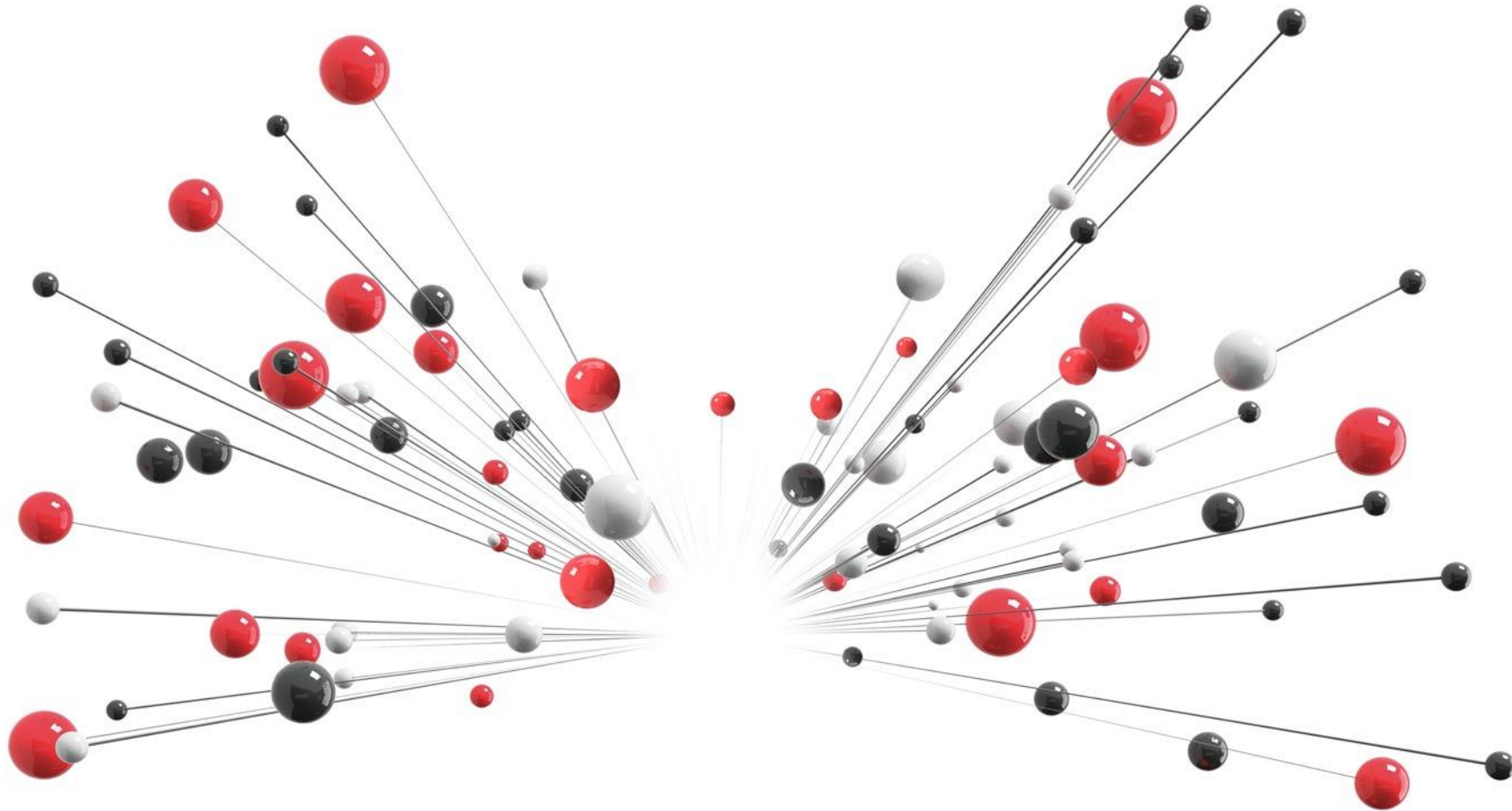


Industry Q&A sessions catalogue



Introduction of Industry Q&A sessions

This document aims to be presented to those who are responsible for the organization of **Industry Q&A sessions** during the ESC Congress 2020 – The Digital Experience.

