

GUIDE FOR ATTENDEES



Congratulations! You're registered to attend the first-ever virtual Twin Cities Startup Week taking place from Sept. 7th - 25th! TCSW is the front door to Minnesota's startup ecosystem. The festival includes countless events featuring the area's brightest innovators and creative hotbeds. What began as an intimate gathering of local technologists has ballooned to a regional festival celebrating the leaders who are creating impact within their community, startup, Fortune 100, nonprofit and more. We created this guide so you have everything you need to know to be able to navigate the new virtual venue like a pro all month long.

HOW TO PREPARE FOR THE EVENT

Watch the Twin Cities Startup Week Attendee Experience Video to get a sneak peak of the virtual venue and learn what to expect at the first-ever virtual TCSW.

In order to bring you a high quality virtual experience we're working with the platforms Eventbrite (for registration), Emamo (for scheduling), and Hopin (virtual event venue). Below are steps you need to follow with each platform to make the most of TCSW 2020.

1. REGISTER ON [EVENTBRITE](#)

Register via Eventbrite to have access to the Emamo schedule builder and ability to attend sessions on Hopin. Once Emamo and Hopin are live, you'll receive instructions on how to access each platform. If you received this guide you've likely completed this first step. Yahoo!

2. BUILD YOUR PERSONAL TCSW SCHEDULE ON [EMAMO](#)

After registering on Eventbrite, you will receive an email from Emamo to access the TCSW schedule. Explore the schedule and add the events that appeal to you. Emamo allows you to build your own schedule with Hopin links for easy access to each session you want to attend.

3. ACCEPT REGISTRATION ON HOPIN

After registering on Eventbrite, you will receive an invitation email from Hopin closer to TCSW to register for each day of sessions. Make sure to accept the invitation for each day to have access to those events. To do this, click the "Accept Registration" button in the Hopin email for each TCSW day/track you would like to participate in. Once you do this, we encourage you to explore your Hopin account and add information to your profile before the event to make it easier for people to identify and connect with you in the virtual event venue (name, headline, picture, social media handles, etc.)

