

Town halls in Microsoft Teams User Guide

User guidance for the new Town hall experience on Microsoft Teams

How to use this deck

This deck is intended to help guide event organizers and users on how to utilize the new Town hall experience on Teams, which will be replacing the Teams Live Events format currently used for large-scale events.

The following content will help guide organizers through setting up and using Town hall to host events.

For additional details on the new Town hall experience as well as the retirement of Teams Live Events, review support documentation here.





Introducing Town halls in Microsoft Teams



Using Town hall

As an Organizer/Co-organizer or Presenter

Before

Scheduling the event | Navigating setup options | Setting up external production with RTMP-in | Setting up external streaming with RTMP-out | Customizing email template.

During

Joining the event | Pre-event coordination in Green room & starting the event | Managing on screen content | Moderating Q&A | Using RTMP-out to stream | External production using RTMP-in | Real time event monitoring with Microsoft eCDN

After

Leaving vs ending the event | Viewing/downloading post-event analytics | Viewing/publishing event recording to on demand.

As an Attendee

Before

Receiving event invite.

During

Joining the event | Using Q&A | Using live translation captions and AI-generated transcriptions.

After

Accessing the on-demand event recordings.

Introducing Town halls in Microsoft Teams

To simplify the virtual event experience in Teams, we are integrating live event capabilities into our Teams meeting experience. As a part of this integration, we are introducing Town halls in Microsoft Teams, a new experience to host and deliver large scale, internal events across an organization. Town hall will replace Teams Live Events and there will be basic functionality available for Office and Microsoft 365 customers and advanced functionality for Teams Premium.

The new Town hall experience will be generally available for commercial customers starting October 5, 2023.

Microsoft Teams Town halls

Use Teams Town hall for company wide town halls, all hands, global meetings, internal broadcasts, and more



Extend your reach to scale your message and content to audiences around the world

- Scale seamlessly with up to 20,000* attendees
- Host up to 50* concurrent events for multiple audiences
- Set up and customize each event using a dedicated, pre-configured meeting template
- Deliver secure, high-quality, large-scale live video streaming with optimized network performance using Microsoft eCDN*



Create professionally produced, studio-quality events for a dynamic presentation

- Prepare with confidence in a virtual green room before the event starts
- Stream rich media types and external media feeds, whether it be a professionally produced video or high-quality screen sharing
- Showcase multiple presenters on screen with the presentation for a more engaging experience



Enable two-way dialogue with your audience, while maintaining focus on the content

- Maintain a structured and organized flow of the discussion using moderated Q&A
- Keep attendees focused and more deeply engaged by managing their view to only see shared content and participants brought on-screen

What's new and different with Town hall?

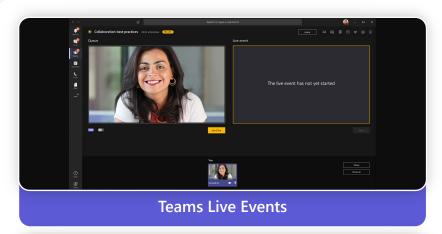
Town hall is designed to bring many of the same capabilities and experiences that organizers are familiar with on Teams Live Events today, though some features will feel different with the new experience. Below are some of the similarities and differences that users can expect with Town hall.

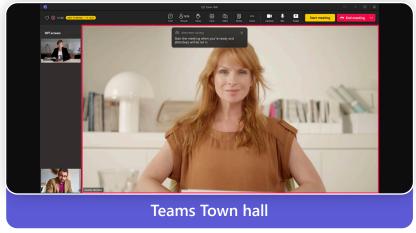
What Teams Live Event capabilities can organizers expect in Town hall?*

- Scaling of up to 20,000 attendees
- Structured Q&A experience
- External production capabilities leveraging RTMP-in
- eCDN support including Microsoft eCDN and third-party providers
- Attendee reporting with participation analytics

What are new features with Town hall?*

- Manage what attendees see experience for queueing presenters and content
- Bring multiple presenters on screen (up to seven presenters with content)
- Advanced Town hall features within Teams Premium, include:
 - 20,000 attendees with Q&A support
 - Microsoft eCDN with real-time event insights and monitoring
 - Email template customization

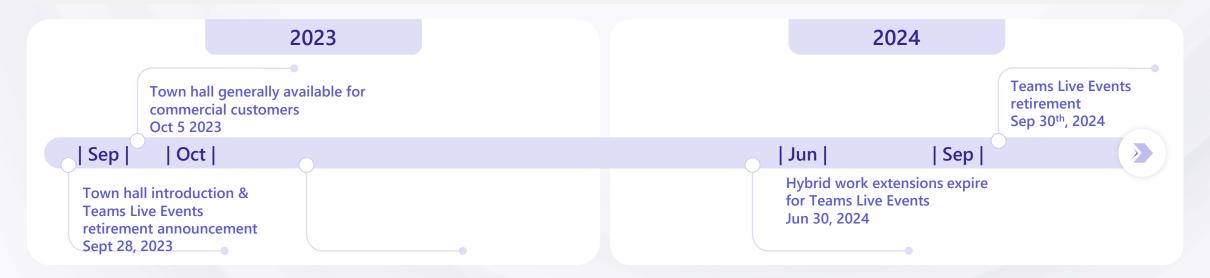




Transition timeline

Below are some of the important milestones to keep in mind when preparing to transition your organization to the new Town hall experience

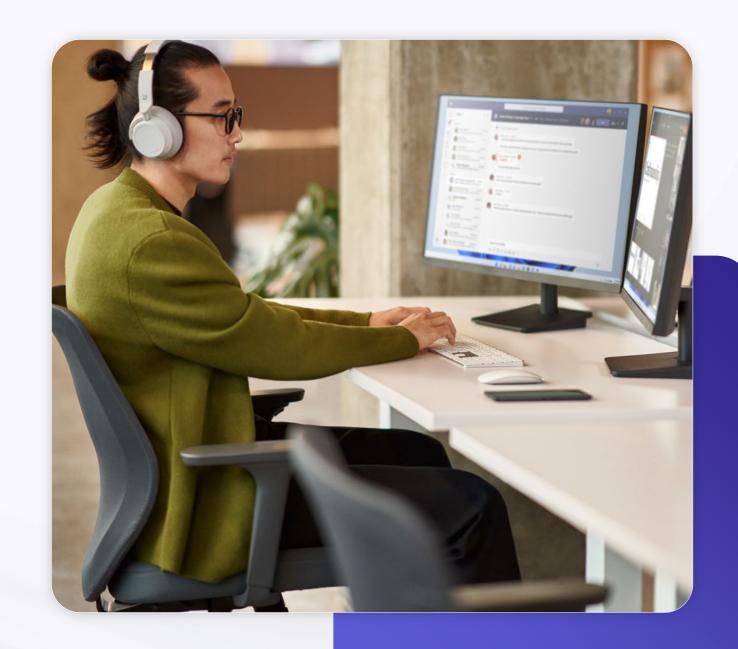
- September 28, 2023 New town hall introduced and retirement of Teams Live Events retirement announced
- October 5, 2023 Town hall becomes generally available and starts to roll out to commercial customers
- June 30, 2024 Hybrid work extensions for Teams Live Events expire; customers requiring additional attendee scaling above 10,000 need to move to Town hall and purchase Teams Premium
- September 30, 2024 Teams Live Events retires, Town hall fully replaces Teams Live Events





Using Town hall

Organizers/Co-organizers, and Presenters



Before the event

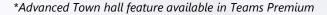
Scheduling the event

Navigating setup options

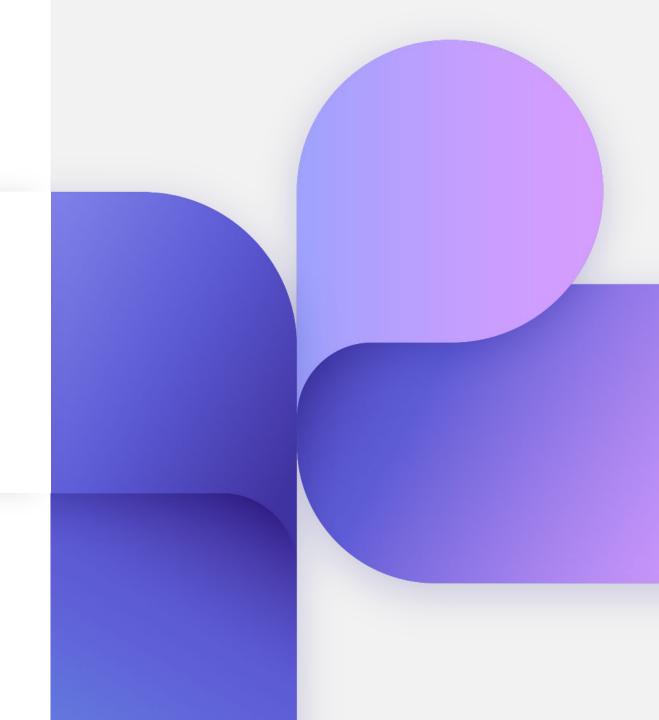
Setting up external production with RTMP-in

Setting up external streaming with RTMP-out

05 Customizing email templates*



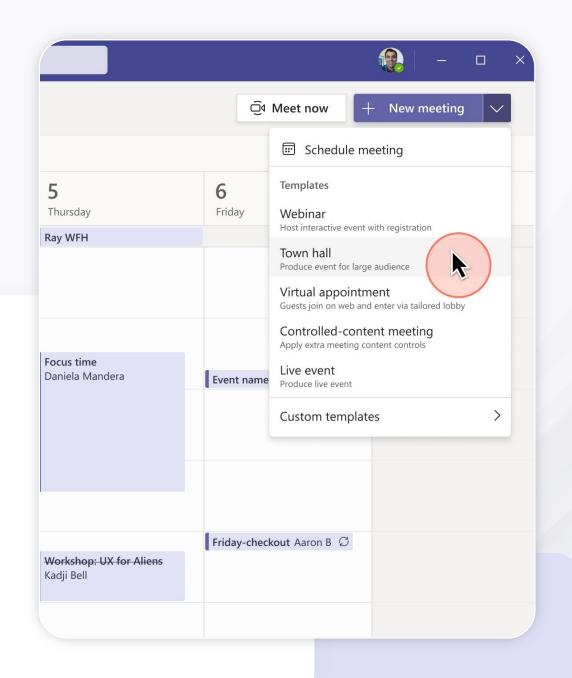
Scheduling an event



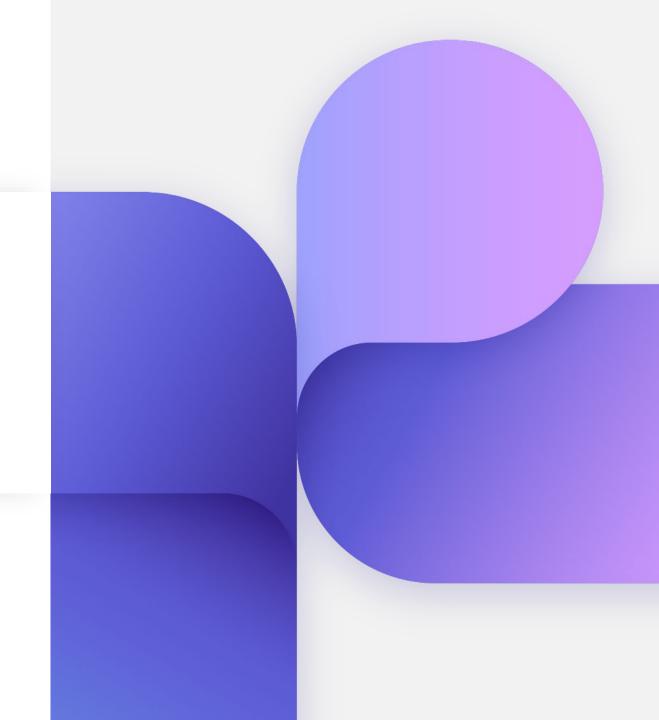
Scheduling the event

Town halls are scheduled using the same Teams Meeting drop down option in the Calendar tab that organizers are familiar with using for Teams Live Events today.