The session plan consists of:

- Broadcasting prerecorded presentations
- Broadcasting live (or replay) of the panel of discussion
- Chat/interaction area to enable the communication between the audience, and the speakers/chairperson of the session during the live stream

At the end of the session, an evaluation form can be displayed on the page.

What CYIM could offer

In this catalogue you will find the details of each option package offered to you for the recording of the presentation and/or live panel:

	<i>Standard option</i>					
	1		2		3	
	Self recording presentation		Pre recorded Presentation		Webinar recording	
	1L	1R	2L	2R	3L	3R
	Live panel discussion	Self pre-recorded panel discussion	Live panel discussion	Self pre-recorded panel discussion	Live panel discussion	Self pre-recorded panel discussion
<i>Cost invoiced to the industry partner</i>	included		8 000€/ session		13 000€/ session	
Speaker presentation recording (via CYIM recorder)			x	x		
Live panel discussion pre recorded		x		x		x
Live panel streamed in real time	x		x		x	
Pre recorded whole Session					x	x
MP4 video produced by customer and centralised by CYIM	x	x				
Helpdesk Support	x	x	x	x	x	x
Customised background			x	x	x	x
	750 €/ session					
Evaluation form	x	x	x	x	x	x

Option 1

Self recording + panel discussion (Live or self recorded)

1

Self recording

For this option, the industry is responsible for providing the final video file to be broadcast live, in the dedicated time slot, with the following quality :

- + full HD 1080p,
- + 60fps and 5Mb.
- + Codec H264
- + Maximum size: 5GB

We will need

- + 1 file per presentation (to be integrated in ESC 365)
- + For the day of your session, [read the following slide](#)
- + For the panel discussion, it can be:
 - + Either include it in the video (*option 1 pre recorded*) and it will be broadcasted as it is presented
 - + Or a live panel discussion, which occurs in real time (the panel discussion will be filmed during the session broadcast/The Digital Experience) (cf slide [about Live Panel discussion](#)).

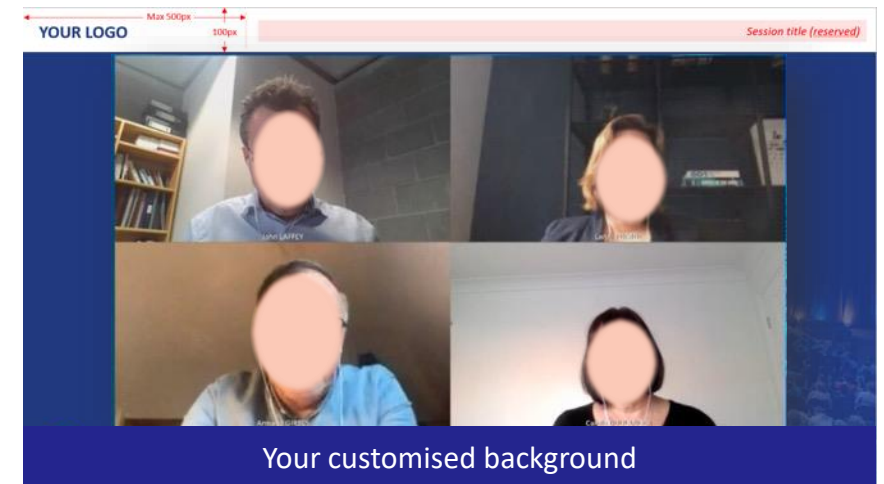
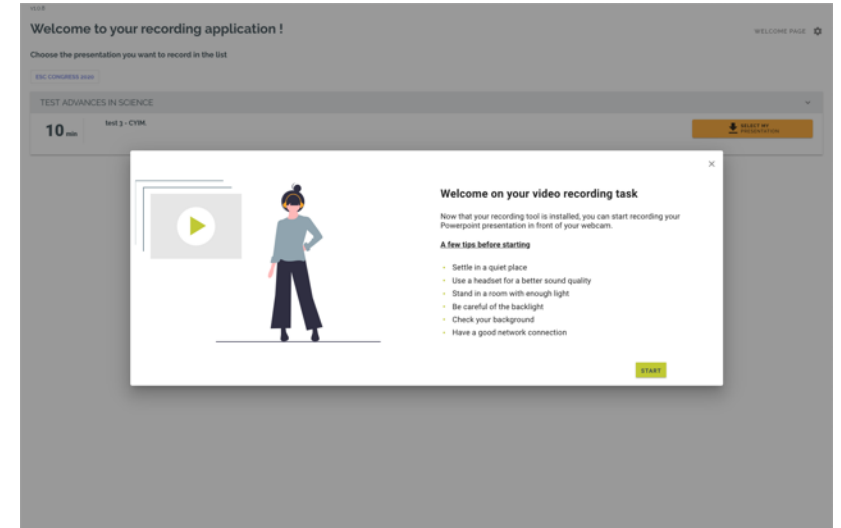
Option 2

