



Conference Handbook

BEVY VIRTUAL CONFERENCE

SAMPLE VERSION

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Part 2: Publish the Event

This section helps you build your event page and publish. We'll configure settings for: General Information, People, Sponsors & Partners, and RSVPs.

Stop! You must be logged into the Conference Instance to continue with this section.

Recommended Resources:

- Demo Site - [Sample conference event page](#)
- Help Center - [Bevy Virtual Conference articles](#)

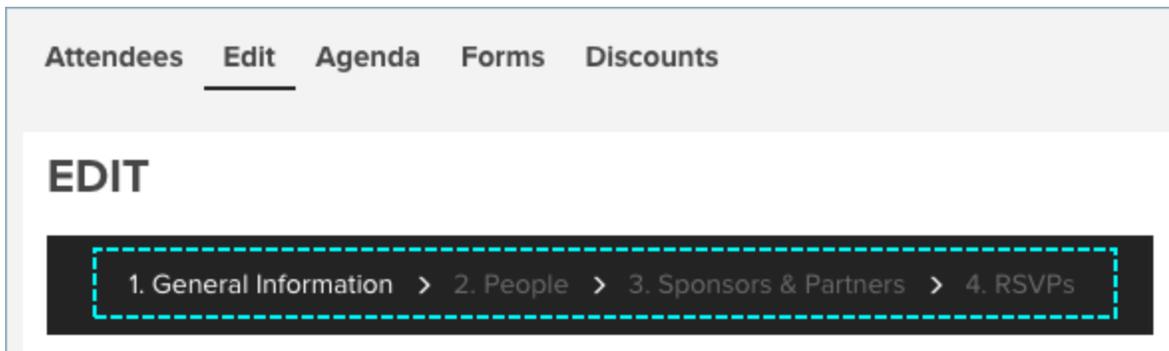
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Your Event Page

To complete the steps in this section, open your event draft page:

<https://yourinstanceurl/accounts/dashboard/#/chapter-x/event-x/edit-virtual-conference/>

There are 4 tabs in the event editor. Save information as you go through each one:



- General Information
- People
- Sponsors & Partners
- RSVPs

STEP 1: Modify General Information

General Information contains all settings to build your event page content.

Title & Description

Recommended settings for review:

- Short Description - Text only.
- Event Description - Can include text styling (highlight text to see options) and images (drag-and-drop is supported).



Help Article: Review the [related article](#) to learn more about these settings.

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Schedule

Recommended settings for review:

- Select the start time and end time.
- Select the time zone of the event. Agenda items display in the attendee's time zone.

Lobby

If you would like to have a lobby be the first place attendees go to in the experience, you can add an introductory video, some intro text, and a logo. Use a lobby video to:

- Create excitement as the first attendee touchpoint
- Give attendees directions for navigating the platform
- Promote engagement by changing the video from day to day
- Give a sponsorship shout-out

Videos must be hosted on YouTube or uploaded natively to the Bevy platform.

Lobby video example:

- CMX - https://youtu.be/80DRS_iLfEI



Help Article: Review the [related article](#) to learn more, including a link to a lobby starter script.

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STEP 2: Add People

People will appear under different headings on the page, depending on the role. You can add Speakers, Mentors, Facilitators, Panelists, Judges, Moderators, and Hosts.

Note: If you prefer to use different titles for these roles, let us know in a comment within this document. We can change that wording on the front-end.



Help Article: Review the [related article](#) to learn more.

STEP 3: Add Sponsors & Partners

Sponsors and partners will be visible on your conference/event page.

Note: If you have tiers of sponsorship that you would like us to customize (e.g., Gold, Silver, Platinum), let us know in a comment within this document.

You can add new profiles and drag-and-drop them into the categories you want.

Recommended settings for review:

- Partners - Logos are smaller on the page than sponsors.
- Sponsor - Typically have invoice details associated (e.g., exchanging cash for services or promotion).



Help Video: You can leave contact and invoice details blank for sponsors if needed. Refer to [this example](#).