- → Step 1: In Teams, go to Calendar.
- Step 2: Click the down-arrow next to New meeting and select Town hall.
- Step 3: Fill in the relevant information on the Details tab.
- → Step 4: Click Save.



Navigating setup options



The Town hall template

Once an organizer selects Town hall from the Meetings drop down in the Calendar tab of Teams, a pop up will appear with the new Town hall template, consisting of 5 tabs on the left side pane

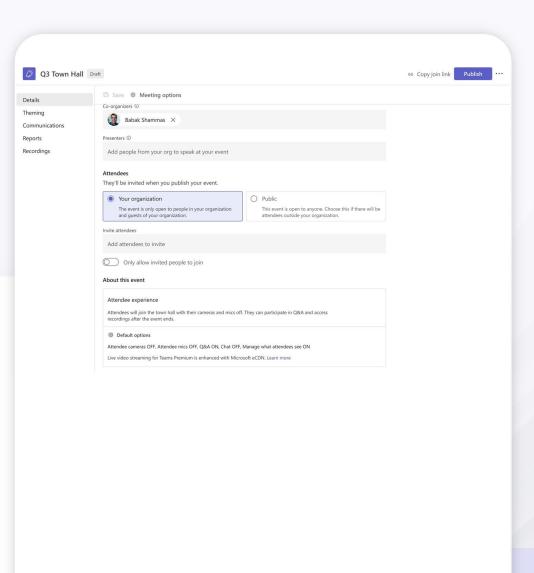
Details: Used to fill out the basic information of your event (title, date, time, description), adding co-organizers and presenters, adding attendees, and setting event privacy policy.

Theming: Used to add a logo, banner, and theme color to their event, used for automated emails and the portal experience attendees and presenters will see to access event recordings.

Communications: Used to edit automated email templates that get sent out to attendees.

Reports: Used after an event has finished to view/download event analytics.

Recordings: If enabled, this is where organizers, co-organizers, and presenters can access and download the recording of the event after it has finished, as well as publish recordings to Video on Demand for attendees to view.

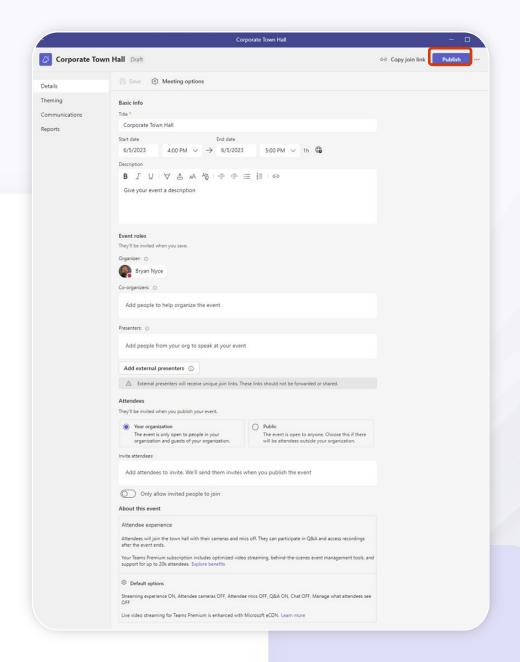


Details Tab

The Details tab will be the first tab organizers see upon selecting the Town hall template. To fill out this section, follow the steps below:

- Step 1: Fill out the information under Basic info, including Title, Date, Time, and a description of the event.
- → Step 2: Add the applicable co-organizers and presenters under the Event roles section by typing each person's name from within your organization into the appropriate field (external presenter capability will become available later in the year).
- > Step 3: Under the Attendees section, select the privacy level needed for your event, and add attendees by typing names of individuals or teams into the *Invite attendees* bar
 - Your organization allows anyone from your organization, including added guests, who
 have been invited or have been sent the attendee join link.
 - Public allows anyone, internal or external, to join who has been invited or sent the attendee join link.
 - Only allow invited people to join restricts the event to only listed attendees from within the organization's tenant.
- Step 4: Click Save at the top of the tab to save all input information. This will send a calendar invite to added co-organizers and presenters and will enable the Meeting options button to be selected for further customization (for instructions on sending attendee invites, see slide covering Communications tab).

Note: Default meeting options are called out at the bottom of the tab. To customize meeting options, the event *must be saved first* for the **Meeting options** button at the top of the tab to become enabled.



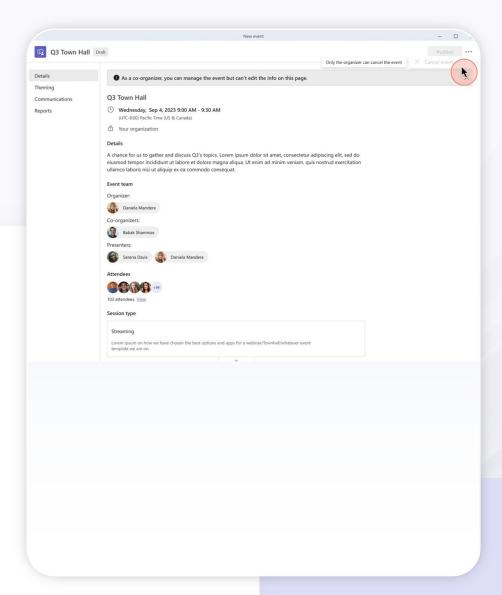
Details Tab: Organizer, Co-organizer, and Presenter roles

When setting up a Town hall, there are three notable Event team roles that should be specified – The Organizer, Co-organizers, and Presenters (users familiar with Teams Live Events will notice that the Producer role is not available in the new Town hall experience, however the event team roles have the ability to utilize features such as Manage what attendees see for greater production controls during the event).

The Organizer is defaulted to the user who is first setting up the event. They have full privileges to manage the event, including editing the event detail info and meeting options, changing meeting options, starting/ending the event, managing what attendees see and sharing their screen, moderating Q&A during the event, accessing the event reports, and publishing the event recording after the event has concluded.

Co-organizers are a supporting role and are able to help manage the event, though certain restrictions apply. They can help change the meeting options of an event, access reporting, manage what attendees see and share their screen, moderate Q&A during an event, as well as end the meeting. They can view the basic information in the event Details tab but cannot edit.

Presenters are a more restricted role, best utilized for individuals who have content to share from their computer but do not need access to event details. They can manage what attendees see and share their screen during an event. Notably, they do not have the ability to change meeting options, view event details from the setup template, moderate Q&A, end a meeting, or access reporting.



Details Tab: Meetings options

Selecting Meeting options from the Details tab will open up a web browser tab with a list of common options available in Town hall.

These options will be similar to what are available in Meetings and Webinars on Teams, however some options may be unavailable by default for Town hall, such as allowing mics or cameras for attendees.

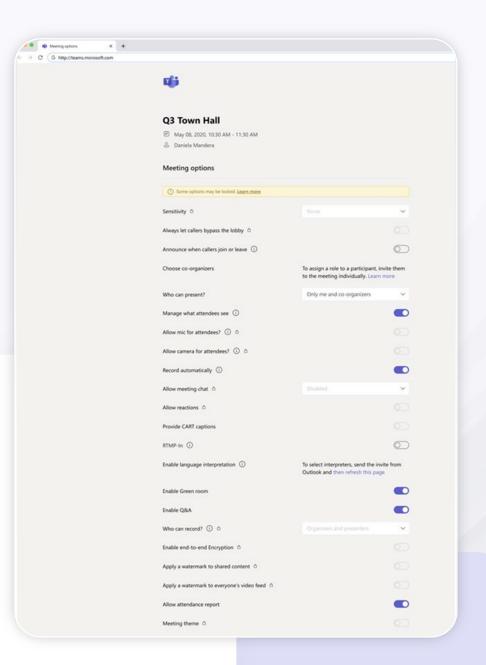
There are also several commonly used features that are enabled by default, including **Green room** (a virtual space for event team members to coordinate before starting the meeting) **Manage what attendees see** (the ability to choose which content and presenters to show on screen), and **Q&A** (a side panel that attendees can open during an event to view and ask questions).

To change Meeting options before an event has started:

- → Step 1: In the Details tab, select Meeting options at the top of the tab (only accessible after basic info has initially been saved).
- → Step 2: A web browser tab will open displaying available meeting options. Toggle desired options on/off (some options disabled for Town hall template) and select Save at the bottom.

To change Meeting options during an event:

- Step 1: At the top of the event window, in the Ubar, select the More icon > Settings > Meeting options.
- → Step 2: A Meeting options panel will appear on the side of the window. Toggle desired options on/off and select Save at the bottom.

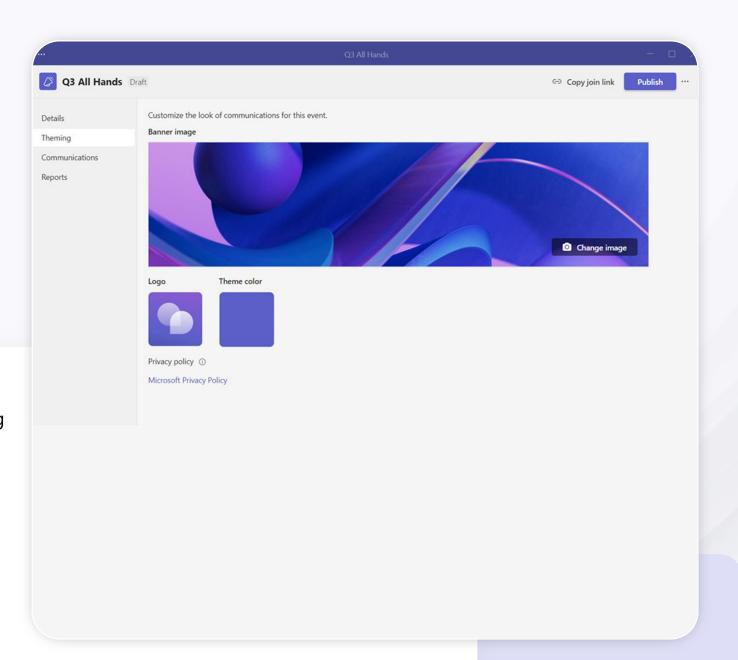


Theming Tab

The Theming page allows meeting organizers to customize the banner image, logo, and theme color of the event, which will be used in both the email communications sent out to attendees, as well as the event resource page that attendees are able to access after the event has finished to view the recording of the event (if enabled).

To change the theme of an event:

- → Step 1: In the Town hall template, select the Theming tab on the left.
- → Step 2: Click on Change image to upload new background image or click on the Logo or Theme color to change.
- → Step 3: Preview, edit, or resize image.
- → Step 4: Click Save.



