Demo Day Process Mock-Up

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Overview

Made-Up-Organization (MUO) Demo Day is a webinar event in which interested parties sign up to demonstrate or present various Features/Topics for their organization. The instructions below outline the process for MUO Demo Day.

Roles & Responsibilities

There are several individuals vital to the MUO Demo Day Process, with their roles and responsibilities outlined below.

Demo Day Role	Responsibilities
Scheduler	The individual coordinating the MUO Demo Day. They schedule the webinar, send communications, coordinate time slots with requesters/presenters/Q&A moderators, assist with presentation material as needed, and update the MUO Demo Day SharePoint page
Host	The individual who hosts the MUO Demo Day webinar. They start the webinar, begin the recording, coordinate with presenters/Q&A moderators during the event, keep time of each presentation, alert presenters/Q&A moderators when they reach their time slot, direct any attendee questions to Q&A moderators, and close out the webinar session.
Requester	The individual who requests a time slot for Demo Day. They submit the Demo Day form information to the scheduler and coordinate with the scheduler to ensure their group/time has been approved for a slot.
Presenter	The individual who presents during Demo Day. They create the materials for their demo/presentation and present them during the event.
Q&A Moderator	The individual(s) who answer any questions that attendees might have during the presentation in the Chat channel.
Panelists	These individuals make up the panelists during the webinar which includes Host, Requester, Presenter, Q&A Moderator, and any applicable management as needed.
Attendees	The individuals attending the Demo Day event.

Prior-to-Event Instructions

There are several things that need to occur prior to the Made-Up-Organization (MUO) Demo Day event for it to run smoothly. Below you will find a general timeline of large-scale items that need to be completed prior to the event, followed by more specific instructions for these items.

Before Demo Day General Timeline

Event	Details	Timeframe for Completion

Estimate Time for Demo Day	At the end of the previous MUO Demo Day, confirm a rough estimate with management on when the next Demo Day should be hosted. No specifics need to be confirmed at this time, this is just to help with the rest of the timeline.	End of previous Demo Day
Confirm Day and Time for Demo Day	Based on the rough estimate given, you will want to confirm a specific day and time. There are two specific times for this event: 8am PST and 8pm PST. This is to allow those from different regions to attend more easily. These two times are alternated between Demo Days. For example, if one Demo Day is hosted at 8am PST, the next Demo Day should be hosted at 8pm PST. There are two hosts for these events: John Smith (located in Raleigh, NC) and Mark Adams (located in New Delhi, India). The 8am EST Demo Days are to be hosted by John while the 8pm PST Demo Days are to be hosted by Mark.	1.5 months prior
Send placeholder event	Once the day and time are confirmed, create the placeholder event on the organization calendar. Send the placeholder event information out to organization.	1 month prior
Open Demo Day Interest forms for submission	After the placeholder has been sent out, it is time to open submissions for the teams to submit their interest in presenting/demoing. Scheduler sends out a Demo Day Interest Form Sign-Up communication to let everyone know that they can fill out the interest form located MUO Demo Day SharePoint page [link to SharePoint page].	1 month prior
Close Demo Day Interest forms or submission	Scheduler closes the demo day interest form on the SharePoint page.	2 weeks prior
Confirm Demo Day participants from submissions	After submissions have been closed, the scheduler sends out an email to requestors confirm that they are still interested (and to verify the information they submitted). **Note**: There should ideally be no more than 5 demos/presentations for Demo Day to best utilize the webinar time. If there are more than 5 submissions before the interest form has been closed, sync with management to select which of the entries will be confirmed for Demo Day. Those entries not selected (after all others have been confirmed from the confirmation email above) will be sent an email letting	2 weeks prior

	them know that their demo/presentation was not selected for that Demo Day, but that they will be kept in mind for the next Demo Day (should they wish to still participate).	
Confirm the general timeline for the event	Requestors need to review the information the scheduler sends to them, coordinate any changes that need to be made, and approve. After all the participants have confirmed that they will indeed present/demo on MUO Demo Day, the scheduler will need to send a general timeline to requesters, presenters, Q&A moderators, and any associated management.	1 week prior

Demo Day Interest Form

The Demo Day Interest form is located on the MUO Demo Day SharePoint page [link to SharePoint page].