This document is a sample. Register for the related Bevy Academy course for a full copy.

STEP 4: Add RSVPs

You must create RSVP tickets so people can register for your event. Create attendee ticket types for now, and we can create Staff/Sponsor/Speaker ticket types later.

Note: We assume this is a *free* event. If it is a *paid* event on any level, let us know in a comment within this document.

Heads up! It's important to determine event segmentation when you are building the ticket types.

For example, you can limit certain parts of the experience to certain ticket holders:

1. Click **Add New RSVP**.
2. Enter a ticket type **Title**. (You can change this later.)
3. Set the ticket **Quantity**.
4. Click the ticket **Settings** (gear icon).
5. Optionally enable the waitlist. (Refer to [this article](#).)
6. Select **Hide this Ticket** type.
7. Enter an **Access Code**. You can use any convention you'd like (e.g., EMPLOYEES, VIP, SCO009). Copy the URL to the right of the Access Code box, and share that URL with the attendees you want to register through this ticket type.

Example: <https://demo.bevylabs.com/events/details/myevent?code=employee>

STEP 5: Publish the Event

When you've added your event details, click **Preview** to see how it looks. When you're satisfied with the changes, click **Publish**.

Hooray! You're ready to move to the next section.

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Part 3: Configure Emails

Sending emails is part of event marketing. Stay in touch by communicating with attendees! This section helps you configure your email settings.

Reminder! Bevy does not send marketing on behalf of Bevy or your company.

Recommended Resources:

- Help Center - [Emails and Newsletters articles](#)

This document is a sample. Register for the related Bevy Academy course for a full copy.

Bevy Emails

In Bevy, there are three types of emails that your users will interact with:

- [Automated emails](#) - Marketing emails (e.g., 48 Hour Reminder to Attendees)
- [System emails](#) - Transactional (e.g., Ticket Confirmation)
- [Newsletters](#) - Emails sent from the chapter (e.g., promoting the event)

STEP 1: Enable Automated Emails

To complete the steps in this section, open your emails page:

<https://yourinstanceurl/accounts/dashboard/#/admin/emails/automated/>

The Conference Instance has none of the automated emails enabled by default.

Recommended automated emails to review and enable as you'd like:

- 48 Hour Reminder to Attendees
- 72 Hour Reminder to People Without RSVP
- 2 Week Event Reminder to Chapter Team
- New Event Published for Chapter Members
- Post-event survey
- Canceled Event
- Rescheduled Event

You can [cancel](#) or [reschedule](#) automated emails that you enable for your event from the Emails tab.

Note: If you have automated emails in mind that aren't listed, let us know in a comment within this document. We can talk through best practices with you.



Help Article: Review the [related article](#) to learn more.

This document is a sample. Register for the related Bevy Academy course for a full copy.

STEP 2: Modify System Emails

The ticket confirmation email is a great way to send attendees information for the event:

<https://yourinstanceurl/accounts/dashboard/#/admin/emails/system>

Read through the email content and make edits as needed. For example, if you have a conference guide or other links, you can include those in the email.

Tips for editing an email:

- The editor only shows addresses for in-person events and references to payments for paid events; otherwise, those references will be omitted.
- Click-and-drag a rich text component if you would like to include any more information in the editor. [See example.](#)
- Select the text to see in-line formatting options.
- Test the email by RSVPing to a test event. You can un-rsvp and re-rsvp as many times as you need to test it.

STEP 3: Draft a Newsletter (Optional)

Newsletters are a great way to send different communications per event to your attendees. Newsletters are managed at the *chapter level* (e.g., click **New Email** from the **Emails** tab within your conference chapter):

<https://yourinstanceurl/accounts/dashboard/#/chapter-xx/emails>

Although you have several recipient options, these are relevant for Conference:

- **People with event RSVP:** Those who have registered for the event
- **Attendees who checked in:** Those who registered and checked in.
- **Attendees who did not check in:** Those who registered but didn't check in.



