ASSOCIATION OF MIDWEST MUSEUMS

TECH WORKSHOP 2: AUDIENCE PARTICIPATION

IN LIVE STREAMED PROGRAMS

MAY 20, 2021

* * * * *

This transcript is being provided in a rough-draft format.

Communication Access Realtime Translation (CART) is provided in order to

facilitate communication accessibility and may not be a totally verbatim record of the

proceedings.

* * * *

>> DAN YAEGER: Good morning or good afternoon wherever you are and welcome to the Digital Empowerment Project Module 2 on live streaming events tours and programs. This topic has become very important in the past year so we are delighted to have you with us here today.

The Digital Empowerment Project is a nationwide initiative organized by the six US regional museum associations dedicated to providing free self-paced training resources focused on digital media and technology for small museums. This series of ongoing webinars and toolkits is made possible by funding from the Institute of Museum and Library services.

My name is Dan Yaeger and I'm the executive director of the New England Museum Association. My pronouns are in the he series and I am a white male with gray hair pulled back and a close cropped beard. Today I'm wearing round dark rimmed eyeglasses, a blue-and-white striped shirt and am sitting in front of a large bookcase in my home office.

Before we get started, I would like to acknowledge the places in which we gather. In this era of virtual meetings when digital spaces may substitute our physical sense of place, it is important to reflect on the land we each occupy and honor indigenous people who have called it home. I am speaking to you from Swampscott, Massachusetts, the historical homeland of the Massachusetts peoples.

Wherever we are, let us acknowledge all indigenous nations as living communities, their elders past and present as well as future generations. We, the Digital Empowerment Project team, recognize our organizations and those of our members were founded within a colonizing society that perpetuated the exclusions and erasures of many native people throughout the United States and beyond.

We ask you to reflect on the place where you reside and work and respect the diversity of cultures and experiences that form the richness of our world and our profession. Thank you. And now for just a few housekeeping notes before we introduce today's presenter. First, the best place to view the session in realtime is on the Museum Learning Hub website under the watch live tab at Museum-hub.org.

Here you will be able to see captioning, chat and questions posed by the attendees. I would like to acknowledge today's ASL interpreter, who will be on the left side of your screen, and let you know that captioning for today's program is embedded in a box just below the YouTube player on our website with controls to adjust your experience.

Following today's program, we ask that you complete a short survey to give us feedback. We will drop a link to the survey in the chat stream and we'll email link to those of you who preregistered for the program.

We would greatly appreciate it if you share your experience with us and help us improve our work. We encourage you to pose questions to our presenters which will be

addressed at the end of the program after the presentation. Please type your questions in chat and we will get to as many questions as time allows. We may not be able to address all questions during the live session and other questions may arise after reflecting on the program.

For this reason, we set up the online community forum for raising questions, hosting answers and connecting with others in the Museum Learning Hub which you can find at Museum-hub.org. If you're looking for help between programs, please visit this forum, create a login and post your questions. A member of the community or one of our student technology fellows will get back to you. Finally, to stay connected with us and be aware of future programs, please follow us on social media. Links will be posted in chat.

It is my pleasure to introduce the speaker for today's technical workshop, audience participation and live streamed programs, who is Alex Freeman, the Executive Director of Texas Association of Museums. Since 2012, Alex's work has focused on how new technologies impact teaching and learning in informal and formal learning spaces.

Prior to his position at the Texas Association of Museums, Alex served nearly six years at the New Media Consortium where he managed membership services and produced online professional development programs. Alex was a co-author and researcher for the NMC Horizon Report series, which analyzed technology uptake across global museums, higher education, K-12 education and a few other sectors and regions. Prior to his experience there, Alex was the Education Director at Mexic-Arte Museum Austin and Educational Curator at Artpace San Antonio. We are so grateful to Alex for joining us today. Please welcome Alex Freeman.

>> ALEX FREEMAN: Hello everybody. Good to see you out there and good to virtually see you out there. Thank you David for that nice introduction. You have mastered the art of live streaming a program to YouTube using StreamYard. The broadcasting portion if you will. Congratulations.

When I was a kid, broadcasting was all I had to look forward to in the 1980s. I used to run my finger up and down the TV Guide looking for my programs. One time I visited

my sister in the big city in the 90s and they had a scrolling menu TV channel just for that. That was very fancy to me.

Experience TV changed when I saw American Idol in the Early 00s. I could vote and shape the content I was watching in front of me and the form of engagement continues to grow and become more sophisticated with computers in our pockets and easily available digital tools.

Take Ask a Curator Day for example. That started in 2010 to make Twitter less of a broadcasting tool and more of a two way conversation. With keepers of the cultural heritage through these Q&As. Twitter is fairly easy to use. You can create an account and follow influential people or cats or dogs and send them messages of 280 characters. The keyboard is only one of the tools we use to connect with each other.