TWIN CITIES STARTUP WEEK (MONTH) SCHEDULE

9/7 – Opening Party

Lake Monster Brewing Co. - 2pm-9pm **Come here to pick up your volunteer shirt

9/8 – Sales & Marketing Track

Hopin - 9am-5pm

9/10 – Founder Track

Hopin - 9am-5pm

9/14 – Fly-in Community, Culture & Career Fair

Hopin - 11am-3pm

9/15 – EdTech Track

Hopin - 9am-5pm

9/16 – BETA Fall Showcase

Hopin - 2pm-5pm

9/17 – Healthcare Track

Hopin - 2pm-5pm

9/22 – Sustainability Track

Hopin - 9am-5pm

9/22 – MN Cup Finals

Virtual - 4pm-6pm

9/24 – Food & Ag Track & Startup Awards

Hopin - 9am-5pm

9/25 – Closing Party

In person TBD

****SEE FULL TCSW SCHEDULE ON [EMAMO](#)**

<https://emamo.com/event/twin-cities-startup-week>

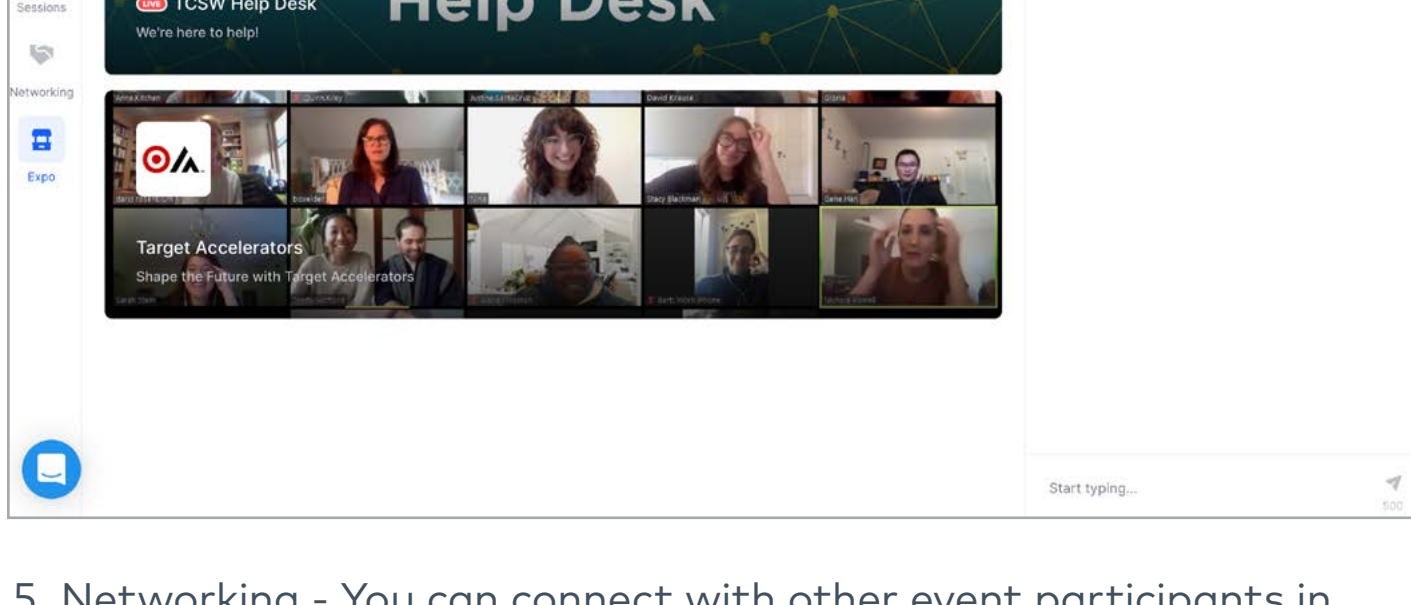
GETTING AROUND HOPIN

You will be able to access the event on Hopin 15 minutes before it starts from your profile dashboard by logging into your Hopin account. You are also going to receive a reminder by email shortly before the event starts, to make sure that you don't miss it!

Similar to a physical event, you can choose where you want to go and what you'd like to attend. In the reception area you will find the complete agenda showing what is happening where. You will also find an overview of the different event areas, and further details about the event.

COMPONENTS OF VIRTUAL TCSW VENUE Hopin

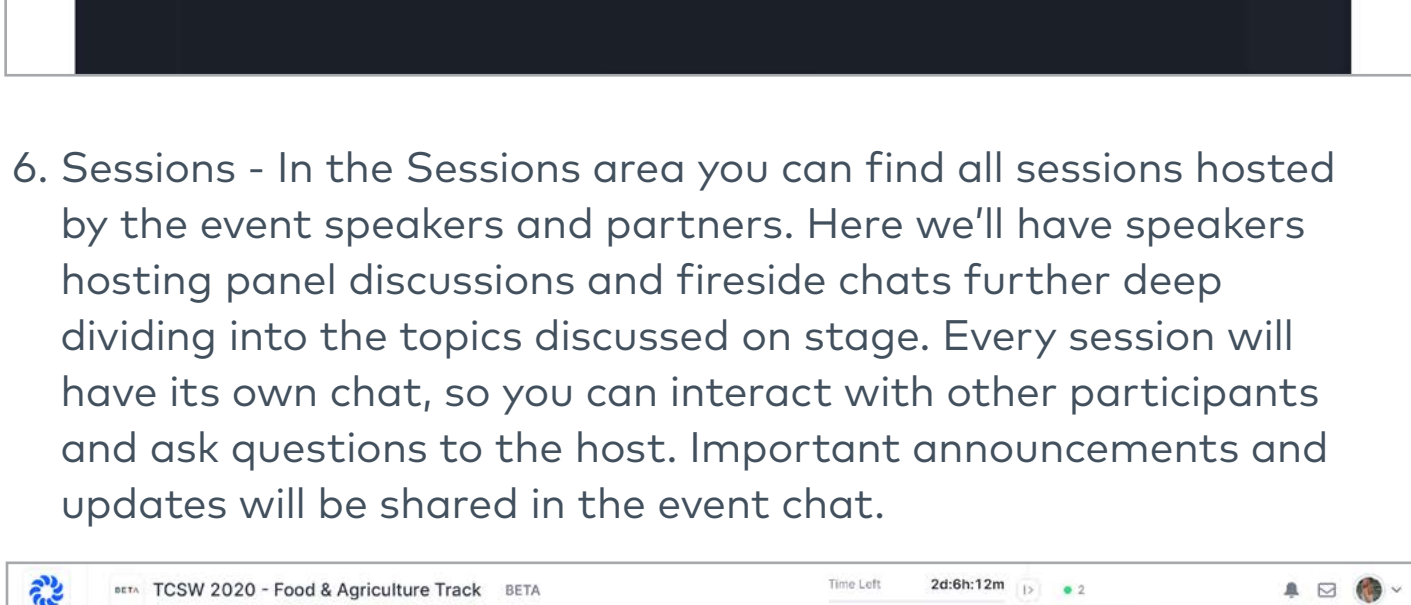
1. Before even entering the event, you will be able to see the event on your Hopin Profile page.



