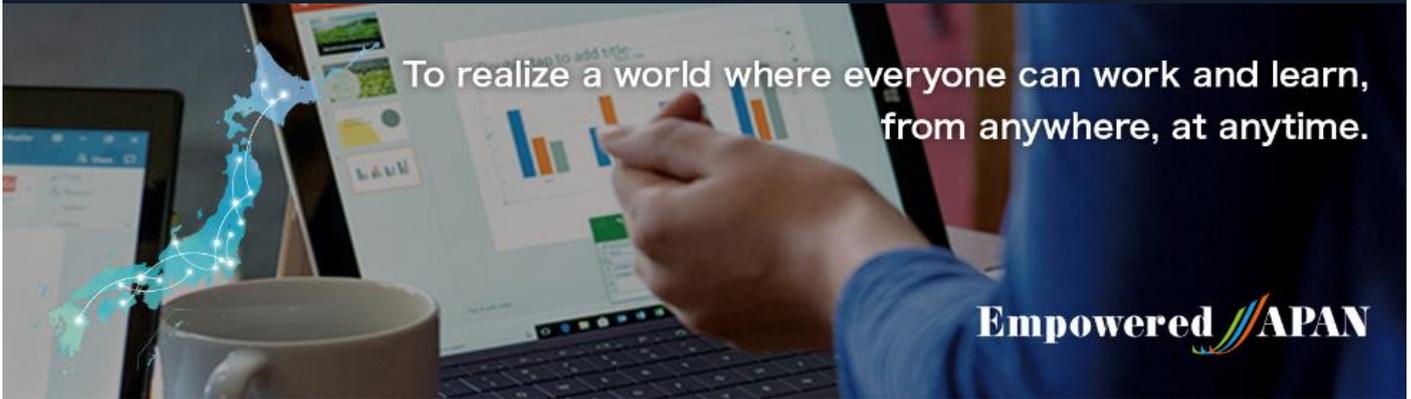


Empowered JAPAN Webinar Report



Empowered JAPAN Executive Steering Committee was established in 2018, "To realize a world where everyone can work and learn, from anywhere, at anytime." To promote the true value of workstyle innovation including telework, the committee has been coordinating symposiums in both Tokyo and regional cities. And in collaboration with various local governments, Microsoft, and partners, the committee has been serving as an advisor to provide telework training for both corporate and individuals. In response to the spread of infection of corona virus (COVID-19) and the government announcement on February 25, 2020, which included the request to citizens to telework, the steering committee made the decision to launch a series of free webinars starting from March 17, 2020, to provide practical information for individuals and organizations across the nation, to telework and/or practice online education.

Category : IT tools and environment

Date : March, 28, 2020

Speaker : Takeshi Fukuda

President

CommuniCloud Japan Co., Ltd.



Born in Fukuoka City, Fukuoka Prefecture. After gaining experience in sales and marketing at a foreign IT company, entered BT Japan, which is a Japanese subsidiary of BT, a major British telecommunications company, in 2006. As supervisor of the Conferencing Business Division, was involved in the introduction and support of teleconferencing services mainly for global companies.

In 2015, he established CommuniCloud Japan Co., Ltd., which is a Japanese subsidiary of the Australian company CommuniCloud.

In addition to handling various teleconference services, also supports web distribution for various corporate events and seminars.

Online Event Switching Course

Based on Event Self-Imposed Requests

Nowadays, there is strong demand to avoid the three conditions which facilitate the transmission of infectious diseases. People are expected to avoid events where a large number of people gather. As a result, online events are attracting attention. Fukuda has supported the live streaming of events and seminars for various companies. He points out that live events are changing recently.

"The photograph on the left is the appointment ceremony for the president of a certain company," explains Fukuda. "There were about 200 participants in the venue, and the ceremony was also streamed to local residents and other parties. Generally speaking, this was the main format previously used for live events. Conversely, the photograph on the right was taken recently. As you can see, only the speaker and the filming staff are in the conference room. Partly due to measures against COVID-19, there is a rapid increase in live events with no audience."



Let's begin by defining the term "live event." Fukuda explains that it is easy to understand by comparing the concepts of "on-demand" and "web conference."

"On-demand allows you to select and watch stored videos," he says. "It is often used for training. On the other hand, live events are characterized by live broadcasting, realism, and interactivity. Live-events are streamed in real-time, so viewers can heighten their ability to concentrate."