Communications Tab

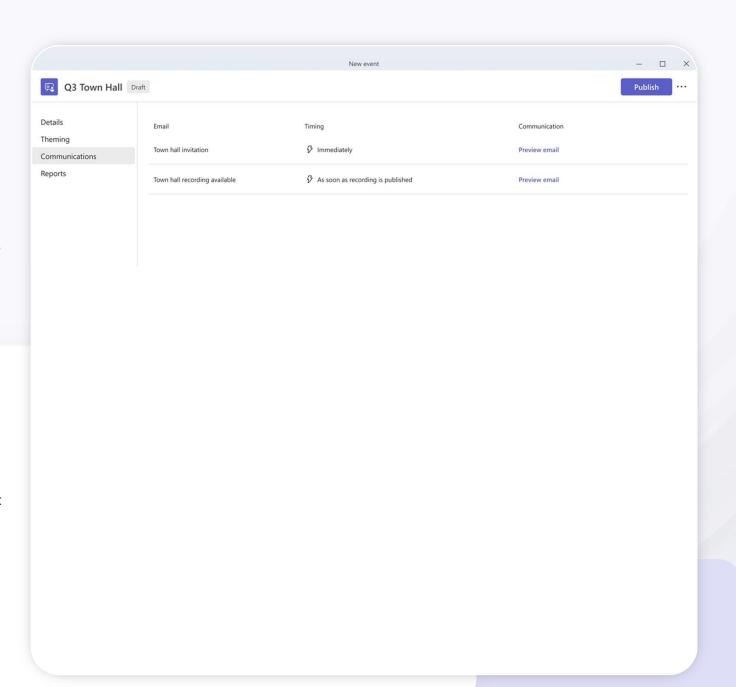
The Communications tab allows meeting organizers to preview automated email messages that will be sent to invited attendees of the scheduled event, as well as the timing for when each email will be sent. By default, attendees will receive an automatic invite email with the included link to join the event, and if recordings have been enabled, another email following the conclusion of the event with a link to the On Demand event recording page (once an event team member has published the recording). To send these emails:

To send event invite to attendees:

- → Step 1: Fill out all desired event information in the Details tab of the Town hall template, as well as ensuring all desired Meeting options and Theming have been applied.
- → Step 2: Once all event information and customizations look correct, select the Publish button at the top right of the Town hall template. This will trigger the Town hall invitation email to be automatically sent to all attendees specified in the Attendees section of the Details tab.

To send Video on Demand link to attendees (post event):

- → Step 1: Under the Recordings tab, select the Publish button located at the bottom left of the available recording file.
- → Step 2: Once the recording has been published and fully uploaded, attendees will receive an email with a link to access the recording via the On Demand portal.

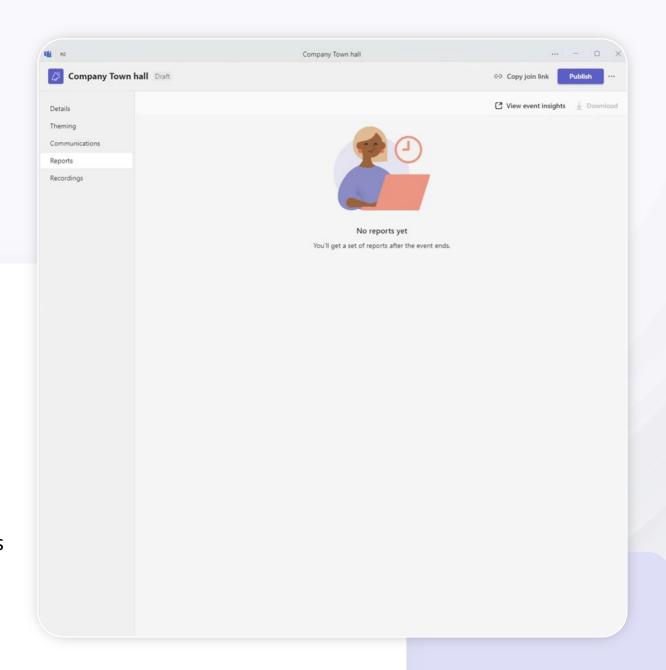


Reports Tab

The Reports tab is where Organizers and Co-organizers will be able to access post event analytics after the event has concluded. This will include:

- Total number attended
- Start and end time of event
- Event duration
- Avg attendance time
- Full attendee list with email, join and leave times and total duration in event

The Reports tab will remain blank until after an event has been started and ended (for information on engaging with reports after the event, see Post-event recording in Town hall slide).

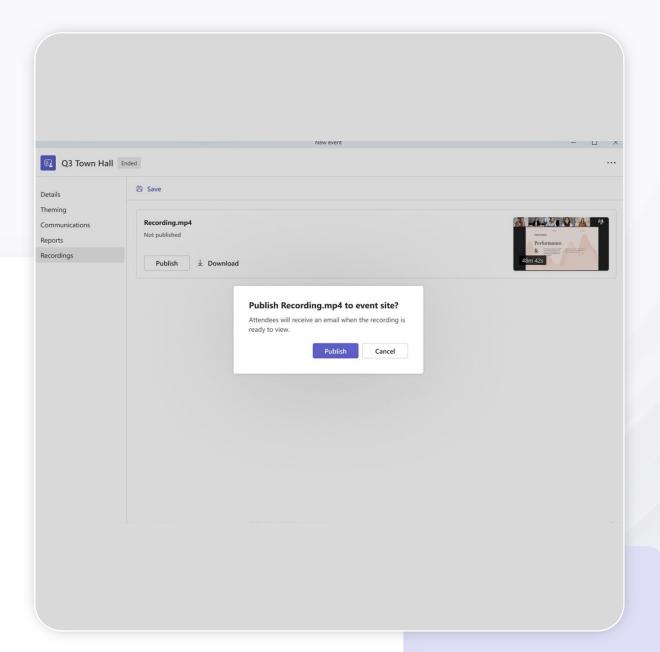


Recordings Tab

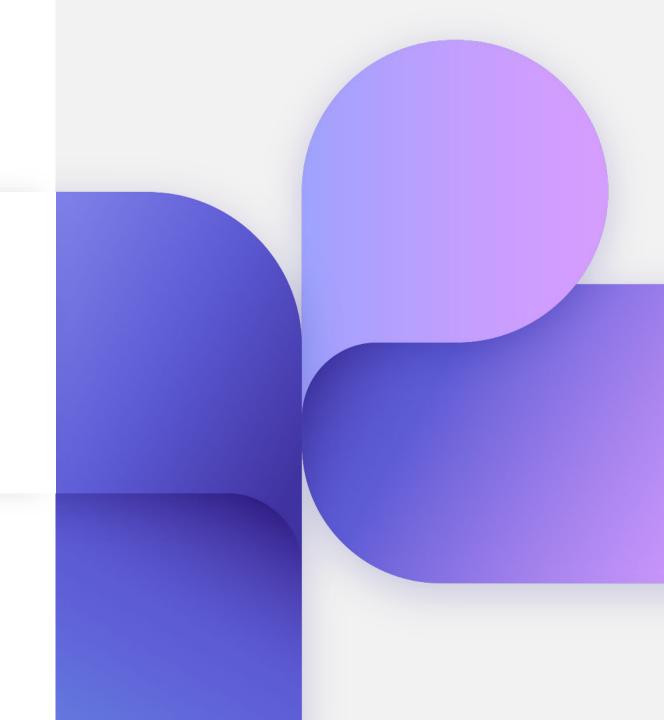
The Recordings tab allows organizers and co-organizers to view, download, and publish the event recording (if enabled) once an event has ended. Once the recording has first populated in the Recordings tab, organizers can:

- Download an mp4 file of the recording by selecting the Download button
- Publish the recording to the On Demand portal for attendees to view by selecting the Publish button
 - While the recording is being published, organizers can select the displayed Cancel button to stop the publishing progress
- Unpublish a recording once it has been published to the attendee portal by selecting the displayed Unpublish button (only visible once publishing has completed)

(For steps on using the Recordings tab after the event, see the <u>Viewing and publishing post-event recording</u> slide)



Setting up external production with RTMP-in

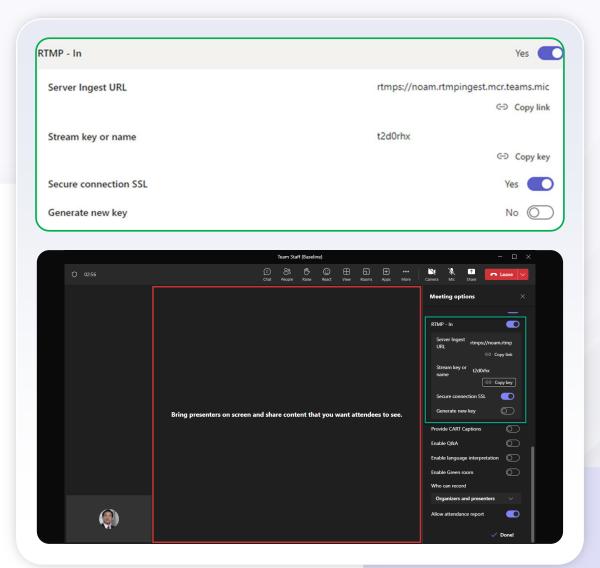


Setting up external production using RTMP-in

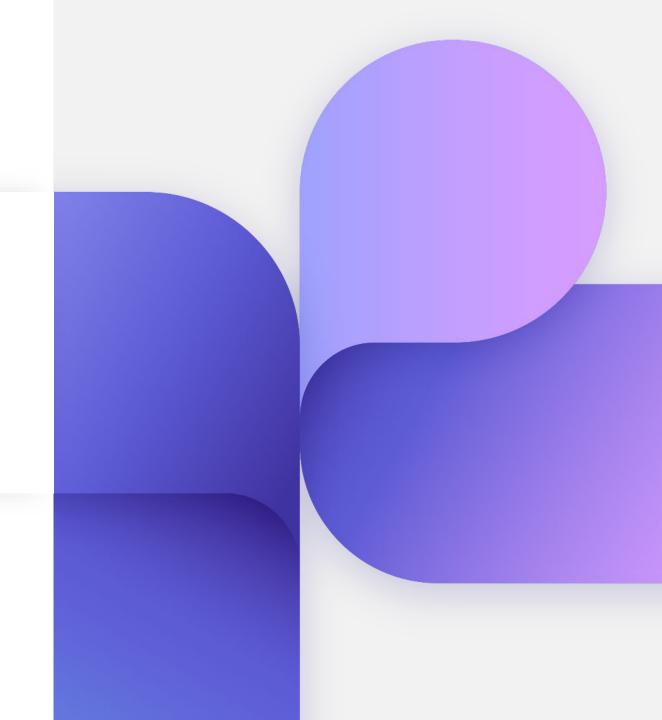
RTMP-In allows for external content to be delivered into the meeting using Real Time Media Protocol (RTMP). RTMP-In can be enabled through the Meetings Options of the scheduled event.

- → Step 1: In Teams, go to Calendar and select a meeting.
- Step 2: Click on Meeting options.
- → Step 3: Go to RTMP-In and turn toggle to Yes.
- → Step 4: Click Save.