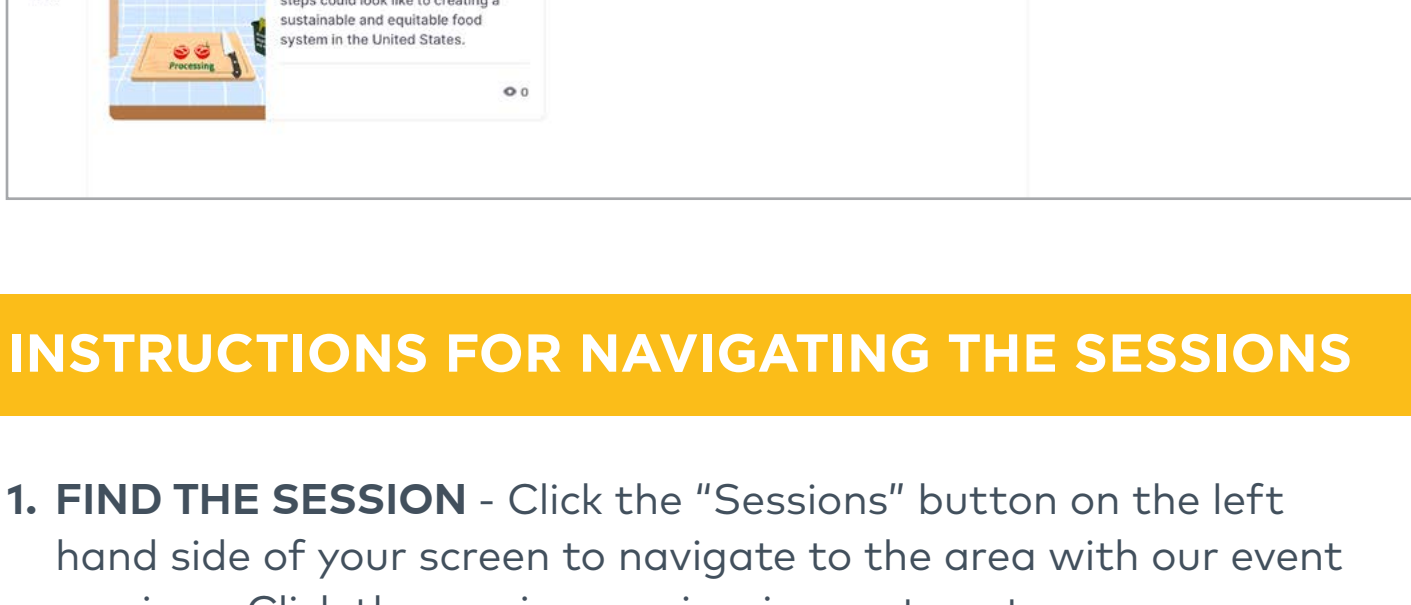
2. Reception - Upon opening Hopin and joining the event, you will land in the Reception area. You can think of the reception area as a venue's lobby, it's the information hub. Here you will find a complete overview of the agenda and you can follow what is currently happening and what's to come. The reception area will also be home to the TCSW event schedule, so you can easily find and track events over the course of the tracks.

On the left side of the screen you'll see icons that you can use to navigate through different areas of the event.

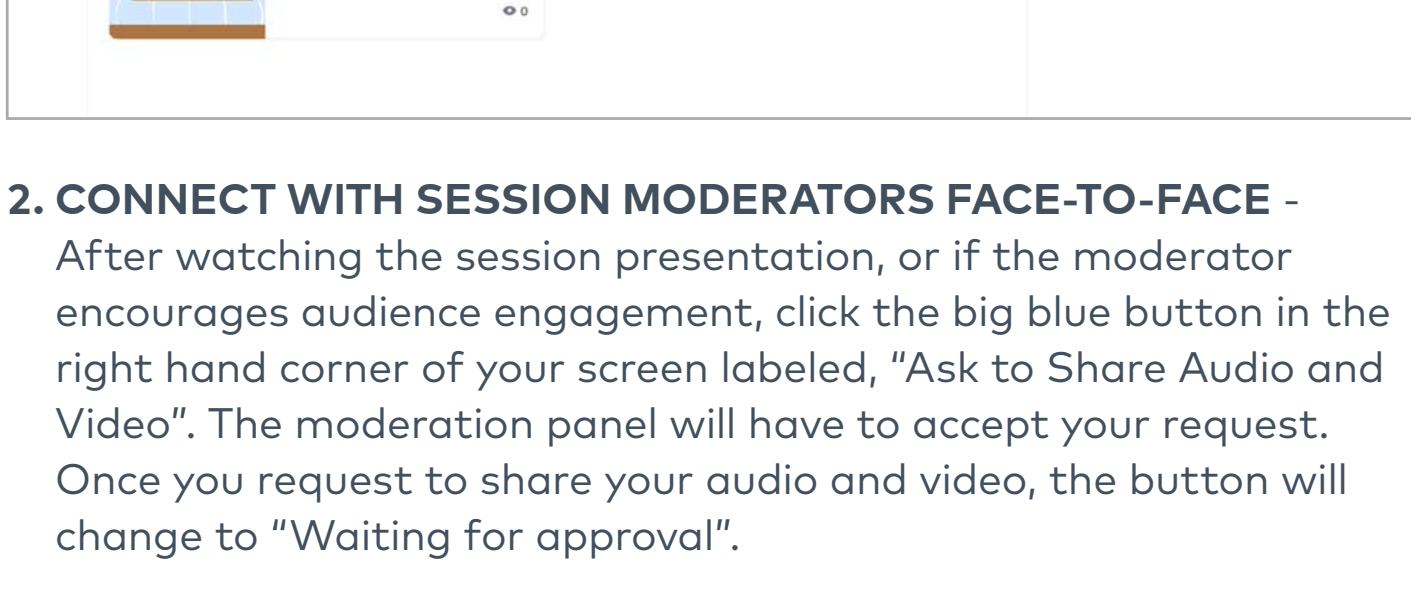
On the right side of the screen you'll find the main event chat where you can comment and interact with other event participants. You can ask questions to the main stage speakers by using @Q&A in the stage chat. Make sure to follow the event chat for any important announcements and updates. Aside from the main chat, you can participate in polling under the 'Polls' tab, and DM participants by browsing under the 'People' tab. You can also invite someone to join you in a private meeting room, by inviting them to a video call. Please make sure the other person is aware and interested in having a video call before sending the invitation.