Pre recording + panel discussion (Live or prerecorded)

2

Prerecorded presentation + Panel Discussion (live or prerecorded)

- + For this option, each speaker of the session records their presentation through our CYIM recording platform.
- + Every speaker will be contacted, and an appointment will be scheduled to:
 - + Check the sound and camera quality
 - + Provide assistance to each of the speakers on the use of the recorder
- + For the panel discussion, it can be:
 - + A prerecorded panel discussion (the same conditions as for the Live panel discussion, but it must be done before the congress)
 - + Or a live panel discussion, which occurs in real time (the panel discussion will be filmed during the session broadcast/The Digital Experience) (cf slide [about Live Panel discussion](#))



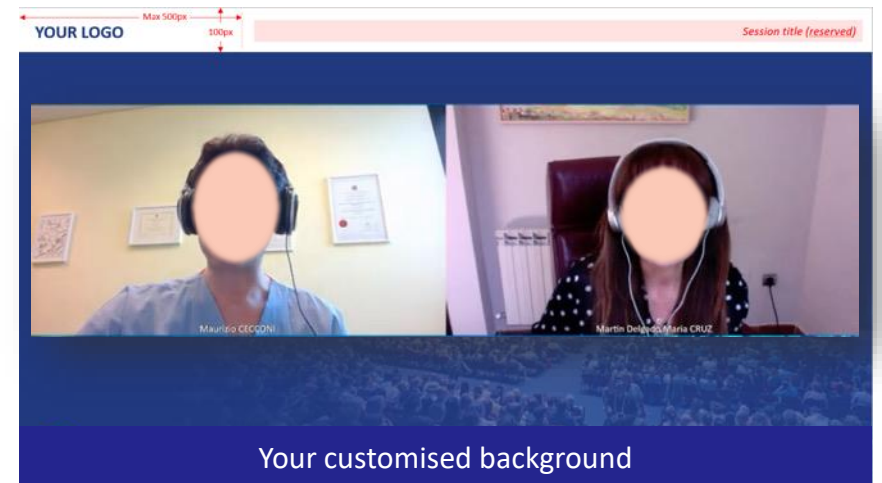
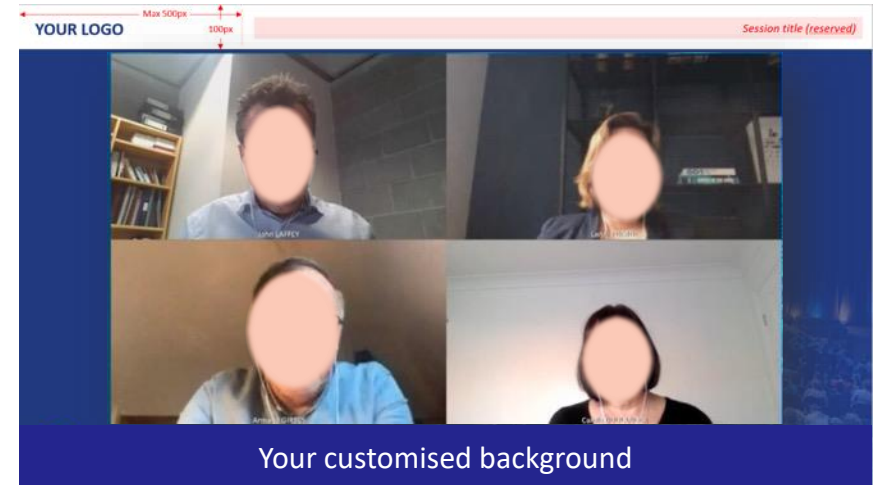
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Live panel discussion

- + The panel discussion is supposed to be at the end of your session (not in between presentations).
- + For the live panel discussion, as responsible of the session, you will need:
 - To coordinate the time slot of each talk, with each of the speakers
 - To book a time slot in advance for the speakers, in that sense there will be enough space for each one
 - To provide us with a customized background ([here are the specifications](#))
 - Our technical team will explain the process during The Digital Experience, and will check the conditions (to make sure it is aligned with the requirements)

Depending on your program for the day, and the number of speakers, we make a video for 1 to 6 people, who can see each other and talk at the same time.