Note: By default, RTMP-in is not enabled as a selectable meeting option and must first be enabled by an admin of the organization's Teams tenant. (To see more steps for using RTMP-in during a meeting, see External production using RTMP-in slide).



Setting up external streaming with RTMP-out

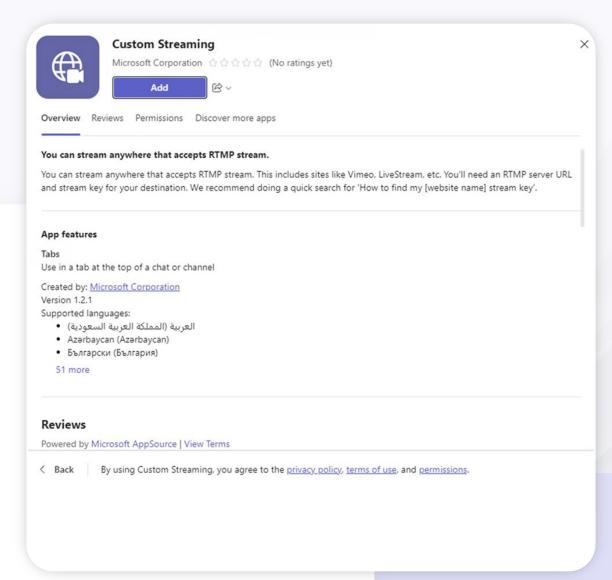


Setting up external streaming using RTMP-out

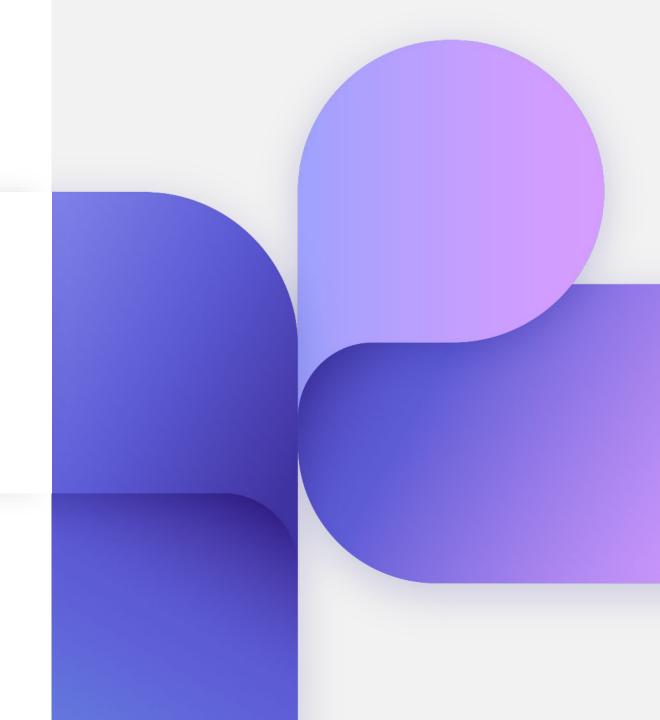
A Town hall event can be streamed to an external platform, such as YouTube, Vimeo, LiveStream, etc. using a meeting add-on called Custom Streaming that will enable users to produce a Stream URL and Stream key for use with RTMP-out.

- → Step 1: In Teams, go to Apps and search for the Custom Streaming app (pictured on the right).
- Step 2: Select Add to enable use with Town halls.

Once enabled, a custom streaming icon will be visible during your event at the top of the event window screen in the Ubar. (To see how to use this feature during your event, see <u>Using RTMP-out to stream an event</u> slide).



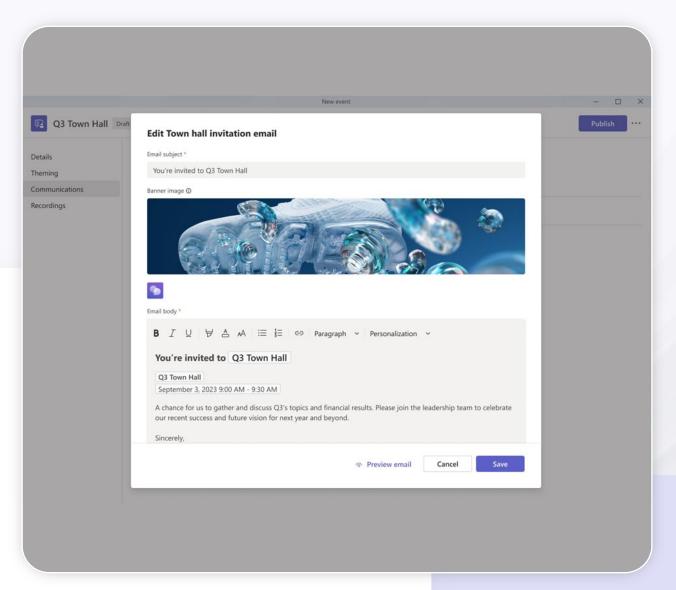
Customizing email templates



Customizing email templates

Organizers will be able to take advantage of the ability to customize their email templates as part of the advanced Town hall capabilities found in Teams Premium. The Communications tab allow the organizer to edit the templates used for email invitations. You can edit the Sender's name, Email subject and message body.

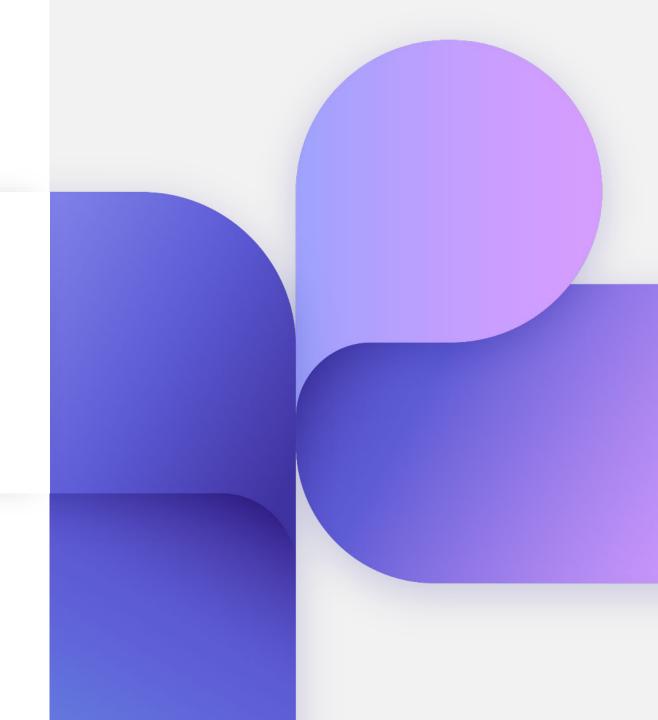
- → Step 1: Under the Communications tab, select Edit next to the email template you wish to customize.
- → Step 2: Edit the Sender's name and email subject. Scroll down to continue editing the message body or click Save.
- → Step 3 (Optional): Edit the body of the message and click Save.



During the event

- **01** Joining the event
- **O2** Pre-event coordination in Green room/starting event
- **03** Managing on screen content
- **04** Moderating Q&A
- **Using RTMP-out to stream an event**
- Using RTMP-in for external production
- **07** Monitoring event analytics in real time

Joining the event

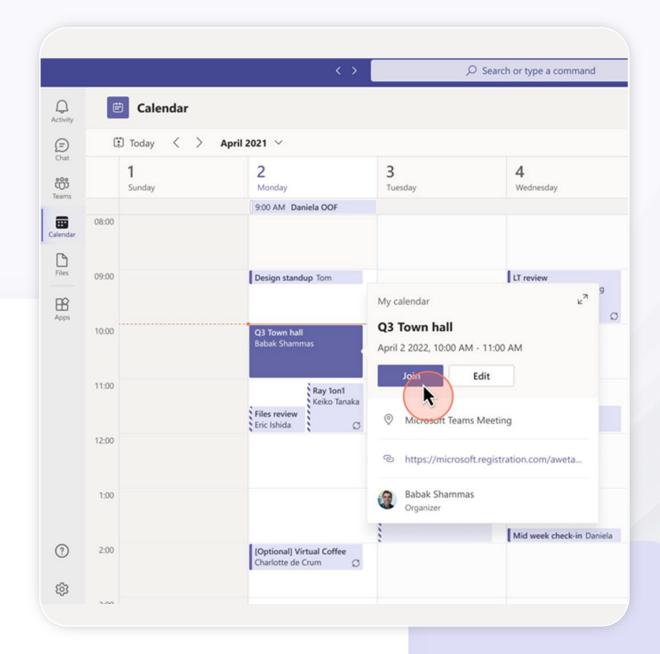


Joining the event

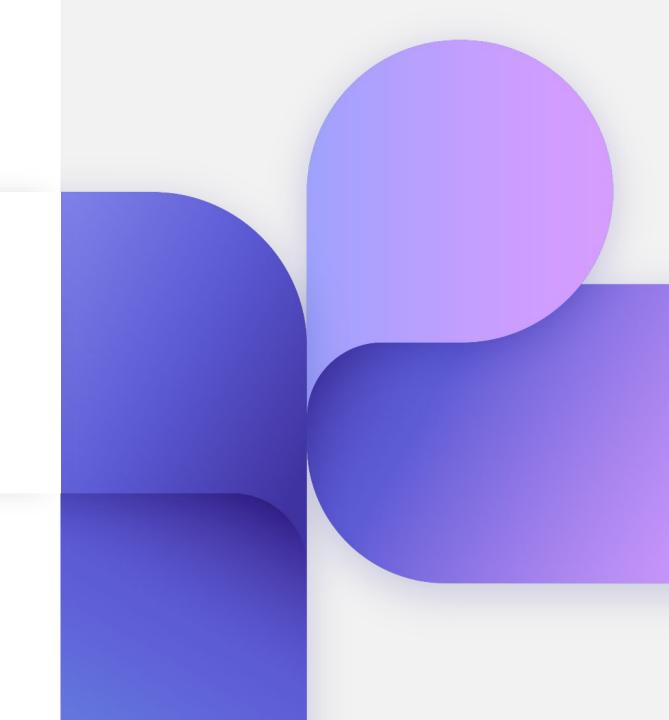
When it is time for the event team (Organizer, co-organizers and presenters) to join the meeting, they will use the meeting invite on their Teams calendar (Attendees join using a separate link that is emailed to them).

To join the event (As an event team member):

- Step 1: In Teams, go to the Calendar and select the Town hall event.
- → Step 2: Select the Join button from the pop-up window (can also be selected from inside the event description by double clicking the event on the calendar, then selecting Join Teams Meeting).