Like it or not, we have become video producers. To have a conversation in the virtual realm, you need to know how to have a voice. That means understanding your laptop, smart phone is a powerful tool. With the right accessories to capture video, project video and speak or listen in some cases, you can join in the conversation and shape what is happening in front of you.

What I am going to discuss today are just some of the ways in which you can increase audience participation during a live-streamed event. I will break down the major modes of live streaming and tools that can take them to the next level. Our first section is on use cases. We will dive into parts of Zoom that will enhance what you learned in the previous session and then we'll look at add-ons you can add to any streaming service. We will reserve some time at the end for some questions. I'll move on with my presentation here.

Before we start with the tools you can use to engage with your curious audience, let's start with a few use cases that museums and cultural organizations are creating to increase engagement with online visitors. Some take more of a live question and answer approach while others only work if the audience is active throughout the complete experience.

Interviews and performances: perhaps the lowest barrier of entry is adding participatory elements to broadcasts of interviews or performances, just like Ask a Curator Day. You can tap your in-house experts to share their knowledge in a live stream question answer session, host a laid-back ask me on anything on social media, or invite speakers or artists to give talks or performances.

Everything from TED Talk styles to dance performances or intimate interviews are fair game. Interactive games and contests can increase audience engagement. The contemporary Art Museum of Houston their Teen Council created a Zoom interview event focused on Social Artivism with two artists from different generations. It was moderated by two teen council members. Through an open Q&A, they collectively learned more about the artists' practices and how social activism is activated throughout their work. The program ended with a Q&A.

At the Abbe Museum, dedicated to exploring the cultural heritage of Maine's native people, they created Digital AMIM, a two-day online event where eventgoers got the chance to meet 2021 Indian market artists and learn more about them, the processes and their body of work and this allowed artists to connect digitally with the community to educate and also sell their wares.

In addition to spotlighting their artists, digital AMIM included performance, educational programming and some trivia. Now behind-the-scenes tours. Technology can provide greater access to your spaces and collections through behind-the-scenes tours. It can open a whole new set of possibilities for online listeners, giving them a sneak behind the curtains. Museums, galleries, historic sites can offer viewers glimpses into what it is like to visit. Like you learned in the previous workshop museums are delivering and recording live videos in Zoom and other ways and broadcasting and posting finished videos on YouTube pages.

The Everson Museum of Art in downtown Syracuse is a major central New York museum focusing on American art that amassed a large catalog of object-based tours and interviews. Their curator of ceramics began exploring common and rarely seen objects from the collections and he started that during weekly sessions starting in March 2020.

Get creative with these special tours. Given hidden spaces within the museum can be light and engage. At the Chicago History Museum, you can take a virtual tour with the director of properties as he leads online visitors through the building's nooks and crannies. The operations and oddities behind the scenes virtual tour explored additions and renovations and they even scaled the roof.

For more complex topics or sequential museum programs, webinars, virtual workshops, and online classes might work well. These formats can offer deep dives around specific themes, skill sets, tools and more. For the kiddos in the New Orleans area, the Ogden Museum of Southern Art collaborated with the Helis foundation on the young audience of Louisiana series Baby Artsplay! These 30-minute online sessions engage families and toddlers using the museum's collection of Southern art as a starting point. This learning series focused on sensory play, language development, learning about body movement and more.

At the Mayborn Museum up the road from me in Waco, they created the award-winning Mayborn Connect program. It's a realtime bi-directional video programming stream to learners via the Internet using whichever videoconferencing platform you use. The training provides online visitors direct access to museum educators like they've never had before. For themed interactive participation and encouraged participation, educate and invoke curiosity and entertain these young learners.

To participate, registrants will be expected to have the equipment and actively manage meeting rooms by muting and unmuting students and taking control. Schools must have equipment and authorization to host to monitor the event and bring the Mayborn speaker to the guest of the school.

Even large-scale events can have a virtual component. From AAM's meeting to SXSW here in Austin, live conferences have been streamed online so people who cannot attend in person can get access. That "nice to have feature" has become a "must have" feature for any Museum affected by shutdowns, especially those with educational missions. Over the last year, there have been many conferences that have taken place entirely online with networking and meetings integrated too.

Although I do not currently work in a Museum, I have been creating online participatory experiences since 2014. I recently stumbled across a post from the blog Art Museum Teaching and it promoted the New Media Consortium's Future of Museums symposium I created that brought together a collaborative global conversation around issues of technology, museums and the future.

The tools have greatly improved since then. I used Google Hangouts for that symposium but it went a long way to help me understand how to create audience participation in a live streamed event.

Most recently, I hosted with a large team of us the Texas Association of Museums' annual meeting virtually a month ago. And increasing in audience participation was top of mind for me. We used the virtual platform Whova that combines Zoom functions with breakout rooms and other engagement tools such as gamified elements, interactive message boards, speed networking and more. The attendees liked it. They said the conference was organized and happened on a single platform and it was easy to find more information and engage with speakers. Whova as a conference app was a phenomenal decision.