Web conferences are held for the purpose of exchanging opinions and making decisions. For example, the Teams conference screen has various functions "These features attempt to reproduce the functions of a real conference room as much as possible," explains Fukuda. Conversely, the Teams live event has a very simple screen. This is because the main purpose is to "transmit" and "show" information. Except for questions, Teams is used for one-way communication by the speaker.

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Now, let's try an actual live event. Fukuda starts by explaining the importance of the correct attitude. "Remember—you should strive to achieve a 100% perfect event, but a perfect event is not required. Even TV stations may experience small mistakes during live broadcasting. In some cases, a little roughness can even add a sense of realism."

After describing the correct attitude, Mr. Fukuda shared three secrets for a successful live event. The first is that "live events are 80% preparation and 20% actual event." Unlike real events, it is almost never possible to make sudden changes during online events. It is necessary to prepare as much as possible.

The second secret is having an appropriate internet connection. Secure a connection of at least 5 Mbps upstream bandwidth, and preferably 20 Mbps or more if possible. A LAN connection is a must-have. "I don't recommend Wi-Fi," says Fukuda. "Previously, I had a harrowing experience in which an event could not be held because my pocket WiFi lost connection."

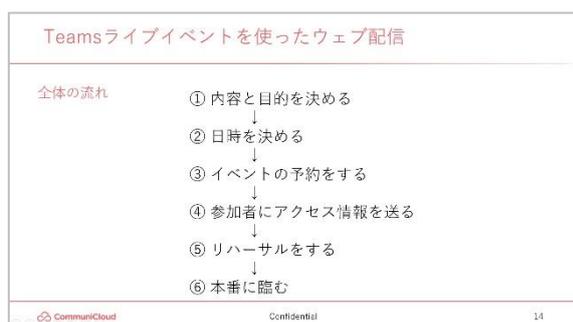
Finally, the third secret is not to forget your audience. Provide detailed explanations on how to connect and ask questions. If possible, hold a viewing practice event in advance.

Now, that you know the secrets, it is time to hold a live event. The overall flow of the live event will be divided into six steps to be performed sequentially.

- ① Content and Purpose: Confirm who will be disseminating what information, from what position, and for what purpose. Also clarify the audience.
- ② Determine the Date and Time: Reserve the schedule of the speakers, ascertain the schedule of equipment, and plan the schedule of the rehearsal event.
- ③ Reservation: A Teams live event can be easily reserved in just 3 minutes. This is equivalent to booking an event hall that can accommodate up to 10,000 people.
- ④ Send Access Information to Participants: An easy-to-understand explanation for connection method and important notes are listed on the special website of Empowered Japan. Copy and paste this information for dissemination to the participants.
- ⑤ Hold a Rehearsal: For the rehearsal event, make an event reservation in the same way as the actual event. Connect as a participant from another terminal, and then check the video and audio. In principle, the environment (equipment, internet connection, etc.) should be the same as the actual event.

"If more than one person is speaking, use a home video camera instead of a computer camera," says Fukuda. "An HDMI or USB conversion adapter is required to connect the camera to a computer. Select a camera that has HDMI output. Also, confirm that the characters on the LCD screen do not appear on the computer screen. I do not recommend using a built-in computer microphone. Such microphones easily pick up noise. I would advise you to prepare a conference room speakerphone or a USB-connected microphone."

- ⑥ Actual Event: It is a good idea to begin preparation about two hours in advance, and to have all standby procedures completed by 30 minutes before the start time. According to Fukuda, preparing early is useful in case of equipment trouble.



Once you actually hold a live event, you will be able to identify points which require improvement. You can make these improvements for your next event. A common issue is moving the camera too quickly, including zooming in and out. Such camera operation can disorient the viewer. Keep in mind that live broadcasts cannot be edited.

"Generally speaking, the basics of camera operation are to move slower than you think is necessary," explains Fukuda. "If you have multiple speakers and you want to film with one camera, slowly zoom out to encompass the whole image, and then slowly zoom in on the next speaker."

Fukuda points out that live events are spreading to various purposes such as financial report meetings, company information sessions, and press releases. Live events can also be used in other ways; for example, a president working from home can send a message to all employees who are also teleworking. It is also possible to stream by yourself on a daily basis. The most important thing is to actually try your first live event.

Furthermore, Microsoft Japan has prepared a four-part [instructional video](#) on screen operation for Teams live events. These videos are available on YouTube for anyone to watch.