Once the MUO Demo Day Interest form is opened for submissions, those interested in participating will navigate to this page and scroll down to the form they need to complete.

The form consists of the following fields:

- Requester Email Address
- Team Name
- Team Region
- Description of Demo
- Theme of Demo
- List of Presenters for Demo
- List of Q&A Moderators for Demo
- Manager Name for Team

These submissions link back to an editable Microsoft Forms page [link to Microsoft Forms page]. Once the Demo Day Interest Form Sign-Up communication has been sent out, the scheduler can refer to the Microsoft Forms page to view the submissions.

Setting Up the Webinar

The scheduler will set up the webinar using the appropriate and approved webinar platform. Follow the instructions below in order to set this up.

The scheduler needs to utilize the instructions below to set this up:

1. Navigate to the webinar dashboard [link].

2. Click the **Schedule Webinar** option. The **Schedule Webinar** page displays.
3. **Topic**: Enter the title of the event as "MUO [Quarter-Fiscal Year] Demo Day".
4. **Date and Time**: Select a date and time on the calendar.
    a. **Note**: Make sure that you select PST as the time zone.
    b. **Note**: The Demo Day event lasts for a 2-hour time period, so ensure that the duration is listed as 2 hours.
5. **Webinar Password**: Enter a unique password for attendees of the event.
6. **Panelist Password**: Enter a unique password that only the requester, scheduler, presenter(s), Q&A moderator(s), and appropriate managers have for paneling the event.
7. Click **Schedule**. You are then taken to the Webinar Information page.
8. As there is a specific template used for further communications for the event, you need to copy the following information from this page.
    a. Date
    b. Time
    c. Event Number
    d. Event Passwords
    e. Event Link
    f. Event Duration

Adding Panelists and Q&A Moderators to Event

Once you have confirmed who will be the panelists and Q&A moderators for your event, the scheduler will need to edit the event to add all appropriate individuals as panelists. The scheduler needs to utilize the instructions below to add panelists:

1. Navigate to your webinar dashboard and sign in.
2. Scroll down to the Upcoming section and click on the Demo Day event from the list. The event's webinar information page displays.
3. Locate the Participants section on the information page.
4. Enter the email addresses for everyone who will panel the event.

Demo Day Chat Room

The scheduler will create a Demo Day Chat room once submissions have been reviewed/approved, and the webinar has been set up.

This chat space is utilized for the communication and coordination of the scheduler, the host, the presenter(s), the Q&A moderator(s), and associated management. No other individuals are allowed to be included in this space unless otherwise approved by MUO.

Communications

There are several communications that must be sent out prior to the Demo Day event by the scheduler:

Event Placeholder

The Demo Day Event placeholder should be the first communication sent out to the organization. This placeholder is sent out by the scheduler through Outlook as a meeting with the date and time sectioned off for the webinar.

This alerts every one of the upcoming MUO Demo Day event and allows anyone who might be interested in participating the time they need to gather information for when the Demo Day Interest form opens.

Once the webinar is officially scheduled and all the information from the Scheduling a Webinar section is obtained, the scheduler updates this placeholder with the Attendee invite in the approved invite folder located on the Demo Day SharePoint site [link to invite template].

Demo Day Interest

The Demo Day Interest Communication is sent soon after the Event Placeholder goes out.

This communication provides the Demo Day Interest form link (which the scheduler has opened prior to this communication being sent) for those interested to fill out.

Initial Confirmation

Immediately after the Demo Day interest form is closed, and you can gather the list of panelists, the scheduler will send out an Initial Confirmation communication.

This communication will contain a table of the information submitted in the Demo Day Interest form section.