For the day of your session, [please read the information in this slide](#)



Requirements for Live Panel Discussion / Webinar

1. Computer environment:

- + All needs to be plugged
- + Be connected to internet with a sufficient band
- + Use Chrome browser

2. The video on the right shows the 3 key points to follow, to make sure that the quality of sound and camera is good for your presentation

3. The agreed conditions and the tools that have been tested during the appointment with the technician, must be the same as those of the day of the live broadcast.



3 key points for a **successful** recording



cyim

[Click on the link to view of the video](#)

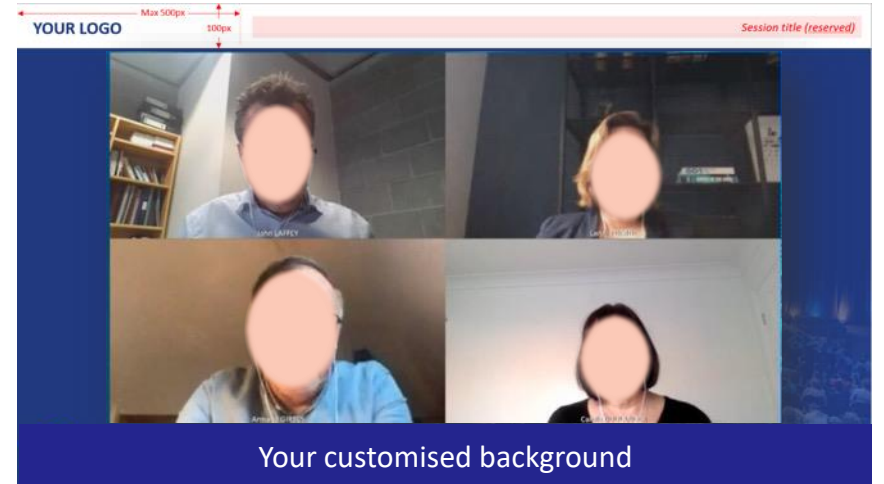
Option 3

Webinar recording

3

Webinar

- + In this option, you will benefit from having a recording in "one shot", which will have a much more natural recording, and the chairperson of the session will be able to make the transitions between each speaker.
- + As responsible of the session, you will need to book a time slot in advance, where all the speakers, and chairperson would be available at the same time, for 2 hours.
- + You will be welcomed by our technical team who will explain to you the process.
- + Our team will create a record that will be sent to you for validation.
- + Here is an example of a [webinar-type recording](#)
- + As for the panel discussion, it can be:
 - + Include in the panel discussion – prerecorded during the webinar
 - + Or a live panel discussion, which can be produced during the virtual congress (cf slide [about Live Panel discussion](#))



Helpdesk support

- + A dedicated Industry team for the industry partners
- + Availability during the whole summer to provide assistance
- + Assistance will be provided to the speakers, all along the process with “real” people and no chatbots.