Help Article: Review the [related article](#) to learn more.

This document is a sample. Register for the related Bevy Academy course for a full copy.

Part 4: Configure Forms

Forms allow you to capture information from your attendees, either before or after the event. This section helps you configure your default forms for **Pre Order** and **Post Event**.

Stop! Make sure you've published your event before continuing with this section.

Recommended Resources:

- Help Center - [Forms articles \(Admin Dashboard\)](#)
- Help Center - [Forms articles \(Events\)](#)

This document is a sample. Register for the related Bevy Academy course for a full copy.

Part 5: Build the Agenda

You're ready to build out your agenda! The agenda contains all of the structured details about locations, speakers, timing, and more that determine how attendees interact with your conference offerings.

Tip! Want to see what a specific part of the conference looks like prior to building your agenda? Test it yourself in the *Central City* chapter! That chapter is specifically used for testing purposes--go play!

Recommended Resources:

- Help Center - [Creating a Test Conference article](#)
- Help Center - [Agenda articles](#)

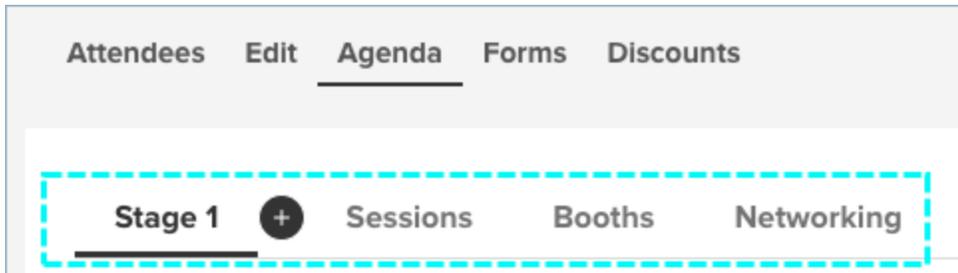
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Your Conference Agenda

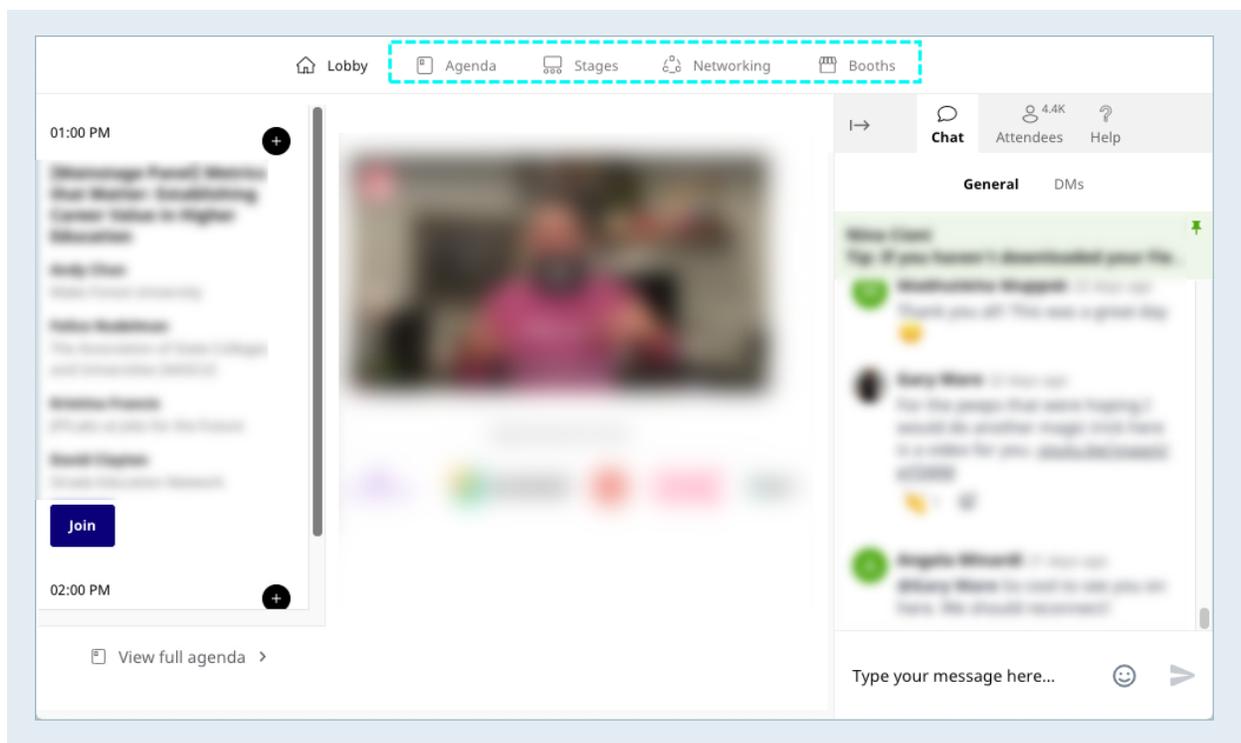
To complete the steps in this section, open your event agenda:

