

# So you want to run an online event?

PRESENTED BY :  
**Kevin Lewis**  
Developer Advocate

# Hi, I'm Kevin Lewis

**London Developer Advocate at Vonage.**

Formally ran a developer events agency.

- **Conferences.** You Got This, Women of React, BarCamp London.
- **Hackathons.** UKGovHack, Parliament Hack, Anvil Hack, Sex Tech Hack, BASH Festival of Code.
- **Meetups.** London CSS, London Node User Group, Thundercloud Ldn.
- And other more weird formats.

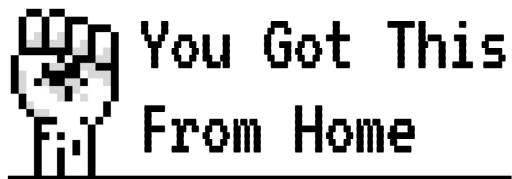




It's 2020 - the year that  
everything has changed.



Women of React  
Conference



You Got This 2020  
From Home

Developer Day  
14 May 2020

Vonage Developer  
Day

# Core Considerations for Running Online Events

## Complexity of Operation

How confident is your team?

Are you concerned by a higher level of complexity?

## Creative Flexibility

How much creative flexibility do you want?

On-stream branding

Placement of elements

Interactive elements

## Moderation Bandwidth

How much people-power do you have for moderation?

Could you moderate more than one channel?

How involved is your incident-response process?

## Attendee Experience

What is an ideal experience for attendees?

How much networking do you wish to facilitate?

What do attendee experiences with sponsors/partners look like?

## Speaker Experience

How involved/complex can your speaker experience be?

If your speakers are internal, this might not need to be a concern.

# A quick primer on streaming terminology

## SCENE 1



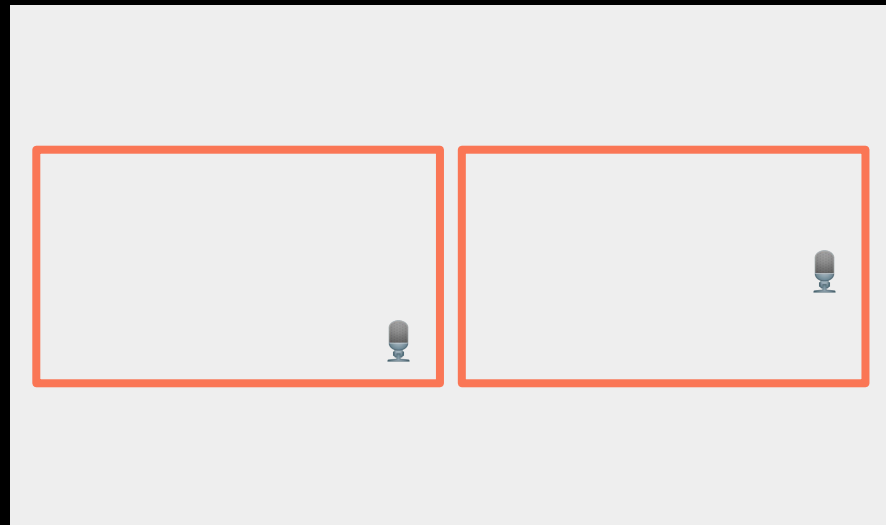
Video - Camera

Video - Screen

Audio - Microphone

Image - Background

## SCENE 2



Video - Camera

Audio - Microphone

} *Per speaker*

Image - Background





April 25 2020



#### Now

Lightning talks by Carolyn Stransky, Olena Sovyn & Jen Luker

#### Next Up

React Finding the Fun: Using TDD with React by Eve Porcello (@eveporcello)

think of myself as a functional component, I'm stateless! Ha-ha-ha. Yeah, now, functional components have stateless React folks, so it is kind of relevant, but, you know what? I'm going to give myself a laugh anyway. [Recorded voice: "Ha-ha-ha, that's so funny!"]].