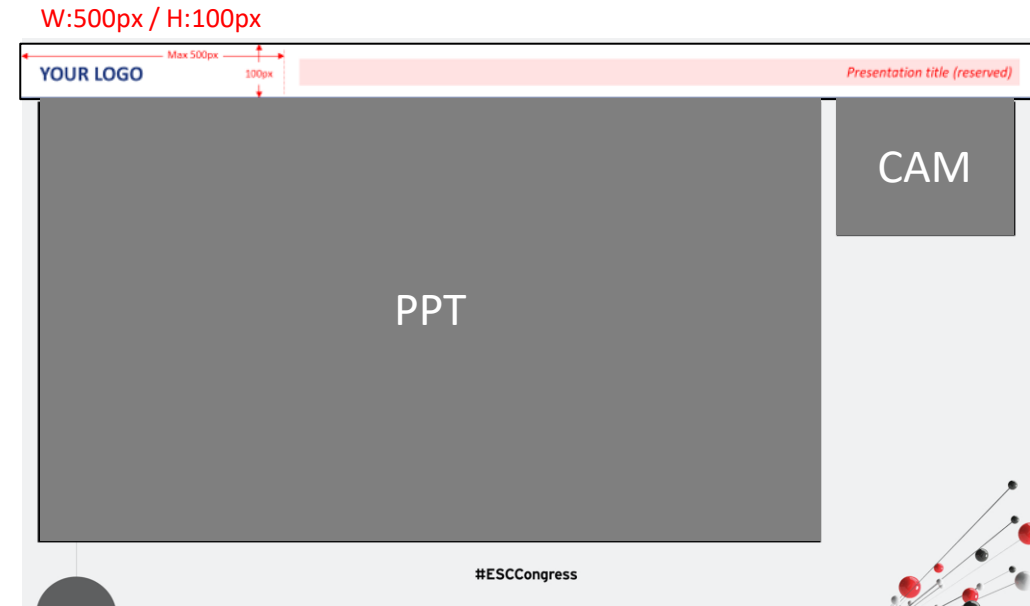


From the physical to the virtual preview !



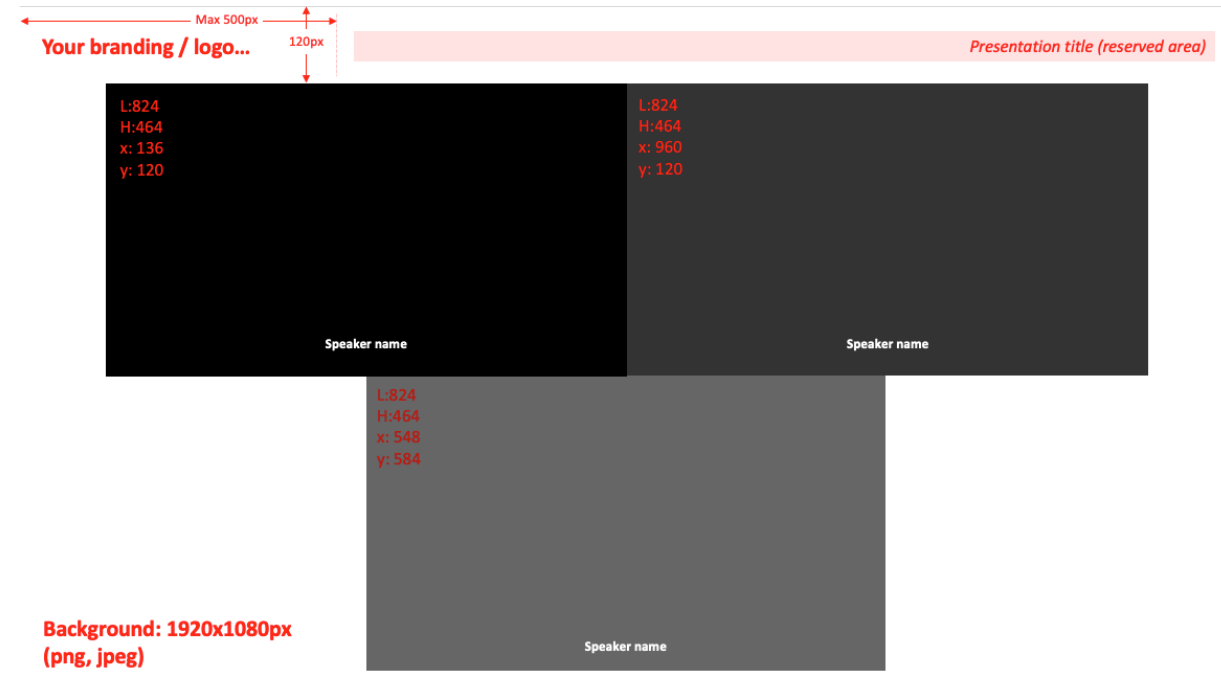
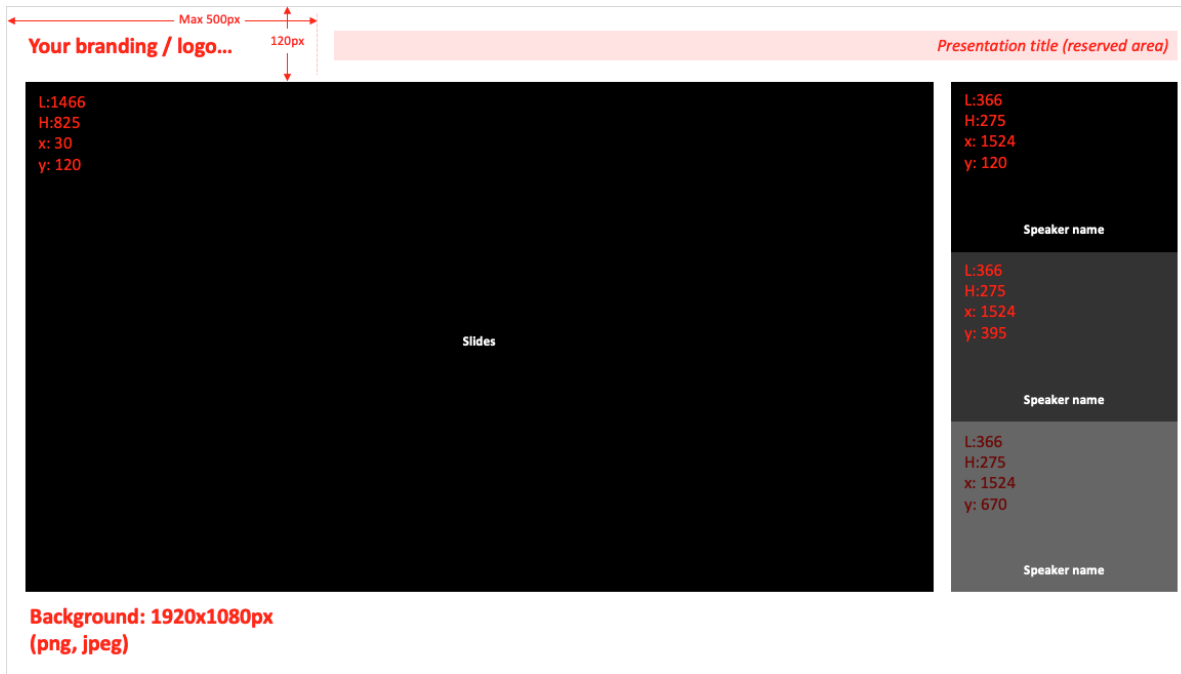
Customised background