It was the opportunity to feel included. That gets lost in other meetings so it was refreshing to know my opinion was valued. Overall I think just the fact the system was user-friendly...it was totally a more relaxed learning atmosphere and I was able to attend some of the 'talk' sessions and actually participate.

The fact that I can go back and listen/review these for three months is a total success for me. Also being able to interact with everyone via messaging systems during and after sessions gives you the ability to carry on conversations with more than one person without feeling I am being rude. The shared authority that you have once you teach people how to use different functions made for a lively event.

A group of museums and scholars make up the Center for the Advancement and Study of Early Texas Arts Caseta. The goals there are to create interest and enjoyment and appreciation of early Texas art through funding of research, publications and a yearly

symposium. After a break in 2020, Caseta is going to return with a virtual fall forum this year. So we are already starting to see symposia moving in this direction.

As you see from use cases above there are many formats to digitally share the people's spaces and objects that form the identity of your Museum and/or cultural institution. We will dive into ways you can use other tools such as Zoom and add-ons to create audience participation in your online programs and events.

In the previous workshop we learned how to use StreamYard to provide you more control on how you broadcast programming from your museum to viewers on YouTube. The benefits of that tool are boundless and it even allows you to see comments in YouTube while the live program is in progress that can be monitored and broadcasters and then me eventually. The primary difference between StreamYard and Zoom with the exception of StreamYard's cost and accessibility features is that StreamYard and the webinar feature in Zoom, there is more of a virtual wall during a broadcast.

The focus is on me, the presenter, and controlling the presentation rather than engaging with viewers in realtime. In some cases you may not see anyone in the broadcast or webinar besides the host and it can be scary if you are a host. I have been in those situations where I cannot read the room. I have to present in a very different way.

Engagement happens when you virtually populate the room with people who can message or ask questions anytime during the program. If you can make it a meeting, you can mute everyone, but it is just nice to see people and connect that way.

Here is a slide I took from the previous session which talks about Zoom and StreamYard and a little bit of hybrid of both. I will talk about other tools built into other services you can add to increase audience participation. We will start with a dive into Zoom's capabilities and then chat about some other add-ons to consider. It is likely you have not made it throughout the pandemic with at least one or 12 Zoom video calls.

Like many videoconferencing tools, Zoom enables you to host a meeting or webinar with familiar audio and video features. You may get a free Zoom account that provides 40 minutes of meeting time. If you pay for a professional version, you can do much more for a monthly subscription.

Zoom offers a special nonprofit discount and you can also get discounts through partners like TechSoup and NonProfit Rate. Those are two websites where you get discounts on software. Like many videoconferencing tools, Zoom allows you to host a webinar or meeting with those familiar features. Understanding those key features are important because without a computer and a video camera and headphones and microphone you don't have a voice and won't be able to communicate in a 21st century way. We became highly skilled working in the 20th century using telephones, fax machines, copy machines, filing cabinets. Times have changed and modern work tools and approaches have changed the office space.

If you haven't been in an Office Depot or OfficeMax lately, the change is striking. Most of the store is devoted to furniture now and envelopes and folders and other equipment take up a shrinking amount of space in the back. Look at this image out of the 60s, around the Mad Men era. Not much has changed from that time in the 60s until I got my first office job in 1997. There are now, these desks probably had cubicle walls and a slow desktop computer with my only choice of green or white font.

You cannot participate if your audience cannot connect. That being said, maybe you're more comfortable with the written word or typed word or that is the only way you communicate. If that is the case, you can participate and shape the program with other means. Include chat to all or a specific person in the meeting, taking part in a poll, raising your hand, adding emojis such as clapping and thumbs up and love laugh wow and celebrate or contribute to a question and answer. A growing number of reactions and you can say yes, no or speed up or slow down.

In Zoom, you can create breakout rooms which enable you to take a large group and break them into small groups with more audience participation. Picture a traditional "before times" exhibition opening where the director climbs a few steps up the staircase and she addresses a crowd below of 100 people.

After a welcome and description of the show, they invite together in small groups where a docent leads a tour. In that small group you can have a more intimate experience and ask questions about the object and spaces people presented. Besides a few people

that can grab the microphone and ask a question in that large hall, it is difficult to have a meaningful dialogue or discussion in that format.

Event breakout meeting ideas are just one the ways you can bring your attendees together for meaningful conversations, thought leadership and professional networking. The beauty of these sessions, groups, or meetings is that they are small and they lead to more natural conversations on focused topics. In addition, your speakers have a better chance to hear everyone's questions and mingle with a group.

Zoom breakouts work in the following way. Decide how many breakout rooms you'd like and give them names. It is best to have a host program if possible to orient and lead discussions and serve as the recorder. You can assign people in the room those different roles. After you create the rooms, choose the option of assigning each person automatically, manual or let participants choose at random.

