

The insider's guide to live events

Bring it in

It's never been more important to come together. With live events in Microsoft Teams, gather your people—up to 10,000 of them—into one room, no matter where they're located.

When and why

Live events are ideal for large gatherings—town halls, webinars, partner meetings, and the like—when you have questions to answer, training to share, or info to broadcast to a wide audience.

Broadcasts tend to be one-sided, so if you're looking for more interactive communication, consider a standard Teams meeting, where you can interact directly with as many as 250 participants.

But if the goal is to connect across your organization, build your community, or spread your message to more people—even outside your organization—live events are definitely the way to go.

Schedule the event

If you've ever scheduled a regular meeting in Teams, you know where to start! The only difference is that for live events, you need producers and presenters.



Producers handle all the behind-the-scenes work, like starting and ending the meeting and queuing up on-screen content.

Presenters are the face of the broadcast, the ones engaging with the audience.

As the organizer, you're listed as the producer, but you can change your role and add up to 9 other producers and presenters.



Large gatherings where you can use live events

- Tech training
- HR training
- Sales training
- New product training
- Community building
- Town halls
- Webinars
- Partner meetings



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Choose your settings

Make the event as open or exclusive as you want:

Limit attendance to specific people or open it up to your entire organization or even the general public.



If you want to use Teams to produce the event, you have access to super handy features like live captions (in up to six languages!), a Q&A tool, and more. Or, if you prefer to use your own production system, that's cool, too.

Get the word out

With the setup out of the way, it's time to spread the word. Copy the attendee link and share it with your audience via Teams, email, QR code—whichever way will best reach your people.

Because this is a virtual event, participants don't need a lot of advance notice for travel, but it's still a good idea to send the invite out at least a week before the event. A follow-up reminder the day before wouldn't hurt, either!

Don't stop there

**Looking for more ways to bring your organization together?
[Chat with a BrainStorm software adoption expert today.](#)**



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About BrainStorm

BrainStorm activates change and drives software adoption by using technology to empower people and transform organizations.