Pre-event coordination in Green room/ starting the event



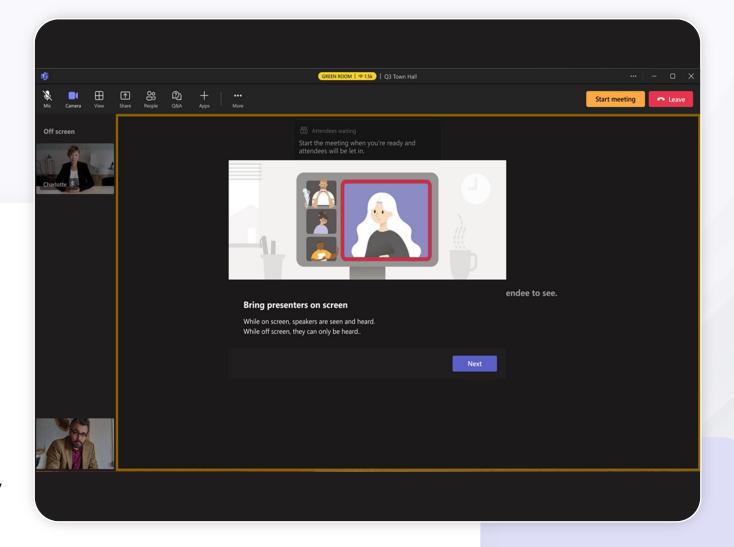
Green room/starting an event

If enabled, the event team (consisting of the organizer, co-organizers, and presenters) will enter into the virtual Green room when first joining the event. This space will allow all event team members to coordinate via live video and chat before starting the event, conduct a/v checks to ensure all presenters can be seen/heard, and ensuring all content is ready to be shared.

To start the event:

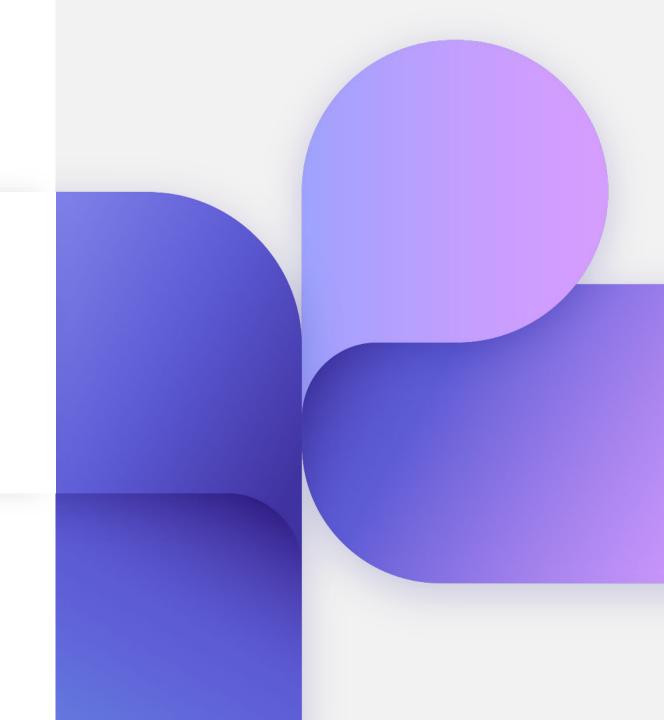
Step 1: Ensure all event team members are ready, then select the yellow Start meeting button in the top right of the U-bar.

Note: Once the meeting has started, the virtual Green room space will no longer be available. From this point on, event team members should be careful to have their mics muted unless they are about to present or need to talk to attendees, as all event team members who are not muted will be able to be heard even if they are not appearing on screen.



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Managing on-screen content

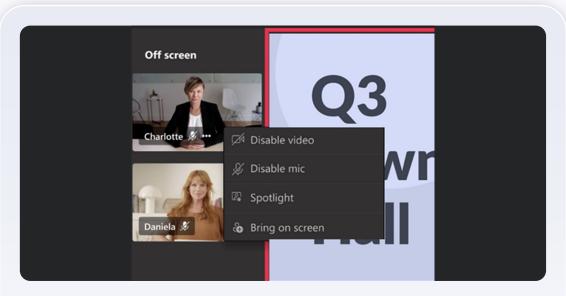


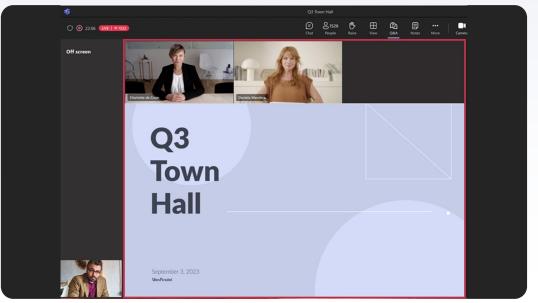
Managing on-screen content

Organizers, Co-organizers, and Presenters can all leverage the **Manage what attendees see** feature (Enabled in Meeting options) to control the content being shared on screen. With this feature enabled, up to 7 presenters can be brought on screen simultaneously. To do this:

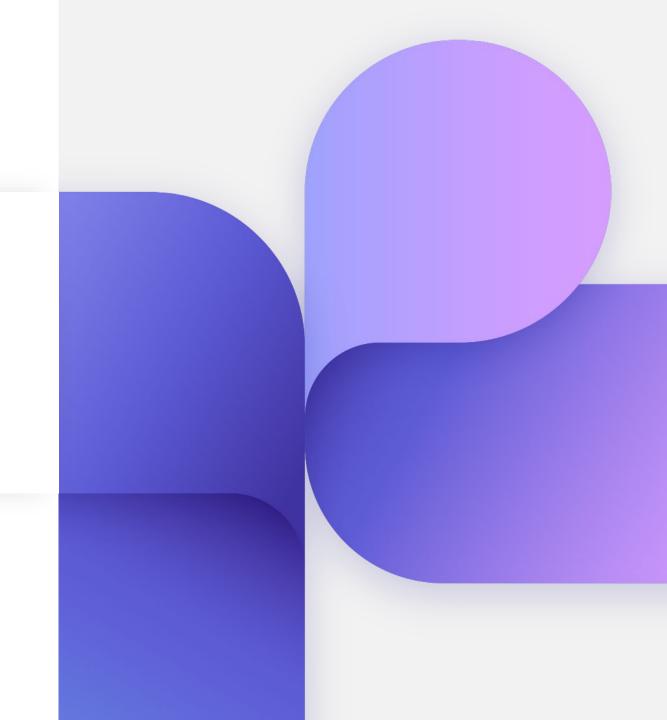
- → Step 1: In the Off-screen panel on the left, right click on the desired presenter's image.
- → Step 2: Select Bring on screen to share the presenter's camera in the event.

Any event team member can also share their screen at any time using the **Share** icon at the top of the event window. If sharing content from your desktop with audio, be sure to check the *Share desktop audio box* before selecting to share your desktop.





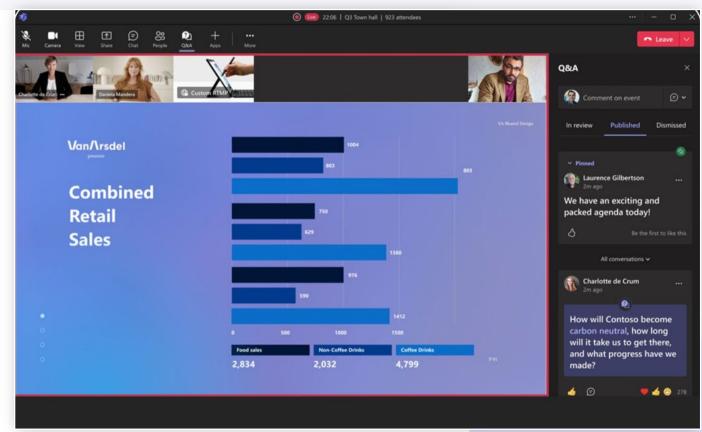
Moderating Q&A



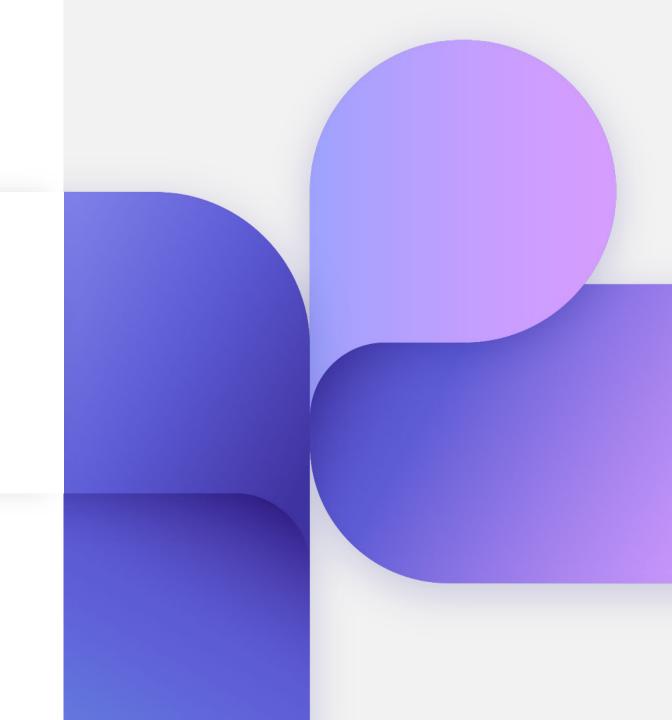
Moderating Q&A

With Q&A enabled from the Meeting options, organizers and co-organizers will be able to moderate the event Q&A, with options to review, and dismiss or publish questions aske by the attendees.

- → Step 1: As an organizer/co-organizer, click on the Q&A icon at the top of the meeting window.
- → Step 2: If the Moderate questions option has been enabled, review questions asked in the In review tab of the Q&A panel.
- → Step 3: Select either Publish or Dismiss.
- Step 4: View Published or Dismissed questions in their respective tabs.



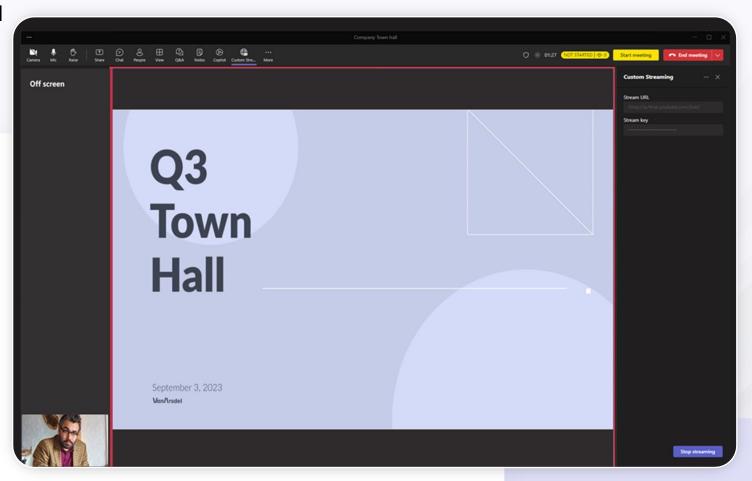
Using RTMP-out to stream an event



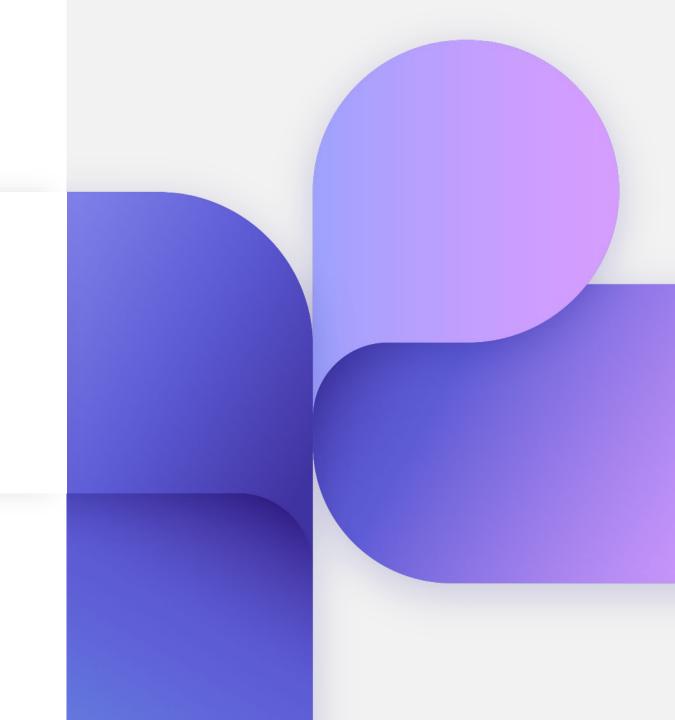
Using RTMP-out to stream an event

With the Custom Streaming application added to Teams, organizers (Not co-organizers or presenters) can follow the steps below to stream an event to an external platform:

- → Step 1: With Custom Streaming enabled in Teams, select the Custom Streaming icon at the top of the event window screen. This will pop open the Custom Streaming panel on the right side of the window.
- → Step 2: Copy the Stream URL and Stream key and paste into the corresponding RTMP fields in the external platform.
- → Step 3: Once ready, select the Start meeting button at the top right of the Teams Town hall event window.
- → Step 4: Follow the directed steps on the external platform to ensure streaming has begun.