Now

Level up your Design  
System with Styled-System  
by Taley'a Mirza  
(@TaleyaMirza)

Next Up

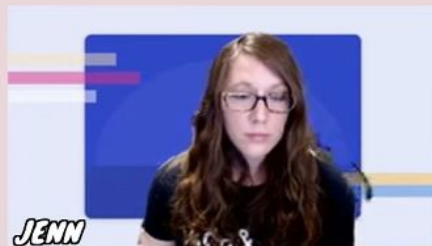
Break plus yoga with Luna  
(@lunaleaps)

**2020. This programme is about teaching the youth and community how to code, and the best thing about this programme is there is 75 per cent quota for women in this programme, so this is the way I can empower**



that, then only we start with the UX requirement, wireframing, designing, and then the whole proper process of development starts. This is how we used to take care of that.

**CASSIDY:**



know, there is a lot of things that people are learning about GraphQL, how to work with Rest. There is so of to learn about in GraphQL, especially if you're a beginner. I wanted to help out people who are



Open Broadcaster Software

OBS 24.0.6 (mac) - Profile: Event - Scenes: Women of React

# Do you need to...

*Communicate technical ideas to other developers?*  
*Explain programming concepts to non-technical team mates?*  
*Write documentation?*  
*Teach others through blog posts, videos, and talks?*  
*Tell your mother what you do for a living?*

## Then you need metaphor!

of former slaveowners will be able to sit down together at a table of brotherhood.  
I have a dream that one day even the state of Mississippi, a desert state, sweltering with the heat of injustice and oppression, will be transformed into

**Now**  
*Drawing the Invisible: How to Explain React Through Visual Metaphors by Maggie Appleton (@Mappletons)*

**Next Up**  
*React Dev Tools by Anushree Subramani (@imAnushree)*

Scenes

- Scenes -----
- [S] One Cam
- [S] Talk With Slides
- [S] Speaker Q&A
- [S] Starting Soon
- [S] Break
- [S] Event End
- [S] Tech Difficulties
- [S] Next Speaker Soon
- Bases -----
- [B] Speaker Q&A
- Components -----

Sources

- Skype Screenshot
- [C] Schedule Box
- [C] Speaker
- [C] Captioning
- Background

Audio Mixer

- Captioning 0.0 d
- Maggie Appleton 0.0 d
- Rachel Nabors 0.0 d
- Skype Screenshot 0.0 d

Controls

- Start Streaming
- Start Recording
- Studio Mode
- Settings
- Exit

LIVE: 00:00:00 REC: 00:00:00 CPU: 4.6%, 30.00 fps





## Sources for Speaker with Slides

Background

Blue box graphic

Blue box text

Web browser with captioning

Speaker video & audio

Speaker screen

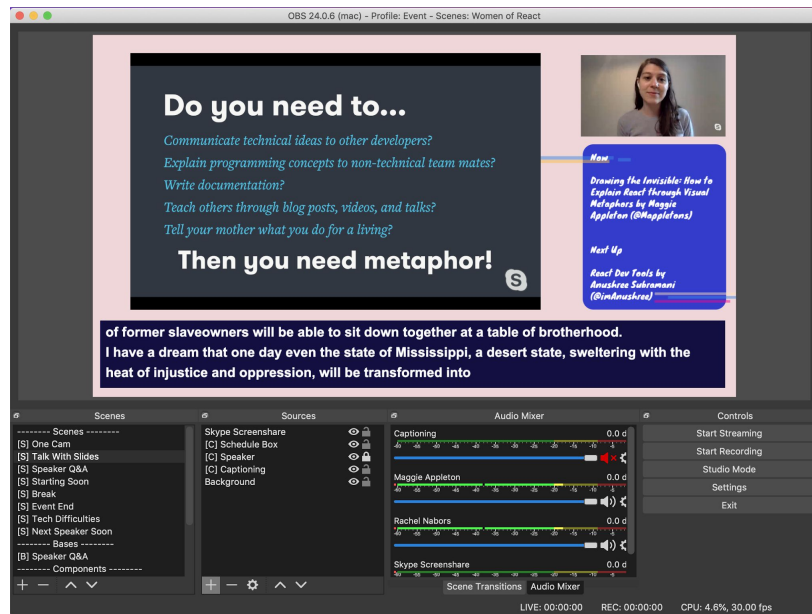
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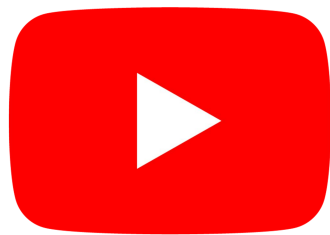




Skype

# Skype for Content Creators





YouTube Live.  
You can turn comments off.