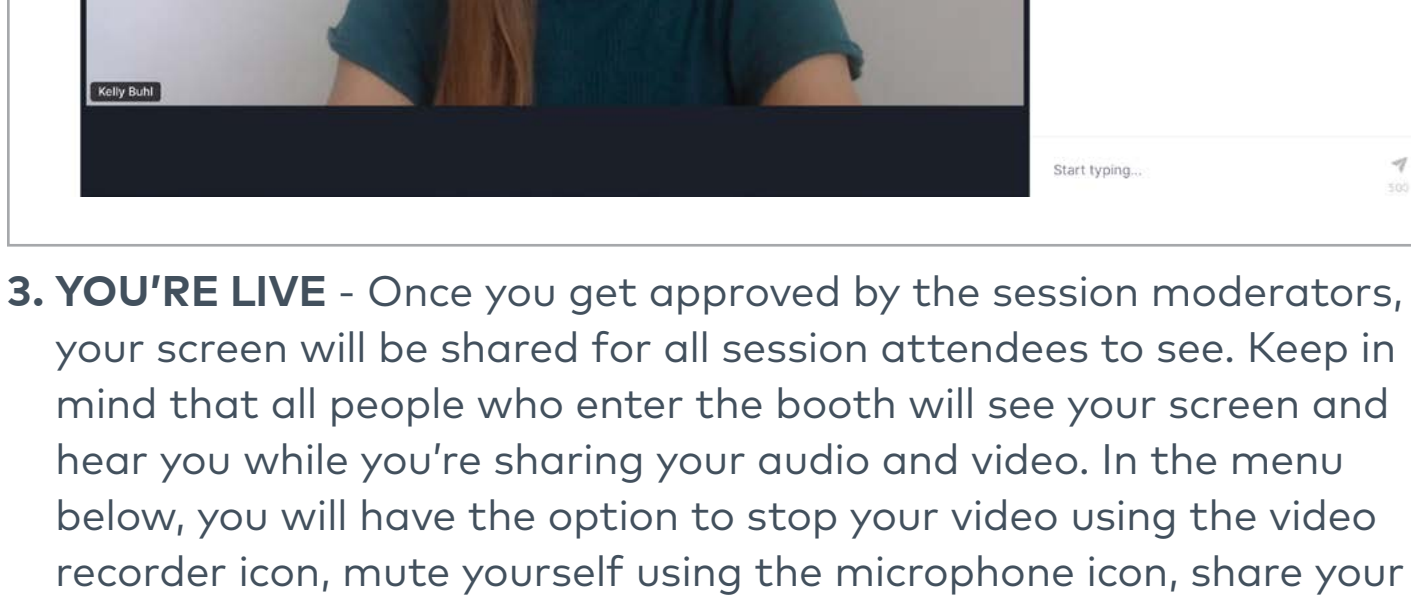
3. Stage - The Stage area will serve as home base for premium Track content throughout the duration of Twin Cities Startup Week.