Using RTMP-in for external production



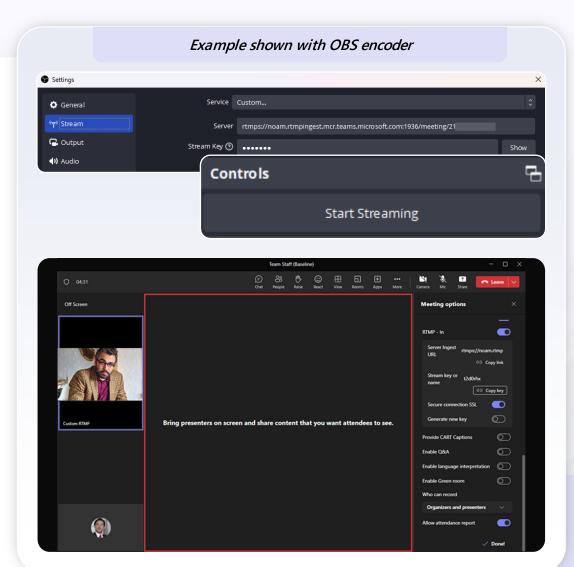
External production using RTMP-in

Once RTMP-In is enabled:

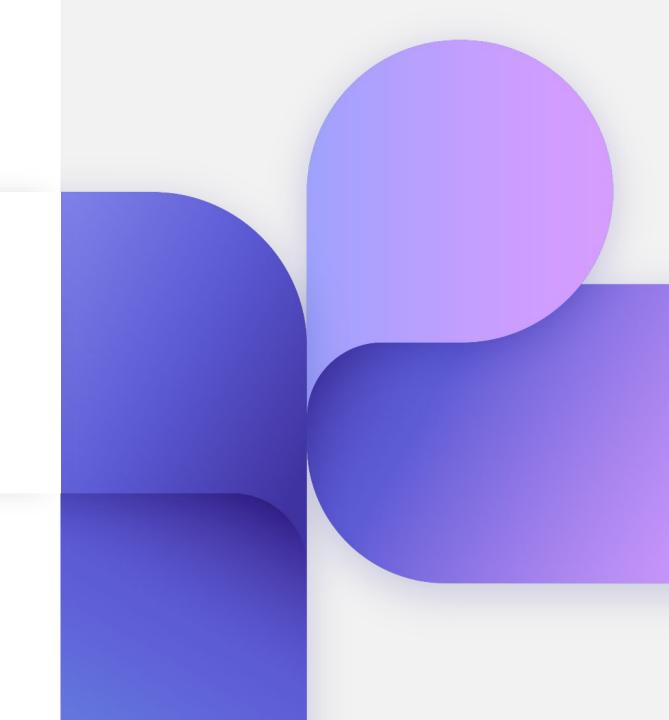
- → Step 1: Input the Server Ingest URL and Key into the encoder.
- → Step 2: In the encoder, click Start Streaming.

The feed will appear in the meeting as "Custom RTMP".

Note: The screenshot to the right is using Manage what attendees see – The Custom RTMP feed is in the Off-Screen area.



Monitoring event analytics in real time

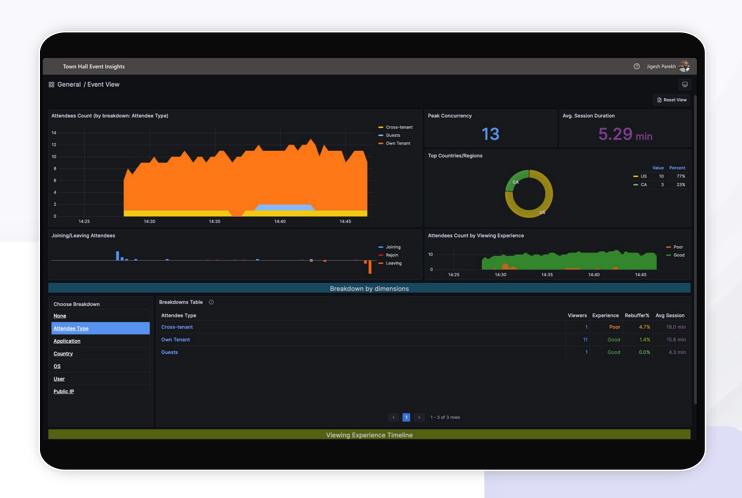


Monitoring the event in real time*

Another advanced Town hall feature available to Teams Premium users is being able to monitor real time event analytics as part of the included Microsoft eCDN solution, leveraging the Event Insights Dashboard. The dashboard helps provide event insights such as attendance information by region and tenant access, how many events are running concurrently, how many users are experiencing a good connection vs poor connection, and more.

To access the Events Insights Dashboard:

- → Step 1: Within the Town hall setup menu, select the Reports tab.
- → Step 2: Select the View Event Insights button.
- Step 3: The Event Insights Dashboard will open up in a separate web browser tab, allowing users to manage their different windows for event stream and event monitoring.



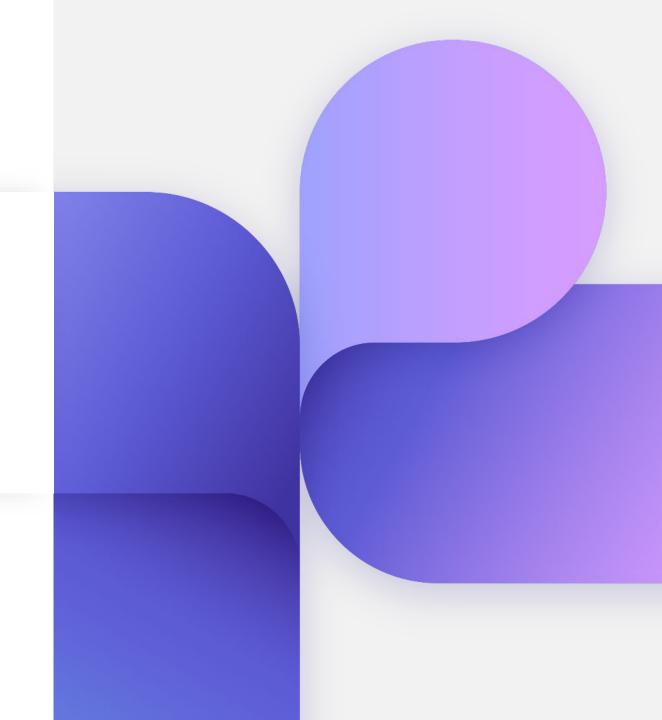
After the event

Leaving vs ending the event

Viewing/downloading post-event analytics

Viewing and publishing post-event recording

Leaving vs Ending the Event



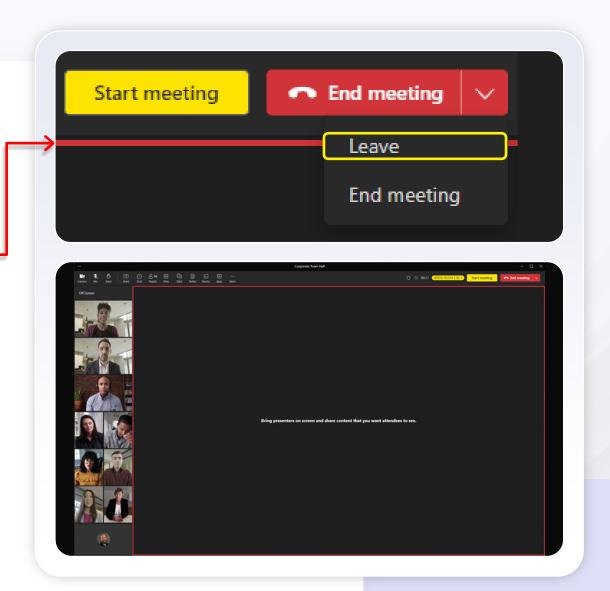
Leaving vs Ending the event

During an event, an event team member may need to leave the event while the other members continue presenting. To do this:

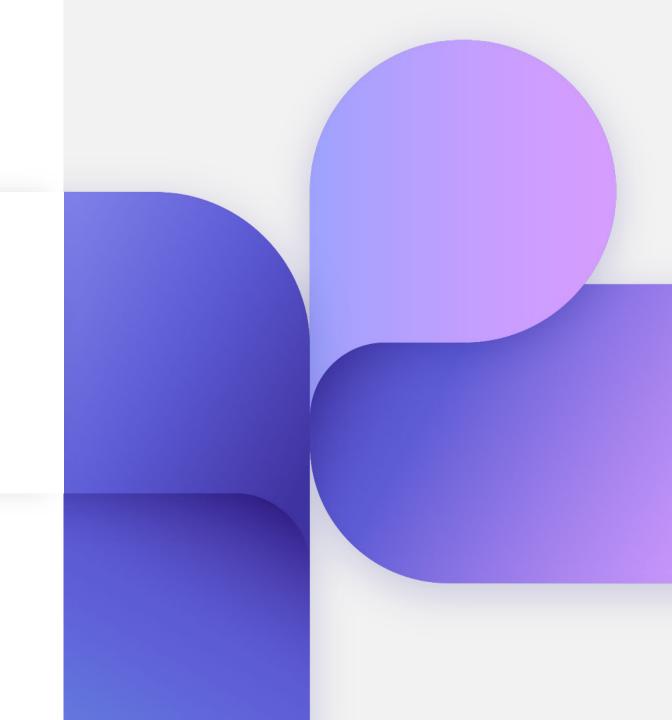
- → Step 1: Select the drop-down arrow next to the End meeting button
- → Step 2: Select Leave to exit meeting while event is still running—

If an event is finished, an *Organizer* or *Co-organizer* (not a Presenter) may end the meeting for all participants. To do this:

- Option 1: Select the End meeting button in the top right corner of the event window screen.
- → Option 2: Alternatively, select the drop-down arrow next to the End meeting button and select End meeting