Discord



#### ROLES

Discord has role-based permissions.

Speakers, Moderators,  
Organizers.



#### CHANNELS

Themes.  
Speaker Questions.  
Backchannels.

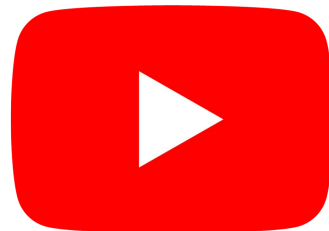
No voice.



#### MODERATION

Only for attendees.  
Dynobot commands.

Excellent team.



# Women of React Conference

## Complexity of Operation

Had to manage a Skype call, Discord and OBS.

Skype NDI is interesting (read in a critical tone).

Was on a single machine, making the bus-factor low.

## Creative Flexibility

Able to fully design all scenes including layouts and sources.

Fiddly, but could also play music into stream through VLC.

Captions could be designed & baked-in.

## Moderation Bandwidth

Attendee moderation on a single platform.

Dyno commands made handling channels easier.

Still had a large team.

## Attendee Experience

Two platforms to manage.

Ability to ask questions through Discord.

Captured in Discord post-event.

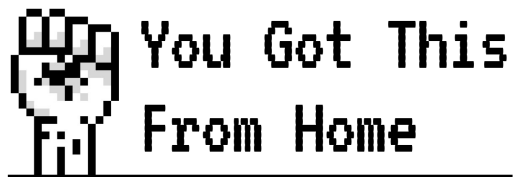
Non-registrants could still watch.

## Speaker Experience

Check-in on Discord.

Join Skype call.  
Scramble to share screen.

MC had **quite** the job.