<https://yourinstanceurl/accounts/dashboard/#/chapter-x/event-x/agenda>

You'll see 4 main options for building agenda items:



- Stage
- Sessions
- Booths
- Networking



Each agenda item provides unique content and interactivity options within the entire conference experience.

Conference agenda reminders:

- Agenda items show the local time zone of the attendee viewing the page.
- Agenda items display the stage or session name(s).
- Agenda displays speaker bio(s) if associated with a specific session.
- Agenda items can be segmented by ticket type.
- The event page can optionally display the agenda.
- The “My Agenda” option provides attendees with a personalized conference experience; attendees can see both general and personal agendas displayed on the left sidebar during the event.

STEP 1: Configure Stage(s)

The stage in Bevy makes use of broadcast technology to be able to stream to an unlimited number of attendees. Most of your events will take place on the stage, which you’ll use to build out “stage sessions” and “breaks” as needed.

Stage reminders:

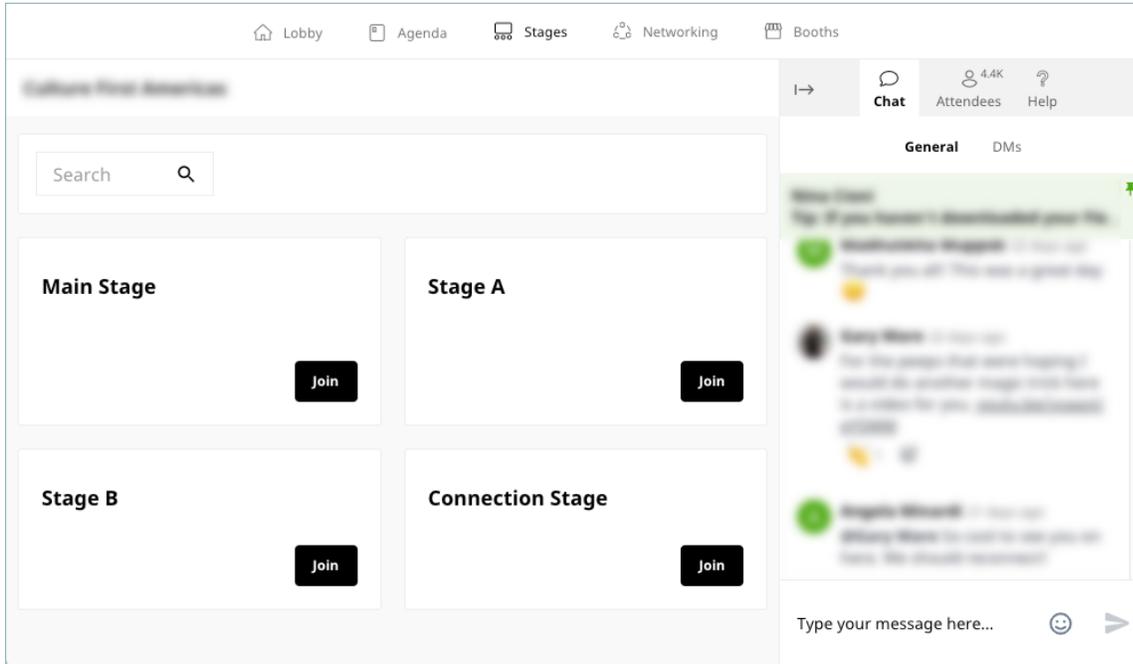
- Can use multiple stages simultaneously.
- Can live-stream content to a stage.
- Can stream pre-recorded content via RTMP keys.
- Stages include backstage functionality.
- Maximum number of presenters on the stage at once is 9. Visible maximum is only 5 if there is a screen share active. The 5 presenters that show are the first 5 presents to join on audio and video.
- “Break” session types are not joinable.