You can change your view from Brady Bunch style grids to presenter mode if someone is describing an object, for example. In breakouts, your video camera and chat work the same way as when everyone is in a larger meeting. If you're looking for step-by-step guides on how to access tools within Zoom, there are a couple resources I have included in this workshop. The Thinking Museum post six quick-fire ways to improve your Zoom confidence is a great place to start. Bonus tips include setting small goals, keeping it simple, watch other breakouts and take notes and take time to debrief.

If you are more vain like me, here is another resource aimed at CEOs, directors and higher level museum positions. This entrepreneur.com article 25 Ways to Make Your Zoom Meetings Awesome has great illustrations on how to make yourself look great and some etiquette and things about how to help you rock your presentation such as avoiding backlighting.

And as a nod to our previous presenter and magician David I included a clip that states make every moment magical which encourages you to have some cool objects nearby. One thing I love about Museum folks is their level of objects and materiality so this should be an easy one for this group.

And for educators or anyone wanting to deeply engage with groups of people, there is a great handout from University of Nebraska Lincoln called Team Building Activities and Ice Breakers for the Virtual Environment that goes in greater detail. I encourage you to look at other resources that are out there and redefine the wheel. Things change and approaches change.

Make sure you have a clear vision or clear reason why you're creating a breakout room. Whether it's an opportunity to share ideas, to network, to discuss ideas raised in the interview or plenary session, or whatever the reason, be clear about it. And most importantly communicate this to your audiences so they are prepared and get the most out of it.

All people learn and process information differently so provide instructions on how the breakout sessions will work in multiple formats verbally via slide on the screen and via chat box and email link to PDF containing instructions, links and names of various breakout sessions. The UK Group GEM or Group for Education in Museums has been thinking and writing a lot about education outside of the museum. Their post on breakout rooms brings up some salient points about why to use breakout rooms. They mention something I said earlier about modes of communication. In a breakout room you may engage through text or speech and video. This provides both extroverts and introverts an opportunity to learn and collaborate.

They state that because of this, they say we need to normalize people having cameras and microphones off. You do not need to give anyone a reason for why your camera is not on or no one should ask. Let's encourage an atmosphere of trust which can free people up to interact in a way they feel most comfortable. They encourage normalization of the chat function. They suggest be clear before breakout rooms happen that people can choose to talk through the chat and in a group with someone that should make sure they're including comments in the discussion and not telling them to turn the microphone on.

The four key takeaways I got from the article were really one is your breakout room valuable to attendees? Two, inform attendees of the use of breakout rooms prior to sessions. Three, send out a clear Code of Conduct. Four, in breakout rooms do

everything you can to make sure people feel safe and confident during the breakout room.

Beyond hosting realtime discussions, breakouts allow for brainstorming when paired with additional tools. In some instances, event producers ask attendees to fill out a brief survey at the beginning of a program that they gather information about educational interests, likes and dislikes and preferences and will match them with similar attendees in content to an event.

This is useful for summit and conference breakout sessions. Use this technology to your advantage and gather attendees together to match your content objectives. This Business Harvard review post breakup your big virtual meetings highlights research that encourages one to rethink brainstorming sessions in breakouts. They say the benefits of embracing silence to better leverage the ideas, perspectives, and insights of all attendees. Silent brainstorming produces significantly more ideas than brainstorming out loud. These ideas tend to be more creative and higher quality.

They say you can increase the quality of audience participation by sharing work documents such as a Google Doc that is shareable to attendees in advance of a breakout with key questions they need to address during the meeting. Further, they state when meetings are large in size with more than six attendees, voices are at risk of becoming lost. Attendees may miss the opportunity to contribute, feel uncomfortable dominating the discussion or fear talking over others. All this should be considered if you want to dive into breakouts.

You have a handle on what breakouts are and how they can generally be used and here are examples of how museums are leveraging breakouts in their programming. They range from traditional small group discussions to deep brainstorming on contemporary issues. While the Nasher Museum is closed, groups can sign up for a guided tour on the Zoom platform to look at and discuss works of art from the Nasher Museum collection.

Within collection galleries and other available virtual exhibitions, the gallery guide leads all discussions which are interactive and last 75 minutes. Sessions are limited to 12-15

participants and if your group is larger than 15 they arrange to break those into other breakout rooms. Online audience groups can select from both virtual exhibitions or themes that educators can put together. So a lot more flexibility.

This may be hard to see but the SoCal Museums and cultural connections collaborated last summer during a heavy period of a civil unrest on virtual programming and the program "Dismantling Systemic Racism in Cultural Institutions: A Conversation". Created for attendees to share and generate actionable antiracist initiatives for cultural institutions. They discussed focus questions in small conversations and answers were recorded by each breakout room facilitator. The responses reflect what the participants felt comfortable sharing and recording.

It may be hard to read so I will read some of it out loud. A question was what big or small steps have you or your colleagues taken within your institution to combat racism in museums? Some responses were re-envisioning our equity team, seeking out external help and examining hiring practices. They did a lot of thinking in that breakout.