June 6 2020





#YouGotThisConf From Home

Human-powered captions available on YouTube

@wiredferret



**What did it produce?**



**How does that make money?**

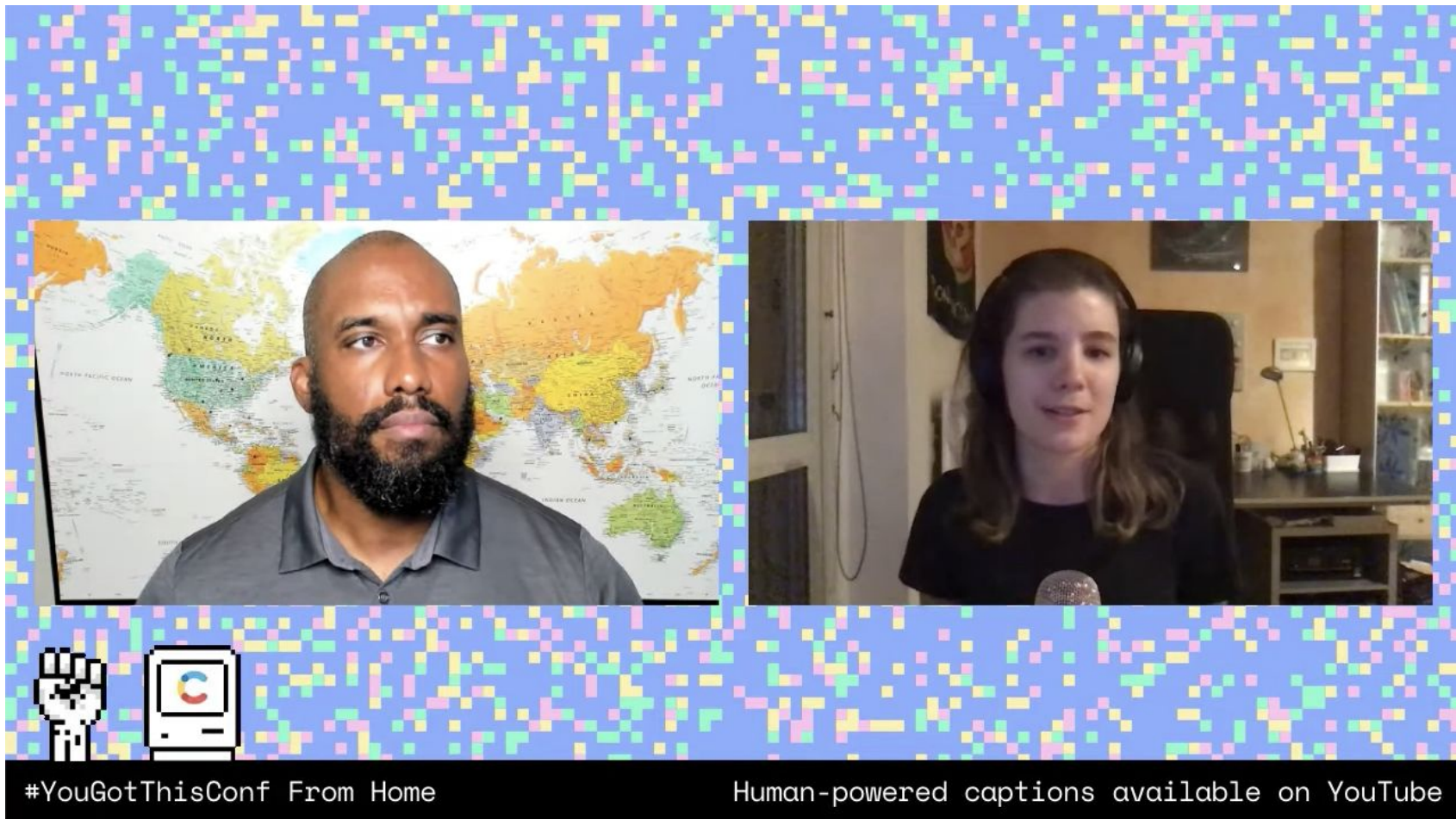


**Is it saving money, building intangibles, or otherwise gonna help?**



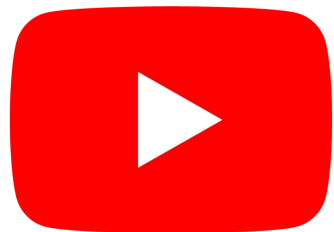
#YouGotThisConf From Home

Human-powered captions available on YouTube



#YouGotThisConf From Home

Human-powered captions available on YouTube





Streamyard

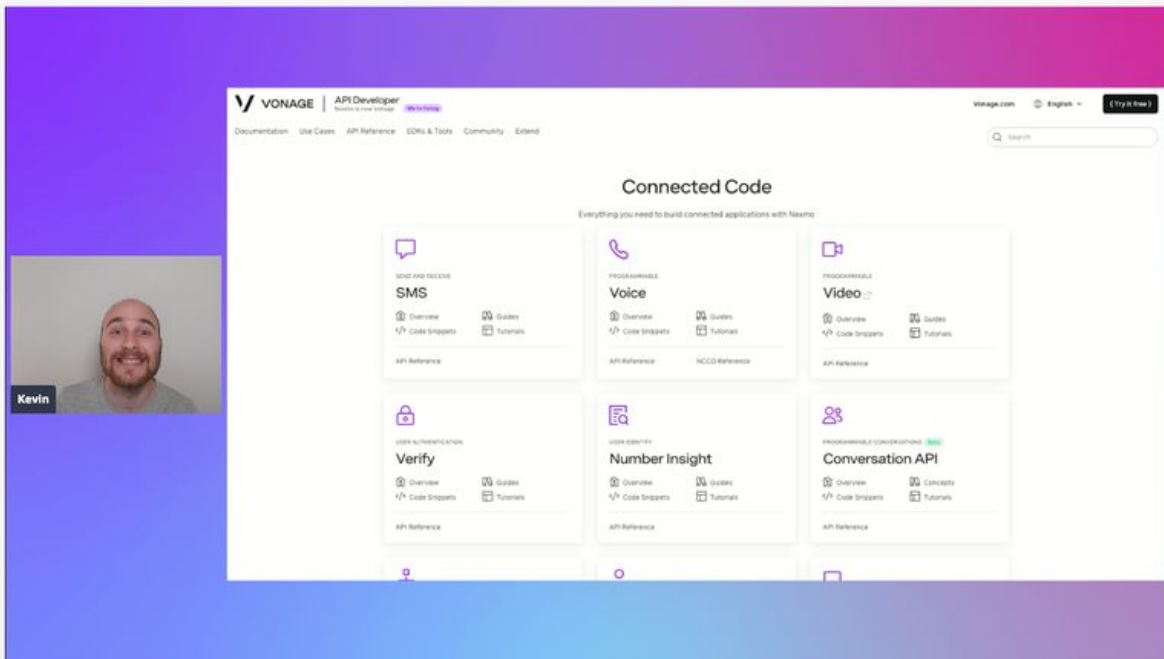


Test

Edit



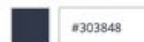
Go Live



Vonage



Brand color



Theme



Logo



Overlay



StreamYard overlay

Background



Leaves background gradient



Show display names

Comments



Banners



Brand



Private Chat



Settings







Kevin

**VONAGE** | API Developer  
New to Vonage? [Get started](#)

Documentation Use Cases API Reference SDKs & Tools Community Extend

Vonage.com English [Try it free](#)

Search

## Connected Code

Everything you need to build connected applications with Nexmo

**SEND AND RECEIVE SMS**

**SMS**

Overview Guides  
Code Snippets Tutorials

API Reference

**PROGRAMMABLE VOICE**

**Voice**

Overview Guides  
Code Snippets Tutorials

API Reference NCCO Reference

**PROGRAMMABLE VIDEO**

**Video**

Overview Guides  
Code Snippets Tutorials

API Reference

**USER AUTHENTICATION**

**Verify**

Overview Guides  
Code Snippets Tutorials

API Reference

**USER IDENTIFY**

**Number Insight**

Overview Guides  
Code Snippets Tutorials

