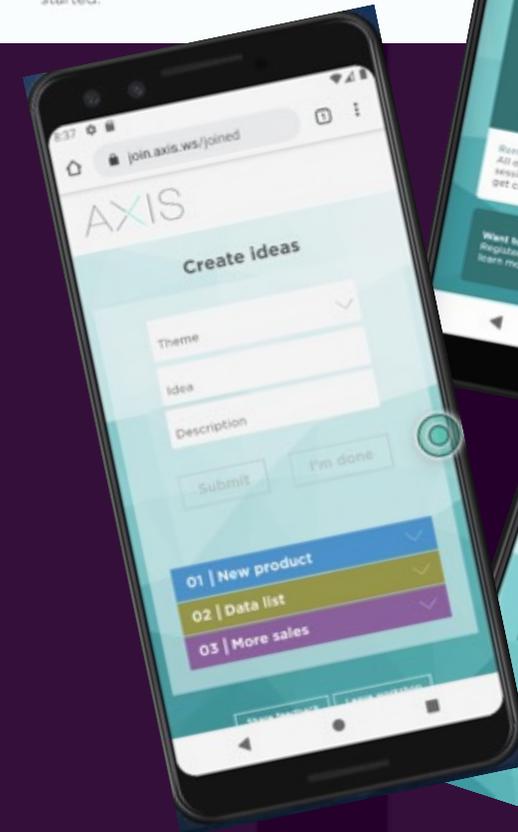
Facilitated via video call, with screen share functionality. Participants join AXIS via a QR code on their device while viewing the moderator's screen on their browser.



AXIS

AXIS works brilliantly in a virtual environment, enabling participants to interact in breakout sessions via a QR code, so that their mobile phone or tab within a microsite becomes a digital sticky note and so much more.

AXIS is different to a poll or a word cloud generator. It is super simple to use and dives deeper, enabling participants to interact, contribute and collaborate to agree a plan for how change will be delivered.



Engagement First Proposition.

	Basic	Standard	Premium
Creation of custom event microsite		✓	✓
Microsite branding, look and feel design		✓	✓
Content upload to microsite		✓	✓
Breakout session design	✓	✓	✓
Provision of AXIS to facilitate breakouts	✓	✓	✓
Consultant style write up of outputs			✓
On the day facilitation support			✓



Whether you have your own event platform or require us to manage the build and delivery entirely from concept to completion, we can advise and support to suit your needs.

Digital Events: Accessibility Considerations.

Video	Website	Documents
Are your videos subtitled?	Is your website screen reader friendly? If your website has a lot of bright colours or auto-play videos, can users change this to avoid sensory overload?	If you have any user guides or documents to download, what format are they in? (PDF documents are often not screen reader compatible, therefore it is imperative to have MS Word versions available.)
Do you have a BSL version of your video?	Are any forms or comments sections on your website compatible with dictation software?	If you are presenting, can your participants have any documents or key information in advance?
Do you have an Audio Described version of your video?	Can users change the colour scheme/font size to what they find accessible to read?	When using PowerPoint, can you put this into word without any unnecessary images?
When posting your video on Social Media, do you link the BSL and AD versions?	Does your website magnify well, or does it pixelate?	When using PowerPoint on a virtual call, screen share is not accessible to screen reader users, can you send them the PowerPoint/MS Word version (more accessible) in advance?

We should be using the best of what digital allows to level up our events.

Have you consulted with disabled people about the accessibility of your videos/website/documents?

Considerations for the future.

Event organisers are on the hunt for a digital home that serves multiple functions, so that participants can find everything they need in the one place.

Cyber security policies disable software and do not permit employees to use their own devices for digital events.

We have developed the integration of AXIS so that it's embedded within an event microsite to address both these challenges, as well as looking at ways to make the offering more accessible overall. (Please refer to previous slide.)

Event templates are being developed for organisers to use as a starting point to structure AXIS breakout sessions which can be woven into the event agenda.

Tangible visuals displaying the results of an AXIS session will enhance outputs and act as deliverables for a return to the main plenary and a round up of the event.

Physical event environments will be designed to facilitate the hybrid model and the use of AXIS, with defined zones for breakout sessions.

Zoom rooms or booths, digital signage and the use of headphones (silent disco style) would be essential to fuse the physical and digital presence.

Thank you