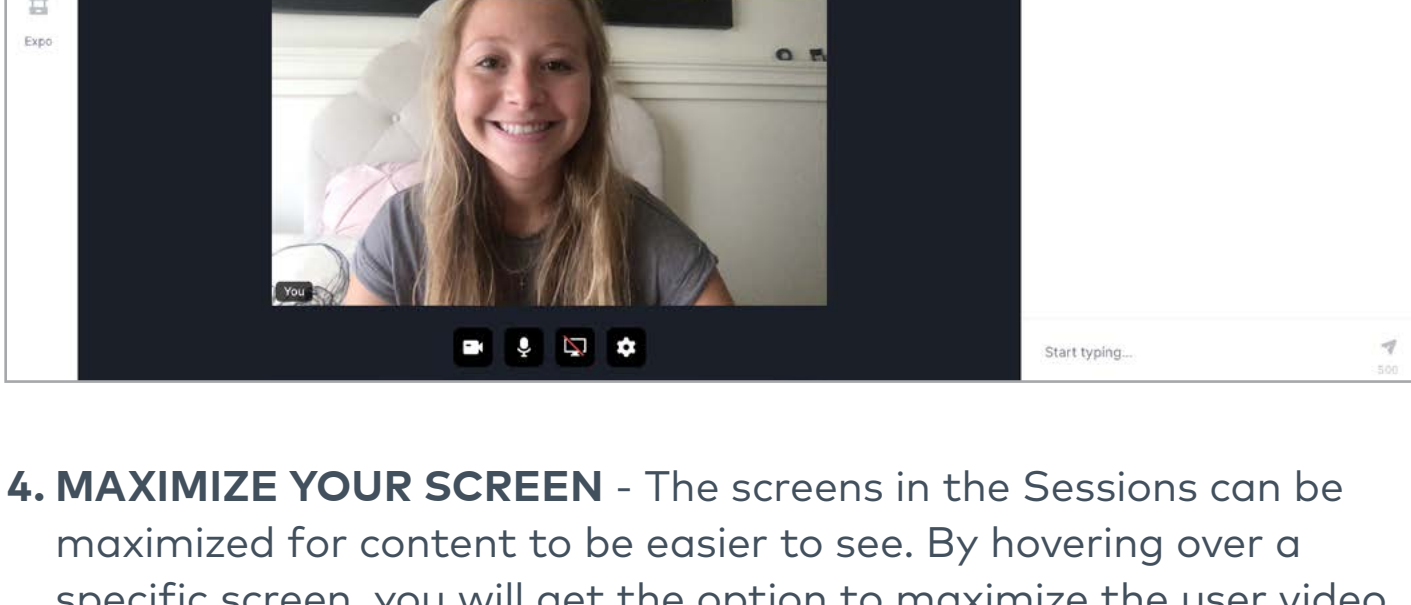
4. Expo - In the Expo area, you can find virtual booths hosted by event partners. You may access each booth to gather information about the partner and to interact with the host. Every expo booth will have its own chat so you can leave questions or interact with other participants. The Expo area will also be home to the TCSW Help Desk, where there will be volunteers ready to answer any questions you may have while navigating the event.



5. Networking - You can connect with other event participants in the Networking area through the entire duration of the TCSW events. These 1-on-1 meetings will last up to 5 minutes, and you are able to leave the meeting at any time. A timer in the upper right hand corner will let you know how long remains in each chat. When time is up, your meeting will automatically end and you can click 'Ready' to be matched with a new participant. If you wish to exchange contact information with the other person in your meeting, both participants must click the 'Connect' button. If you connect, Hopin will share information such as your name and email address with the other participant. You can find the contacts you've made on your Hopin profile, under the 'Connections' tab. You can also select 'Unmatch' to lose the connection. Please note that you will be randomly matched with another participant in the networking area. You can DM specific participants under the 'People' tab and invite someone to join you in a private meeting room, by inviting them to a video call.



6. Sessions - In the Sessions area you can find all sessions hosted by the event speakers and partners. Here we'll have speakers hosting panel discussions and fireside chats further deep diving into the topics discussed on stage. Every session will have its own chat, so you can interact with other participants and ask questions to the host. Important announcements and updates will be shared in the event chat.