API Reference

**PROGRAMMABLE CONVERSATIONS**

**Conversation API**

Overview Concepts  
Code Snippets Tutorials

API Reference





### Brand color ?



### Theme ?



### Logo ?



### Overlay ?



StreamYard overlay

branding

### Overlay ?



StreamYard overlay

branding



Starting Soon OneHack...

Martyn



Gradient

best-photo



best-recipe

Applause




tada

Logo Bumper

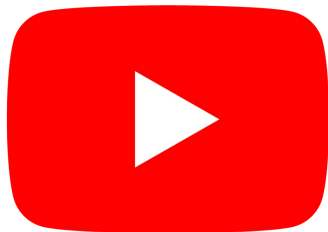


OneHack Intro

\_Corona Warriors

 You Got This  
From Home

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# You Got This From Home

## Complexity of Operation

Fewer moving-parts.

'Backstage' was very useful.

Cloud-based, so other people could jump-in to operate.

Pain to play pre-recorded videos over 5 minutes

## Creative Flexibility

7 pre-set scene layouts.  
No ability to edit them.

Only one screen share at a time.

## Moderation Bandwidth

Same as Women of React.

Fewer moderators.

## Attendee Experience

Same as Women of React.

## Speaker Experience

Canvas = live.

Clear backstage and live areas.

Can drop in early with no impact on the stream.


Online events run the spectrum  
from a live TV-show to  
emulating physical events.

# Developer Day

14 May 2020








**Upcoming Schedule**


- All times in BST
- 20:00 - Welcome
- 20:10 - Dead Simple APIs with Open API - Chris Tankersley
- 21:00 - Break
- 21:15 - The Art of Writing

**Floor**


9	10
7	8
5	6
3	4
1	2




**Organisers**


**Moderators**


**Left bottom table**

**Right bottom table**



Need help?