- + **Option 1** : You can customize the banner at the top left. Please provide a banner of 100x500px (500 px is the maximum width) in png or jpeg format. Files sources (.psd, .ai...) it can also be sent for a better quality.
- + **Option 2** : You can also provide us a 1920x1080 picture that we will use as a background, please keep in mind that some areas as shown below will be hidden by the slide and the speaker camera.
- *If you do not want to use your own company branding, we will keep the general ESC background as a Picture-in-Picture.*
- ➔ The final design will be sent to you for validation prior the congress.



Customised background – to be adapted depending on the number of people

- + Depending on the programme of your session and scenario, there will be **several preset available**.
- + This point will be discussed with CYIM project manager.



Recap of options & contact

Presentation and panel discussion recording options

	<i>Standard option</i>						
	1		2		3		
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Live panel discussion pre recorded		x		x		x	
Live panel streamed in real time	x		x		x		
Pre recorded whole Session					x	x	
MP4 video produced by customer and centralised by CYIM	x	x					
Helpdesk Support	x	x	x	x	x	x	
Customised background			x	x	x	x	
			750 €/ session				
Evaluation form	x	x	x	x	x	x	

Next steps – contact with CYIM

+ Book and confirm the recording options

No matter the options chosen, each responsible of the industry will need to confirm the options on a dedicated website, which will be available next July 10th .

As soon as your slot is confirmed with the ESC, you will receive your account log in detail to confirm the options chosen and this site will gather the information needed as for your Q&A session.

+ Contact

Once the form is filled in, you will be contacted by one of our Project manager to proceed to the recordings or to give you the procedure to send your files.

For any question support@cyimhelp.zendesk.com