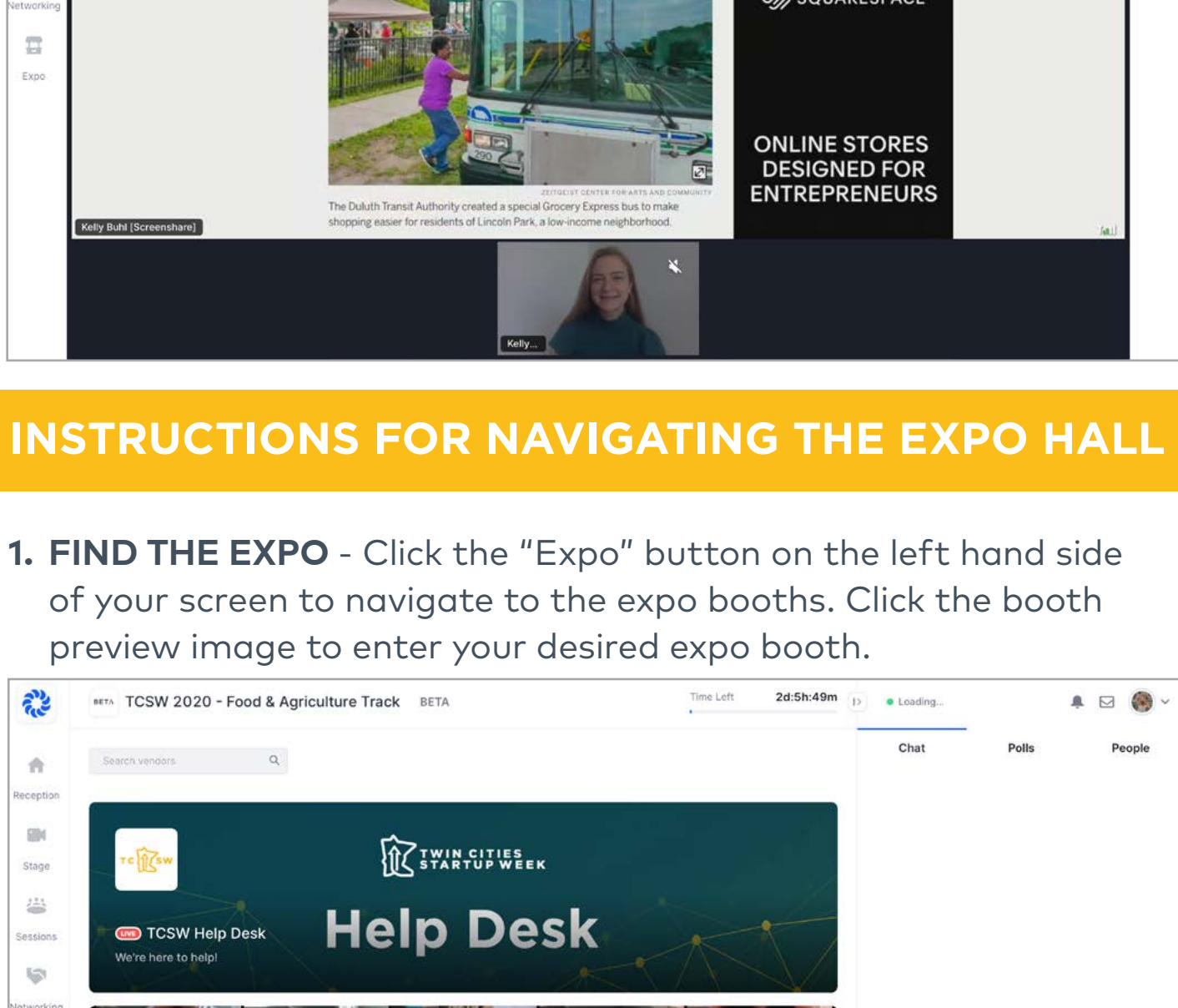
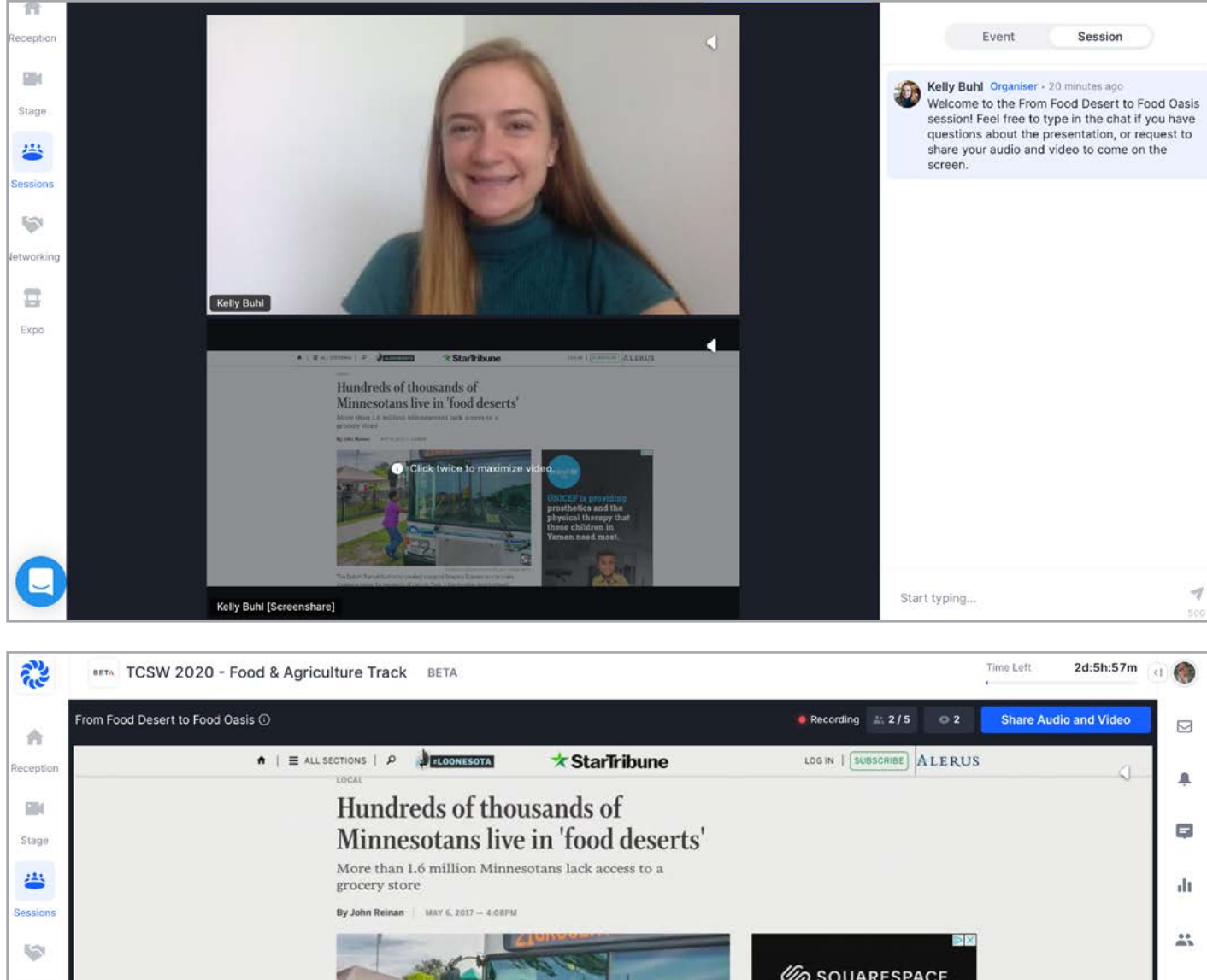
INSTRUCTIONS FOR NAVIGATING THE SESSIONS