Requestor(s), Presenter(s), Q&A Moderator(s), and selected management needs to review this communication and coordinate with the scheduler with any changes or updates as needed.

Webinar Invite

Once all panelists have confirmed their participation, the scheduler will send out two separate invites. One will be the updated placeholder meeting that was sent out previously with all of the information for the attendees, and the second is the panelist invite.

The panelist invite will be identical to the attendee invite with the key distinction that the panelists will receive the panelists password that will grant them panelist access to the event.

General Timeline

This is the final communication sent out by the scheduler prior to the event and will only go to all panelists.

This email is crucial as it gives all involved an idea of what they should expect and where they fall into the lineup.

Day-of-Event Instructions

On the day of the event, there will be a multitude of different items that will need to be completed and actively monitored by both the scheduler and the host of the event.

General Timeline of Event

Event	Details	Timeframe for Completion
Start Practice Session	Thirty minutes before the actual event, the host starts the practice session.	30 minutes prior to event
End Practice Session	The host ends the practice session and moves all panelists to the webinar event approximately 2-3 minutes prior to the beginning of the event.	2-3 minutes prior to event
Introduction	At the start of the event, the host will display the introduction slides to inform attendees of the guidelines for the event	Start of event
Demos & Presentations	Based on the general timeline communication that was sent out previously, the order in which demos/presentations are already determined. The host will simply follow this timeline during the event. The host will introduce each demo/presentation and allow Share Access to the presenter for each group's demo/presentation. All demos/presentations are limited to 15 minutes unless otherwise agreed upon and specified. The host will utilize the chat space to alert presenters of upcoming time limits.	During event
Final Demo/Presentation	At the start of the final demo/presentation of the session, the host begins preparing for the wrap-up of the webinar event.	During final demo/presentation

| End of Webinar | Once the final demo/presentation has been completed, the host will close out the webinar event. | End of event |
| | Closing slides will be displayed and attendees will be alerted to where they can get more information and the webinar recording. | |

Practice Session

Thirty minutes prior to the beginning of the Demo Day event, all panelists are required to attend the Practice session as both the scheduler and host will go over the schedule and any guidelines required before the event begins.

Any unused time during this practice session can be used for the panelists to prepare for their demo/presentations.

Webinar

Approximately 2-3 minutes prior to the start of the event, the host will move all panelists from the practice space into the main webinar event. All panelists are required to remain muted during presentations that are not their own to prevent interruptions or confusion.

Q&A Moderators are required to keep an eye out for any questions attendees may ask in the Chat channels.

Demo Day slots are approximately 15 minutes long, so the host keeps a timer for each demo/presentation. Once one group begins, the host starts the timer. As the group reaches approximately 2 minutes to the end of their timeslot, the host activates the sound alert. This alert can only be heard by panelists and helps to alert whoever is presenting that they will need to begin wrapping up soon.

Discussion and coordination during this time can also be done in the Demo Day Chat Room.

Post-Event Instructions

Once the event is complete, the host will receive the recording for the event and webinar information. This information needs to be sent to the scheduler so they can update the MUO Demo Day SharePoint page and send a post-demo day communication to attendees and panelists.

MUO Demo Day SharePoint Page

Once the host provides all of the necessary information to the scheduler, the scheduler then updates the MUO Demo Day SharePoint page [link to SharePoint page].

The scheduler will add the following information to the "Prior Demo Day Sessions" section of the page:

- Quarter and Fiscal Year the webinar took place in
- Date of the Webinar
- Link to the Recording
- Recording Password
- An excel spreadsheet with any questions from the chat space during the event
- The Demo Day schedule from the event

Anyone in MUO will be able to access this information, including those who were not able to attend during the event itself, and review the recording so Demo Day can be accessible to all.

Post-Demo Day Communication

The post-event communication will be the final communication that the scheduler will send out for this event. It will contain a link to the section of the Demo Day SharePoint page the information was added to by the scheduler.