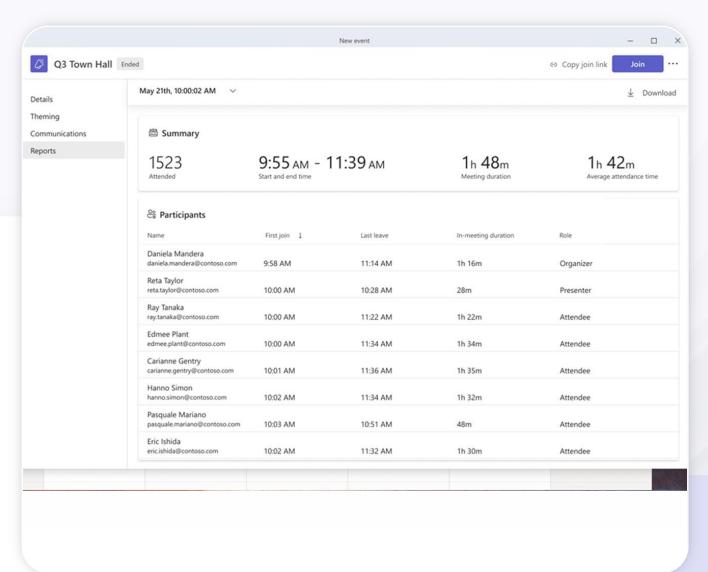
Viewing/downloading post-event analytics



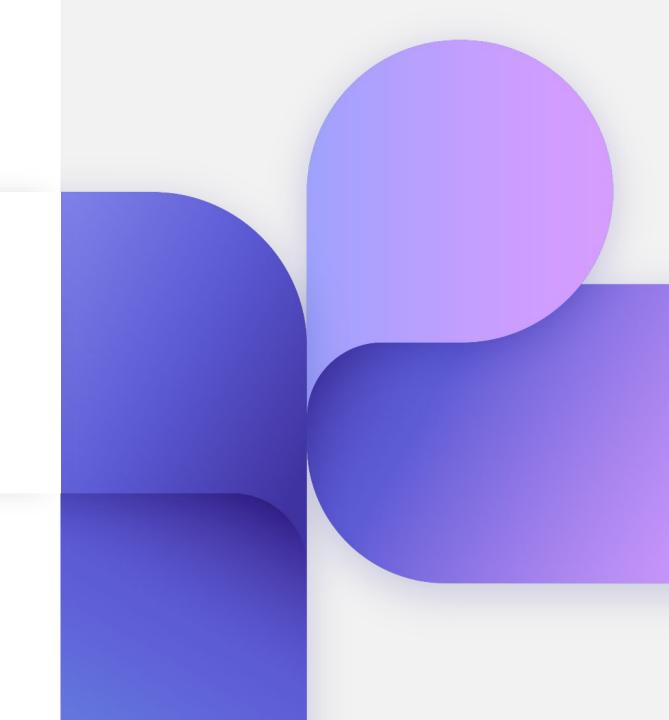
Post-event reporting in Town hall

After the event has ended, the Reports tab will populate with several analytic metrics, including number of attendees and in meeting duration.

- → Step 1: Select the Reports tab.
- → Step 2: Select Download in the upper right corner of the tab to save an excel file with attendee names and emails, join times, and in meeting duration lengths.



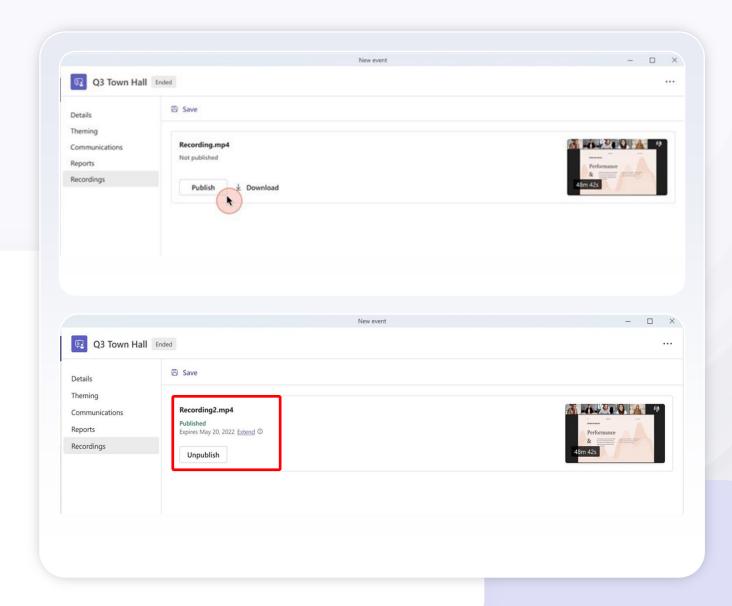
Viewing and publishing post-event recording



Viewing and publishing post-event recording for on demand viewing

If recordings have been enabled in the Meeting options, they will become available in the Recordings tab after an event has been started and then finished. Organizers and co-organizers can see when the recording becomes available, and the organizer can then choose to download the recording or publish it for attendees to view on demand.

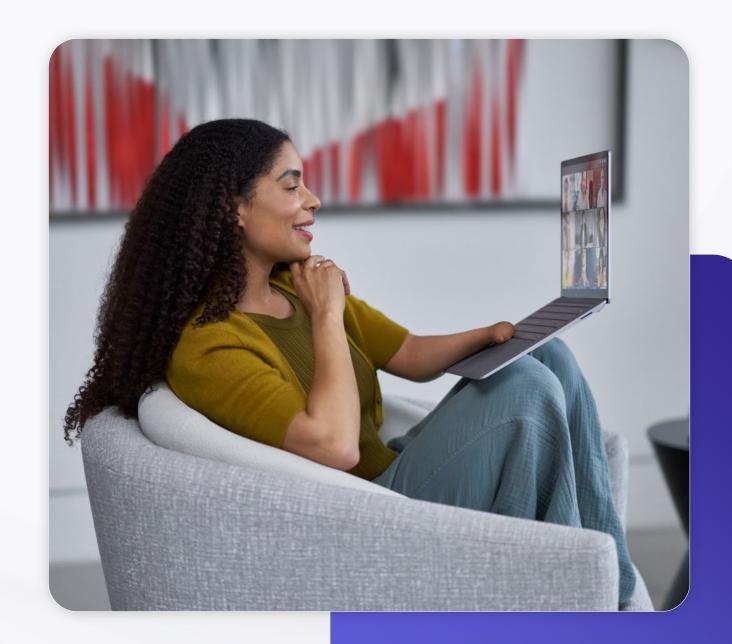
- → Step 1: Select the Recordings tab.
- Step 2: Select Download to save an mp4 file of the event or Publish to make recording available to view to attendees.
- Step 3: While recording is publishing, select Cancel if you wish to stop publishing progress.
- Step 4: Once a recording is published, you may select Unpublish to remove recording from attendee view.





Using Town hall

Attendees

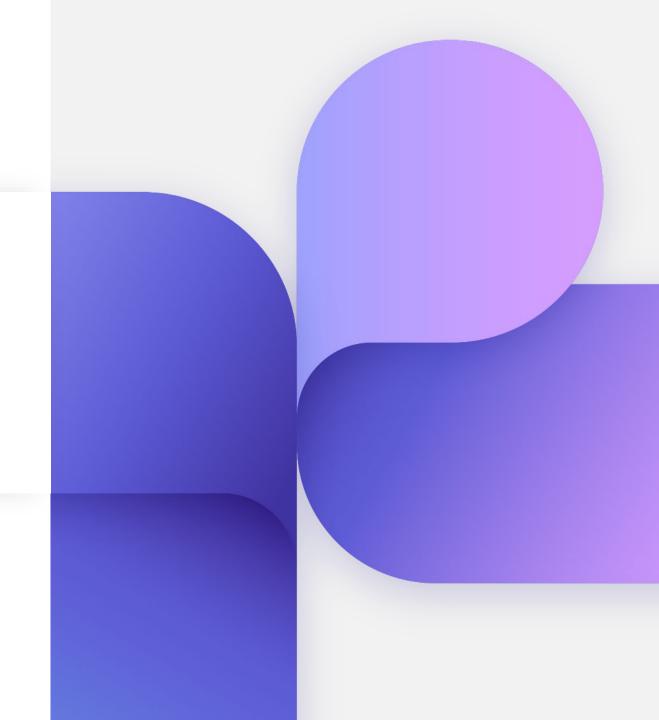


Before the event

01 Receiving event invite



Receiving event invite



Receiving event invite

Once an organizer has filled in all appropriate event details across the available Town hall tabs, they may select Publish in the upper right corner of the setup template to automatically send an email invite to all designated attendees.

Attendees will receive an email with the populated event details (name, date and time, and event description) as well as a button to join the event on the day of.

You're invited to Q3 Town Hall



VanArsdel team <noreply@teams.registration.microsoft.com> To: Recipient





You're invited to Q3 Town Hall

Q3 Town Hall April 5, 2021 9:00 AM - 10:00 AM

A chance for us to gather and discuss Q3's topics. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo conseguat.

Join event

Sincerely, Microsoft

Sent by Contoso. 1701 S Hanford St, Seattle, WA 98144, United States. Contoso Privacy Policy

This event is powered by Microsoft Teams, under the direction of the meeting organizer. The

① The design seen by your recipients may not look like this preview, depending on their email service and device.

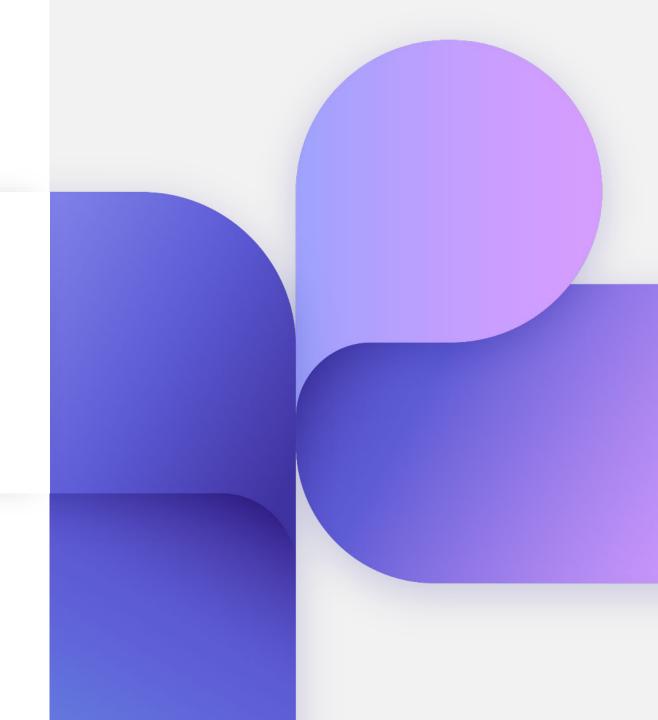
During the event

01 Joining the event

02 Using Q&A

Using live translation captions and Al-generated live transcriptions

Joining the event

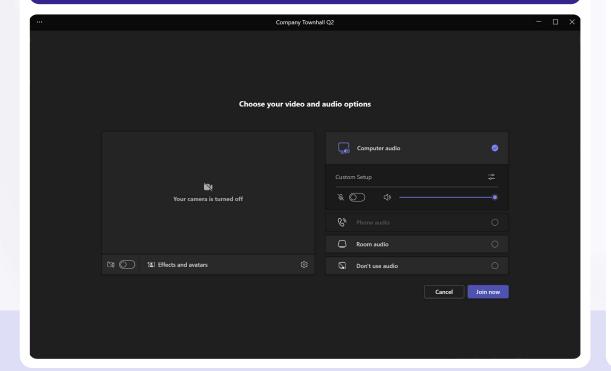


Joining the event

Step 1

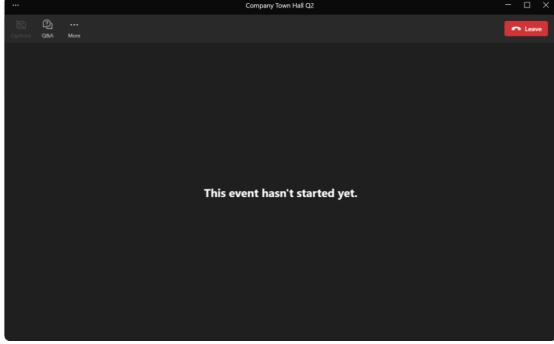
Step 2

Upon clicking the join link from the calendar, attendees will be directed to a pre-join screen, and then redirected to the attendee experience.

