



AUTOSENS ONLINE 2020 GROUP DISCUSSION FORMAT



General assumptions and common principles:

- 1) **Delivering for you:** we want to make this a really interesting session for Attendees, but crucially we want it to work for you too so let us know if you have extra ideas.
- 2) **Partnership:** Marketing solution activities require great partnership. We will provide logos and material for your own promotion. Tell us how else we can support your marketing.
- 3) **Trust and credibility:** Webinar saturation will make it difficult to get content heard. Our unique community trusts us to provide quality content. Help us by supporting this content with an effective marketing campaign that will generate even more attendees.
- 4) **Group Discussion format:** ultimately, attendees are joining to hear interesting discussion and be able to engage and ask questions, assuming we are providing this there are several options for how this can be delivered.
- 5) **'The Moderator':** either the host or an unseen colleague, controls whether attendees can appear on screen or not, and whether they have audio.
- 6) **Attendees joining discussion:** when the attendee joins a Group Discussion they will be invited to 'turn on your video and mic if you would like to contribute'. This is then visible to the moderator who can put them on screen on not. When they are on screen the moderator can activate or deactivate their mic.
- 7) **Engaging and interactive chat:** The Chat Box remains alongside the Screen for the whole session. All attendees can introduce themselves at the start; ask questions and add points via this route. The Host's colleagues can be active in the Chat and engage with questions as they arise.

The different options range from and in-between:

- a) 2 Person Discussion style. 2 specified speakers mainly talk during the Group Discussion. Attendees can ask questions via the Chat function and are 'watchers' of the Discussion. There could be questions from the Chat that are discussed by the Experts or Attendees could be invited to 'turn on AV' if they want to ask theirs on screen.
- b) Open Discussion style. The Hosts may start with a few points to get the discussion going. As attendees join the session they can 'turn on AV' to show they want to join in. The Moderator can then add them to the discussion, unmute their mic and build the discussion group to a maximum of 15 (or a different limit). New attendees will still be able to watch and add questions via the Chat Box. Other attendees can signal an intention to join and the moderator can remove and add new attendees. Once an attendee is on screen, they can choose to leave, and the moderator can add another. We believe that video conferencing conventions should allow for a decent discussion. However, should it be necessary the Moderator can Mute All and bring them back one by one.

Timelines and requirements

Title of discussion	3 weeks before event
Description of discussion (2-3 questions that will be discussed)	3 weeks before event
Presenter(s) details (colour photo and short biographical paragraph)	3 weeks before event
Choice of option a) or b)	2 weeks before event, in order that any required training can take place