Other tools. Here is my magic portion of the presentation. The whiteboard, a staple in classrooms and office spaces, has taken a digital leap. You can compare the benefits of virtual thinking, teaching and collaborating with the convenience technology. Zoom contains a whiteboard feature that allows you to share a whiteboard that other participants can annotate and draw or type on. This tool can be helpful for collaborative projects as well as many activities that might involve a drawing or typing element.

Zoom also has built-in polling capabilities. Polls are great for quickly getting a "feel for the room". It may ask how familiar are you with the topic of the program? You may be very knowledgeable, somewhat knowledgeable or not knowledgeable at all. That would be very helpful for me. That type of poll may help the presenter adjust their information accordingly and we will talk more about polling and ways to gather information from audiences in the next section.

Zoom has built-in tools that increase audience participation. Chats, reactions, breakouts, interactive whiteboards and polls. Let's explore some other tools you can add on, plug-in or layer with another type of streaming service outside Zoom. Plugin is

a form of software add on that is installed on a program, enhancing its capabilities. If you want to watch a video on the website you may need a plugin to do so. If the plugin is not installed, your browser may not understand how to play that video. Not all add-ons are plug-ins.

They're simply digital tools that you can use in conjunction with a streaming service that do not need extra know-how to program such as using a Google form to collect information or Google Doc to collaborate during a program. You can use polls and surveys to greatly enhance audience participation. As I mentioned before, it is like American Idol I used during my intro. By providing the opportunity to gather feedback live, online visitors can shape the conversation and it gives presenters a "feel for the room".

Live polling and surveying can occur in realtime during a streamed or breakout session to gather data to promote commentary and idea sharing. Ask attendees questions surrounding content to pick their brains and if you're in a live event you can use a moderator to filter questions and keep things organized so you focus on answering questions and interacting with attendees.

You may want to consider a mock-live format and I might have thought about that today where you record the presentation you are giving and then you play it and sit in the audience and you can engage with the audience in realtime. I did that quite successfully in the last two virtual conferences I developed over the pandemic.

The most ubiquitous survey software that I've seen is SurveyMonkey. It is a cloud-based service that can be used on its own or SurveyMonkey add-on for Zoom. In that arrangement, after the add-on is installed, you can create surveys and collect results within Zoom chat. SurveyMonkey presents all the tools necessary to easily create professional surveys. Its features are based on pricing plans but the free pricing plan gives you basic tools to create really good surveys. The basic plan is limited, basic, 10 questions and limited to 100 people but you can choose from a variety of templates and survey type questions.

There are three different types of questions that SurveyMonkey had. Close ended, open ended and descriptive. Analysis happens in realtime and results are reviewed as respondents complete their surveys. So it's nice to see that. The basic plan has all features you need including customer support and alternatively I have seen and used Poll Everywhere in some livestream events. There are a couple of different tools.

I am a big fan of using Google's system of free and low-cost products for audience engagement. I used Google Docs and Slides to create this presentation. Google Forms lets you plan your next exhibition, manage event registration, whip up a poll and collect email addresses for a newsletter, create a pop quiz, and more. You can choose from a bunch of question options, from multiple choice to drop down to a linear scale, and responses to your surveys are collected in Google Forms with realtime response info and charts and you can add collaborators to anyone.

You can let anyone, friends, coworkers, volunteers build your survey with you just like with Docs, Sheets and Slides. There are other highly rated add-ons including Qualtrics and Alchemer formally known as SurveyGizmo. These are designed to be even more powerful than SurveyMonkey with their own particular features. With the rise of sophistication comes the rise of cost so have a good understanding of why and how you are using the surveys before exploring subscription models.

Qualtrics for example is PCMag.com's editor's pick that has the most direct question options. They state that while products like Alchemer can import questions from Microsoft Word docs and other packages let you edit previous surveys as a template, Qualtrics allows you to import previous questions from previous surveys at any point in the survey design process. This can be a big timesaver when dealing with complex questions. There are dozens of survey tools out there but these are a few basic and advanced solutions to get you started.

Lastly, let's explore interactive whiteboards and similar virtual discussion boards. There are a few critical features to consider if you're looking for the best digital board experience. Unlimited canvas while physical whiteboards can have size restrictions, going digital should mean you are no longer limited to how big or complex your visualizations are.

Besides PowerPoint there is a Prezi option which is an expansive universe of space and not a step-by-step presentation. Thinking about that in that way. Another thing about whiteboards or collaboration features. Cloud apps should allow for easy collaboration and realtime is preferred and comments by users. Desktop apps allow adequate cloud file sharing synching across devices and the whiteboard should have the ability to share and attach files.

I often share links or documents in the collaborative setting. You can share images and other things like sticky notes. Presentation options because whiteboards are often the core of the collaborative process, you should be able to share your digital whiteboard online or export it.