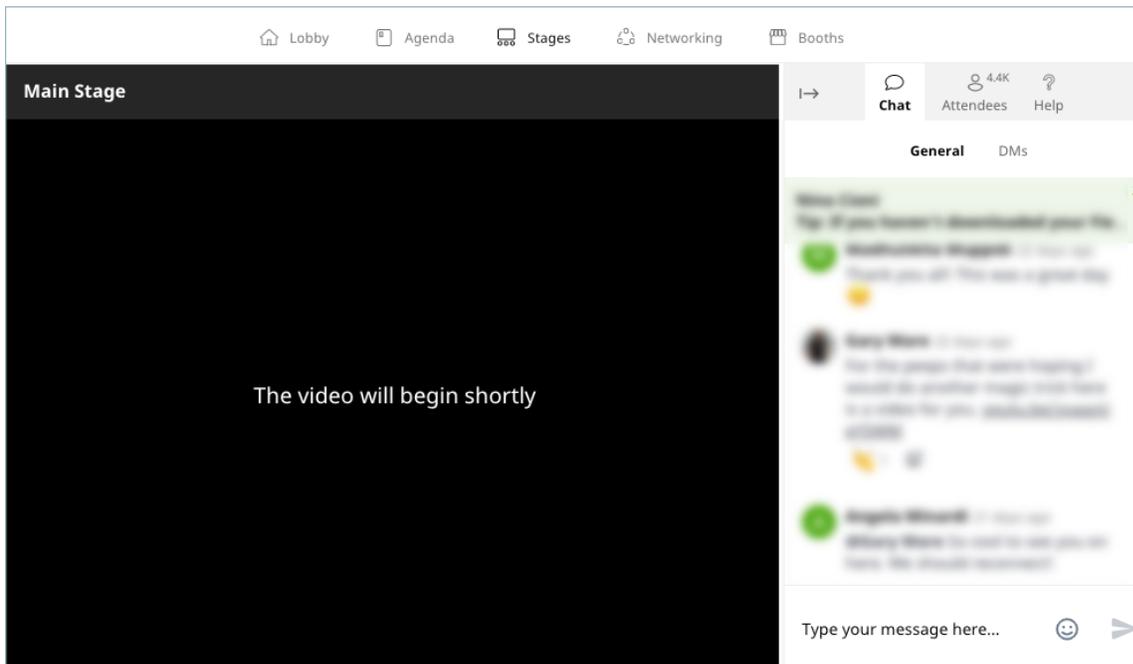
Help Article: Review the [related article](#) to learn more.

Attendee Stage Experience

Join stage sessions from the **Agenda** or **Stages** landing:



After joining stage session:



Part 6: Staff Prep

Running the event requires help from a trained staff. Refer to your Conference Success Plan for details on Support Setup, such as staff training, tech checks, and more.

Nice work! In the meantime, please review the recommended resources below.

Recommended Resources:

- Help Center - [Recommended staffing list](#)
- Help Center - [Host article](#)
- Help Center - [Speaker article](#)
- Help Center - [Moderator article](#)