Vonage Developer Day

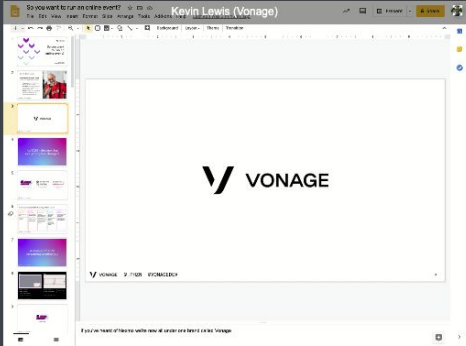
Live during 11:00-23:00 BST/06:00-18:00 EST. Schedule: [developer.nexmo.com/day](#)

LIVE 5

Kevin Lewis (Vonage)



Kevin Lewis (Vonage)



Need help?

Present Off

Cam On

Mic On

Share Screen

More

Chat Participants Q&A

General Chat

Vonage Developer

DEVDAYC5T4

Thu, May 14, 2020 10:42 PM

Vonage Developer

<https://dashboard.nexmo.com/coupons>

Thu, May 14, 2020 10:43 PM

Jim Julian

Credit works!

Thu, May 14, 2020 10:44 PM

Phil Leggetter (Vonage)

Hi Diana 🙋

Thu, May 14, 2020 10:58 PM

Bethany Loft (Vonage)

It was lovely to meet all of you!

Thu, May 14, 2020 10:59 PM

Dwaine Hamblings (host)

Thanks to everyone who planned and attended!!! It was an amazing time!!

Thu, May 14, 2020 10:59 PM

Sima Zargar

Thank you all! 🙌 It was an amazing event!

Thu, May 14, 2020 10:59 PM

Jim Julian

Thank you.

Thu, May 14, 2020 10:59 PM

Bethany Loft (Vonage)

The event will close in 1 minute!

Thu, May 14, 2020 10:59 PM

Phil Leggetter (Vonage)

A huge thanks to everyone involved in making this first Vonage Developer Day such a success 🙌💙

Thu, May 14, 2020 10:59 PM

Write a reply...



## Hello Vanilla!

We use Parcel to bundle this sandbox, you can find more info about Parcel [here](#)



Open Sandbox



# Vonage Developer Day

## Complexity of Operation

One platform.

Need to shift stage permissions regularly.

## Creative Flexibility

Customizable floor plan.

Interactive UI components aren't editable.

If you don't like panning a canvas there's no way to turn it off.

No way to edit recordings.

Can't change layout of broadcast stage.

## Moderation Bandwidth

3 levels of chat - global, table, DM.

No way to turn off DMs.

We had a table set aside for moderators.

## Attendee Experience

Single integrated platform.

Quite resource-intensive.

Q&A is always visible even if not used.

Could livestream to YouTube Live

## Speaker Experience

Same as attendees, except they can also access the stage.

# Developer Day

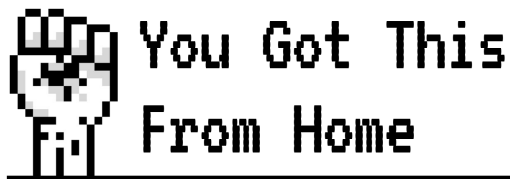
14 May 2020



# Live Captioning



Open captions  
via OBS Browser



Closed captions available  
in YouTube via CC button

Developer Day  
14 May 2020

External to platform or an  
additional screen share

# Let's wrap this up




### Pros

- The most creative flexibility
- Supports open-captions
- Moderation & community

### Cons

- The most complex
- Low bus-factor
- Speakers can damage stream
- 2 screen experience





# You Got This From Home

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## Pros

- More clear for speakers
- Operator in full-control
- Enough creative flexibility

## Cons

- No open-captions
- Pain to play longer videos

# Developer Day

14 May 2020

## Pros

Integrated experience

Clear where everyone is

Can livestream to YouTube

## Cons

Resource-intensive

Can't customize/hide UI

Need to shift roles often

Captions are awkward



Thank you!