Another key feature is being accessible on mobile devices. Whether working on your own ideas or working with a team, chances are that you'd like to have access to the whiteboard even if you're not seated at your desk. In the virtual conference we hosted at the Texas Association of Museums in April, I chose to use Google Jamboards to collect reflections or quotes for each keynote and breakout session we offered. We were able to collect the responses and close out our week-long event with the discussion around our shared experience.

A Jamboard is an interactive whiteboard or bulletin board available to anyone with a Google account. Jamboards can be found in the Google app tray or by going to Jamboard.Google.com. Once on the landing page, a user can create a 'Jam' or virtual canvas where they're able to draw great shapes, lines and text. There are also erasers and ways to move objects and sticky notes which is one of my favorite things. I have sticky notes all over the place whether live or digital.

One online resource I have referred to when choosing a tool is the capterra.com website. It is a free online marketplace vendor that serves as a middleman between buyer and technology software vendors and assists customers with selecting software based on needs, user reviews and other research. Searching for competitors to Jamboard, I found the following two comparable products that start with the letter M.

Miro and Mural. Miro has a free trial version and starts at $10 per month. It is best for creative industries such as graphics and web design companies and consultants. Miro's virtual workflow and project planning set it apart from Jamboard. Mural on the other hand has a free trial version that starts at $12 per month and is best for any remote team looking to collaborate using roadmaps, diagrams and other graphics. It surpasses Jamboard in features and is listed as a top pick on the website.

I have resources we can share but Capterra is where I go and you can use it for any of the products I mentioned today if you're trying to figure out which ones are right for you for the right size. To conclude, now you are aware of some of the tools and methods that are available for increasing audience participation and live stream programs. You are learning about new ways of working and more importantly connecting with others in the 21st century.

Although I have been working in this way for a long time as a researcher and professional development provider, you too can increase engagement at a distance. Understanding the basic concepts here will give you basic skills to be resilient no matter what the world brings. I'd like to end my presentation by first thanking the team at Museum Learning Hub and you for taking time to listen today. And also share this quote, "The future is already here -- it's just not very evenly distributed." That is William Gibson, an author.

With that, I want to make sure we have plenty of time to answer questions around topics I covered today. I know there is a lot to take in but you can take your programs to the next level and you will grow your audiences and have more meaningful events that way.

>> DAN YAEGER: Thank you, Alex. That was a terrific presentation. Let's call on our attendees to submit your questions in the chat and folks will relay them to me. It seems like our questions so far, a couple had to do with I don't know if I want to say controlling speech, it sounds wrong, but how do you consider privacy issues and ground rules for encouraging ways in which people communicate. I know somebody asked about Zoombombing and whenever you invite audience participation there is a little bit of a risk involved with what kinds of comments come out. How do you manage that control as a presenter?

>> ALEX FREEMAN: Within Zoom, there is a lot of controls in the control settings you can start from the beginning. Once you create an event or meeting, there are a number of security options you can check off in the beginning. So only people who are supposed to be in the room are in that room so you don't get bombed. Either passcodes are required.

I like to have a waiting room. Zoom has a setting where you can have a waiting room and you can let people in one by one. If you have a large group that comes in you can start seeing who was coming in after that group. I used that a lot in the conference last year. We had a virtual ballroom which was just one Zoom room and two other auxiliary Zoom rooms. Someone comes to the Zoom room and I would see when they came in. I would allow them access and be able to point them in the direction they needed to go.

Zoom has done quite a bit of work over the past year on increasing security and controls. It is just understanding the control panel on the back end. There were some interesting questions and I think if you're going to be going into breakouts, the resources I shared are really good. They make you think about things such as your policies and procedures and why you are doing these. Are you doing it to try something new? Are you trying to get information from folks?

Are you trying to build knowledge together? Developing some process documents is important and that is where you can put in your event Code of Conduct. We had been thinking a lot about that too. It is a different type of event. There are controls you can have and it is good to be thoughtful on how you develop your process documents.

>> DAN YAEGER: Explain for us the difference between pre-registering for an event as a way to control you know who your audience is versus an event that is a public event that you might publicize via social media and have people and it is a difference.

>> ALEX FREEMAN: That is a good question. That is a good statement. It is different. I have not really thought about that. It is rare I have done something and I know within Zoom you can broadcast to Facebook any event that you have. But the person watching on Facebook is not able to Zoombomb the room. They are separated.

I rarely have things that do not require some type of registration. An open event, you have the control to mute everyone. I think that's the one thing and I think about that as in the before times they'd be pulling the microphone away and sometimes at the end of a conference or session, it can bring out challenging things you want to get straightened out. That is a consideration.

I think registration is a good way. It is an added step but it does provide greater control or otherwise it is hard to have a participatory thing when you do not know who the audience is or what your objectives are.

>> DAN YAEGER: In your experience with these live streamed events, have you noticed the difference between a meeting format versus a webinar format? The webinar format such as this you are limited to interaction via chat and that is pretty much it. Whereas the meeting format you do have people coming into the room and so forth and able to talk.