1. **FIND THE SESSION** - Click the "Sessions" button on the left hand side of your screen to navigate to the area with our event sessions. Click the session preview image to enter.

2. **CONNECT WITH SESSION MODERATORS FACE-TO-FACE** - After watching the session presentation, or if the moderator encourages audience engagement, click the big blue button in the right hand corner of your screen labeled, "Ask to Share Audio and Video". The moderation panel will have to accept your request. Once your request to share your audio and video, the button will change to "Waiting for approval".

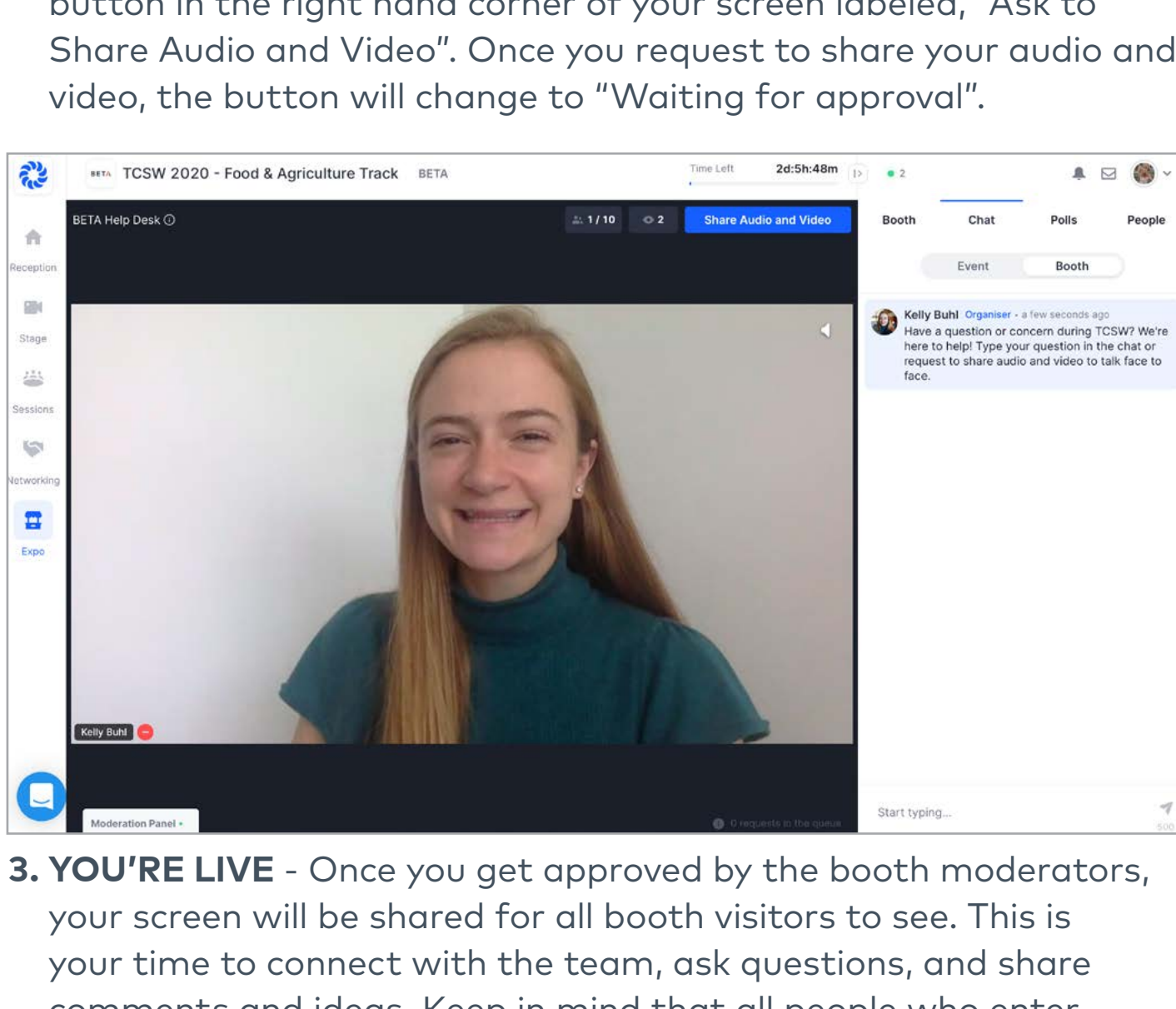
3. **YOU'RE LIVE** - Once you get approved by the session moderators, your screen will be shared for all session attendees to see. Keep in mind that all people who enter the booth will see your screen and hear you while you're sharing your audio and video. In the menu below, you will have the option to stop your video using the video recorder icon, mute yourself using the microphone icon, share your computer screen using the desktop icon, and view settings with the gear icon.