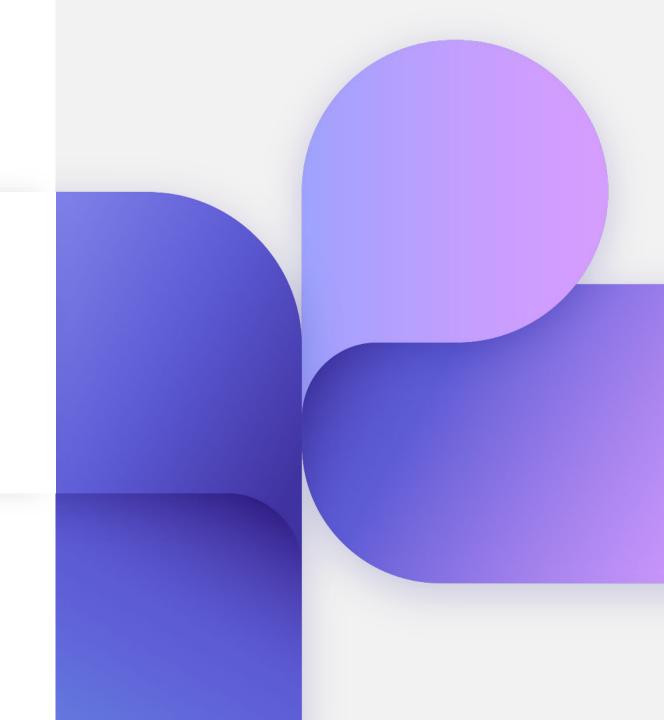


When Green Room is in enabled, the attendee will see a standard splash screen until the event team starts the event.

Q&A is available before the event begins.



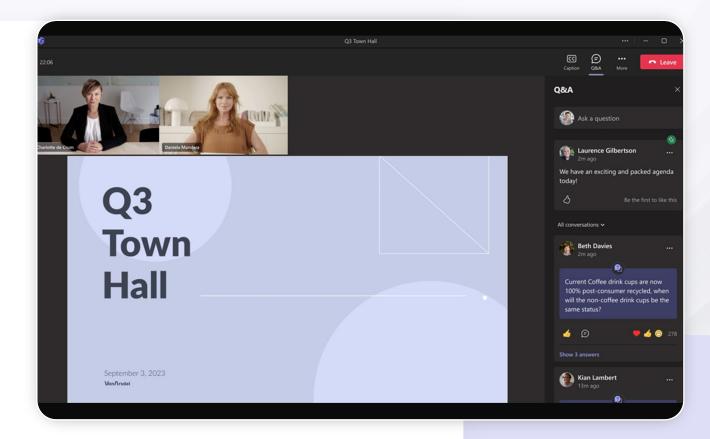
Using Q&A



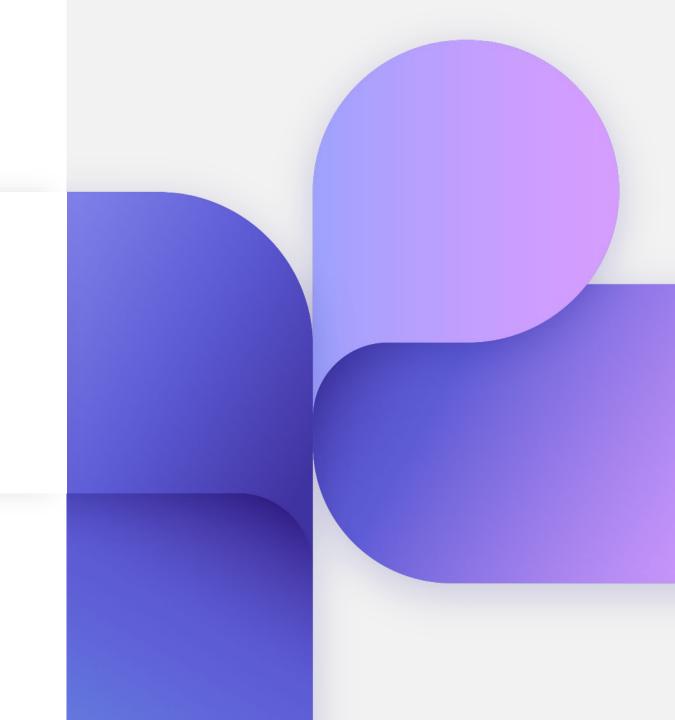
Using Q&A

If Q&A has been enabled for an event, attendees will be able to access the Q&A panel by selecting the Q&A icon in the top left of the meeting window. If Moderate questions has been enabled, questions asked by attendees will first go for review to an event organizer, who will decide if the question should be published for other attendees to see.

- → Step 1: Select the Q&A icon at the top of the event window. This will pop open the Q&A panel on the right side of the window.
- → Step 2: To ask a question, click in the available Ask a question space up top to begin typing, and hit enter when finished.



Using live translation captions and Al-generated live transcriptions

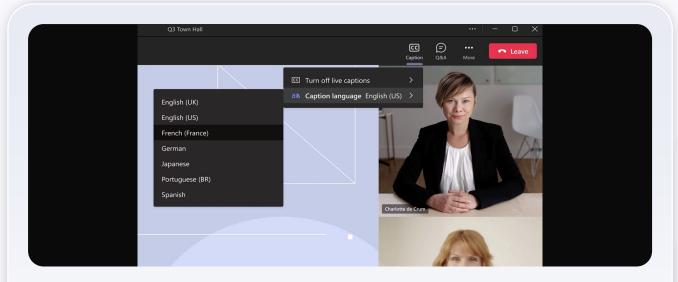


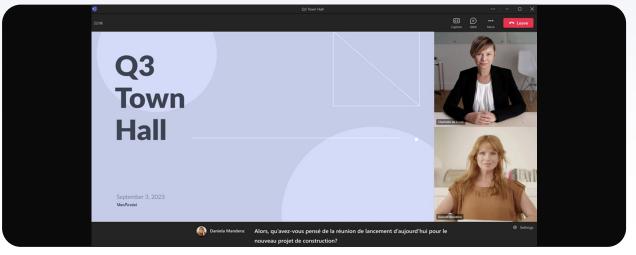
Using live translation captions and AI-generated live transcriptions

Attendees will be able to access live translated captions during their event by selecting the Captions icon in the U-bar at the top right of the event window. At launch, Town hall will support up to 6 language translations including English (en-us), Japanese.

(ja-jp), Spanish (es-es), Portuguese (pt-pt), French (fr-fr) and Chinese (zh-cn), while Advanced Town hall will support these and an additional four languages including German (de-de), Italian (it-it), Korean (ko-kr), and Russian (ru-ru).

- → Step 1: In the U-bar at the top right of the event window, click on Captions.
- → Step 2: Select the language desired for translated captions (Options available will be dependent on whether the organizer is using Advanced Town hall or not).



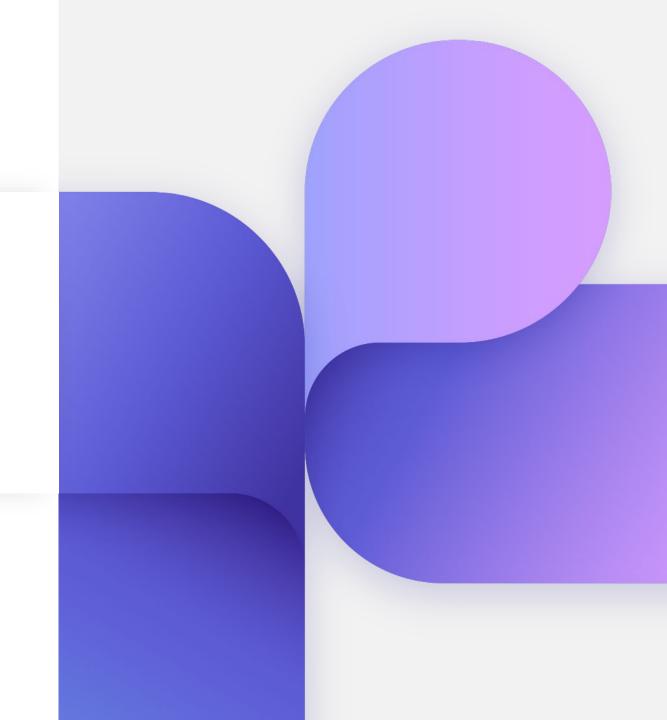


After the event

01 Accessing post-event recording



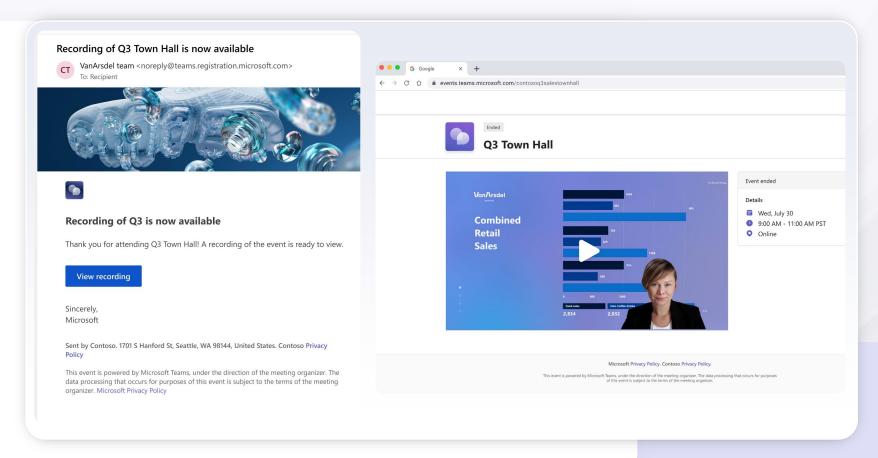
Accessing post-event recording



Accessing post event recording in On Demand portal

Organizers can choose to have events recorded, as well as whether to make them available to all attendees, or only to organizers and presenters. If an organizer has published an event recording, attendees will receive an email letting them know the recording is now available with an included link that will allow them to view the event on demand.

- Step 1: Once received, open email to access on demand recording link.
- → Step 2: Click the View recording button to open up a new browser tab with the event recording
- Step 3: Click on the play icon in the center of the video to begin playing even recording.





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Get more information on Support.microsoft.com and Learn.microsoft.com