Have you seen a difference in terms of audience and their satisfaction with the event and just feedback? I would rather be in the big space in the gallery or I am very content with just doing the chat thing?

>> ALEX FREEMAN: That is a good one. My perspective, as long as you are clear as to what format you are using, I typically do larger events where there's registration. We are going to record you and you will be seen and you do not have to have your camera on.

Webinars and meetings are very different. I mentioned in the presentation there is a wall. Right now I am seeing that wall which is I don't know who is watching right now. I don't know how many people are watching. I'm not sure what they are responding to. I was in a conference where there was supposed to be 800 people.

I felt like I was the only one there. I felt lonely. At a big conference and that was because the webinar function, which provides you that greater control, controlled me out of my interest. There's many things about meetings that are not just about presenting information. It is about connecting with others. So that is why I like the meeting function because hey, there is Carol or Justin. I can send them a quick message like a side chat

as you would if you were sitting next to each other. Not that you are disrespecting the presenter but gives you an opportunity to see who's there. I prefer that style because you are missing out on one of the best things you can do for gathering people to allow them to connect with each other.

>> DAN YAEGER: I imagine it has to do with how you plan your strategy for the event at the very beginning because ultimately, a webinar is great for a presentation but the audience is limited pretty much to asking follow-up questions. There is less of a feedback, comment, building on and layering the discussion whereas in real life, you have that automatically happening perhaps in a small group setting but in a meeting, you have to what she said and building on that.

As an event planner, that modality at the very beginning is what you have to think strategically about what is going to work best for your objectives for this particular event and your audience, right?

>> ALEX FREEMAN: That is why I mentioned the mock-live format. I may have suggested that for this as an experiment which means the presentation I gave, I could have recorded and I could have played it and I could have sat and watched with people and saw what people were doing in realtime.

Thinking about separating the presentation from engagement is you can do that because I can't really answer questions while I am giving a presentation. If that is transferring information and I can be in with the people watching and engaging, that is how you can do it in webinars.

>> DAN YAEGER: Thinking ahead to the future and what was your last slide, the future is now or something, I am understanding that hybrid events will become more and more important. We're getting used to the Zoom experience but we're about ready to go back in real life but now we want the best of both worlds. I'm understanding for our conferences there is a demand a little more for hybrid experience.

How does that work out in your mind in terms of having the audience participation in the conference room, say, and also having a Zoom feed with people acting remotely? How

would you triage participation, questions building on that? Am I throwing you a curveball?

>> ALEX FREEMAN: Not at all. In the before times when I was doing programs, I thought, I knew there was a capability of live streaming things. I like to privilege one audience at a time. The audience that was there with me is the audience that I would privilege.

I would, began starting to stream, you focus attention on the streaming. I think we're at an interesting point now that I think we are truly headed to a hybrid future. The responses to the virtual event we put on this year really helped ground the fact we need to do this. We had a survey that came back and 90% of people who filled out the survey were members but only 60% had been to an annual meeting before.

We got an entire new audience. Once we started drilling down into the comments they said you know Alex, I am a museum educator, I'm the only person at the museum and April is the busiest time of the month for me. I never attended an annual meeting because I just cannot get there. This the first time I could.

As I'm planning for next year, I want to figure out what elements can we share with a live audience and what elements can we think about for a 100% virtual audience? I'm thinking we have some streaming keynotes or engaging conversations in that way. The great thing about online is we got Lonnie Bunch from the Smithsonian to come and chat with us.

Keynotes are a great place to have a hybrid experience where we are all watching it whether we are seated in a ballroom or at home. Finding things that can allow you that and the other thing I've been thinking of is once you have everything recorded, maybe you do go back and do a mock live best of that face-to-face conference where you take the presentations and bring the speakers back to have some time with that virtual audience.

There will be hybrid parts of our future conferences and some of the access that we're able to provide for folks whether through health or money or whatever reason they

cannot make it, we were able to have an event and that is special. People want to have some content that is hybrid.

>> DAN YAEGER: The point of what you said about having interaction after the live streaming event, if I heard you correctly, and this is really interesting, how do engage people that may be watching recordings of the live stream the event so it has an afterlife, so to speak, of things?

Do you encourage interaction somehow like in the museum learning hub we're encouraging folks to be part of the online community. To watch these things and drop their comments in as we move forward. Is that a typical practice or are there other options?

>> ALEX FREEMAN: By doing a best of, the mock live is where it is at. There is a lot of work that goes into presenting something. But inviting that speaker to come back and reflect on what they saw together seems maybe that is what we do. You have a live keynote and then you join us at a future date in a discussion group around the keynote. That may be a way of doing things.

>> DAN YAEGER: There are a couple of questions in chat that had to do with surveying and specifically accessibility. The question was how accessible are these survey tools? I remember many years ago SurveyGizmo was preferred to SurveyMonkey because it was more accessible to screen readers. Not sure if that is still the case.

So how do people with needs fully access live stream events?

>> ALEX FREEMAN: I am learning more about accessibility and it is very important. The comparisons, I think you have to do a lot of digging. If I look at Capterra, I do not think they speak a lot towards accessibility or how it works for audiences. I like what David created because they made a checkbox and said how does this work? Does this work well with this group? That's why we went with StreamYard. It allows us greater control and the ability to have an ASL interpreter. There could be more work to go towards making that an important aspect to put into those review systems.

>> DAN YAEGER: Tell me a little bit about your philosophy of facilitating a session and encouraging audience participation. When I have done it in a real life conference room setting, you can read the room. You can get a sense of the energy and see people sometimes if you have the formal microphone in the middle of the audience and a line of people, you know who is coming up next or whatever. Hard to do when you are online.

How do you prioritize people? How do you keep the conversation moving in a meeting format or in this case, the chat thing is easier because you read the questions. I'm thinking of a meeting. How do you keep the room from being dead air and crickets sometimes? Which sometimes happens in the more informal things.

>> ALEX FREEMAN: We reinvented our TAM talks, is what we had called them in the past. That is an interesting way of approaching what you are talking about. What we did for the conference this year is we had certain topics directed at certain audiences. There was one topic was there needs to be more women artists in permanent collections. Why are there not more women in permanent collections?

That talk started with an idea and it drew an audience of people interested in that idea. We put a facilitator in the room that started talking about their idea and what is the issue and challenge? What are some solutions we can do to approach that? Like the breakout slide I showed. The ability to go into breakouts with facilitators and come up with a series of questions that you can have. Questions that begin everything.

Sometimes dead air is okay. In this research, I realized the more time you get to look at the questions that are going to happen in that space then you're doing your homework in advance and not feeling like oh I guess I need to say something.

Really, questions, a facilitator, a title that resonates with a certain type of audience and being very specific and being challenge-based, being problem-based. Those are ways I have seen success within the online space, especially going into a breakout session. Have a good direction and have good questions and have some help.

>> DAN YAEGER: Does the same apply to the most informal networking kinds of things? The past year we have needed to replicate just getting together and mingle and whatever as we used to in the hotel bars or whatever. And the conversation is not quite

as organic. When you are the organizer of an informal meet up to encourage networking, do you come loaded with questions or icebreakers and that type of thing? You know, the dead air or do you just let it all happen and create space?

>> ALEX FREEMAN: That is interesting. We did a speed networking chat roulette thing within our conference app that if you wanted to, you could get thrown in for 3-5 minutes at a table with four seats. You never know what you are going to get. We all started to figure that out.

We were limited on what we could do but what we could do was have four people randomly shuffled if they wanted to have a conversation. There is more control you can have over breakouts and you can do the same kind of thing in Zoom which is you can have topic tables. Make a breakout room, give it a name. Maybe it is the small museum group.

Maybe it's the, whatever topic and people say I have a better understanding and I can join a conversation. This is not the high boy when you start walking up and then you walk away with your wine glass if it isn't what you want to be talking about. You can have more opportunity to graze and see where you are if you have rooms that are more dedicated to certain types of topics. I like having that kind of control.

It's rude. You know if you walk in a room and immediately walk out, it may be very rude. Within Zoom, we're so used to people shuffling in and out.

>> DAN YAEGER: Absolutely. It seems to me in terms of you and I run museum associations. It is a slightly different type of event usually but in terms of typical events that museums run, the gallery talks, the docent tours, the lectures and the like and one of the categories of when people get together in real life is very often funders or with donors and type of thing.

How has that gone in the past year? Have you heard anything about how museums actually interact with people to do their fundraising and are there any tips and tricks for that kind of activity?

>> ALEX FREEMAN: There's a hybrid event that happened at the Brisco Western Art museum that was a night of artists exhibition gala that they had hybrid. It was an auction with some live streaming elements attached to it and it was interesting. It was an interesting approach to the gala, to an auction. All in that kind of way in a hybrid approach.

It is happening already. It is not evenly distributed but it's happening somewhere. There are some interesting cases coming up out there. It looks like we're getting close to time.

>> DAN YAEGER: We are, as a matter of fact. Thank you. I appreciate it, Alex, and everyone for participating today and viewing this. If you missed any of this session or just want to watch it again, you can access the recording on the museum learning hub website, Museum-hub.org under the recent webinars tab at the top of the page.

And a reminder again please complete the post event survey and feedback form using the link in the chat or via email once you get it later today. Visit the form on the museum learning hub website to ask any additional questions related to this presentation or any other tech questions.

Finally please join us next Thursday May 27th for the third and final technical workshop of module two called live streaming with multi-sourced content with once again David London of the Peale Center in Baltimore. Thank you again, Alex, and appreciate your expertise on this and thank you everybody for attending the workshop. May you be safe and may you be well and may you have a superior day. Thank you so much.

[End]