4. **MAXIMIZE YOUR SCREEN** - The screens in the Sessions can be maximized for content to be easier to see. By hovering over a specific screen, you will get the option to maximize the user video. This can help you to better see a presenter or their slides, which will be helpful as you watch the session presentation.

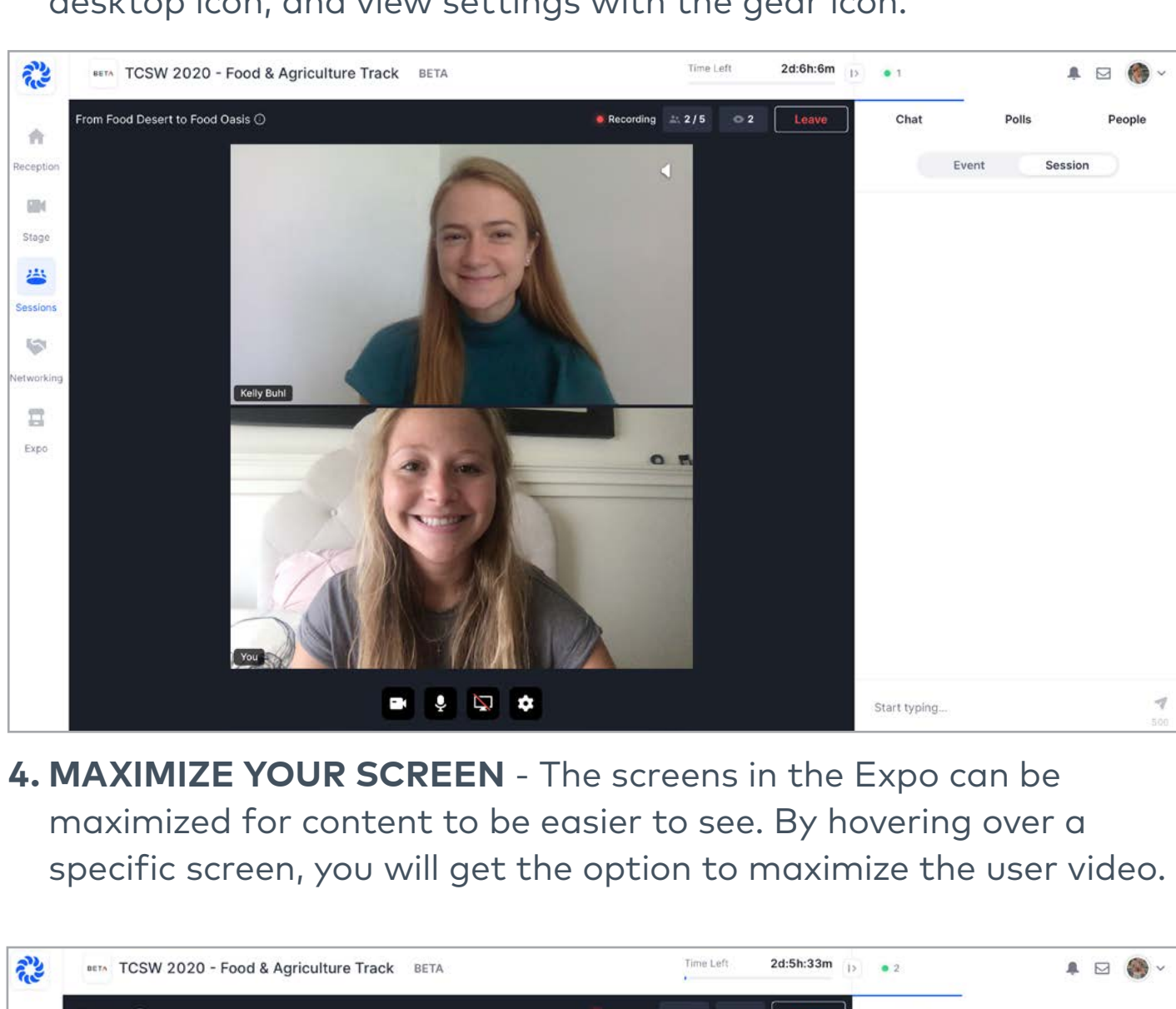


INSTRUCTIONS FOR NAVIGATING THE EXPO HALL

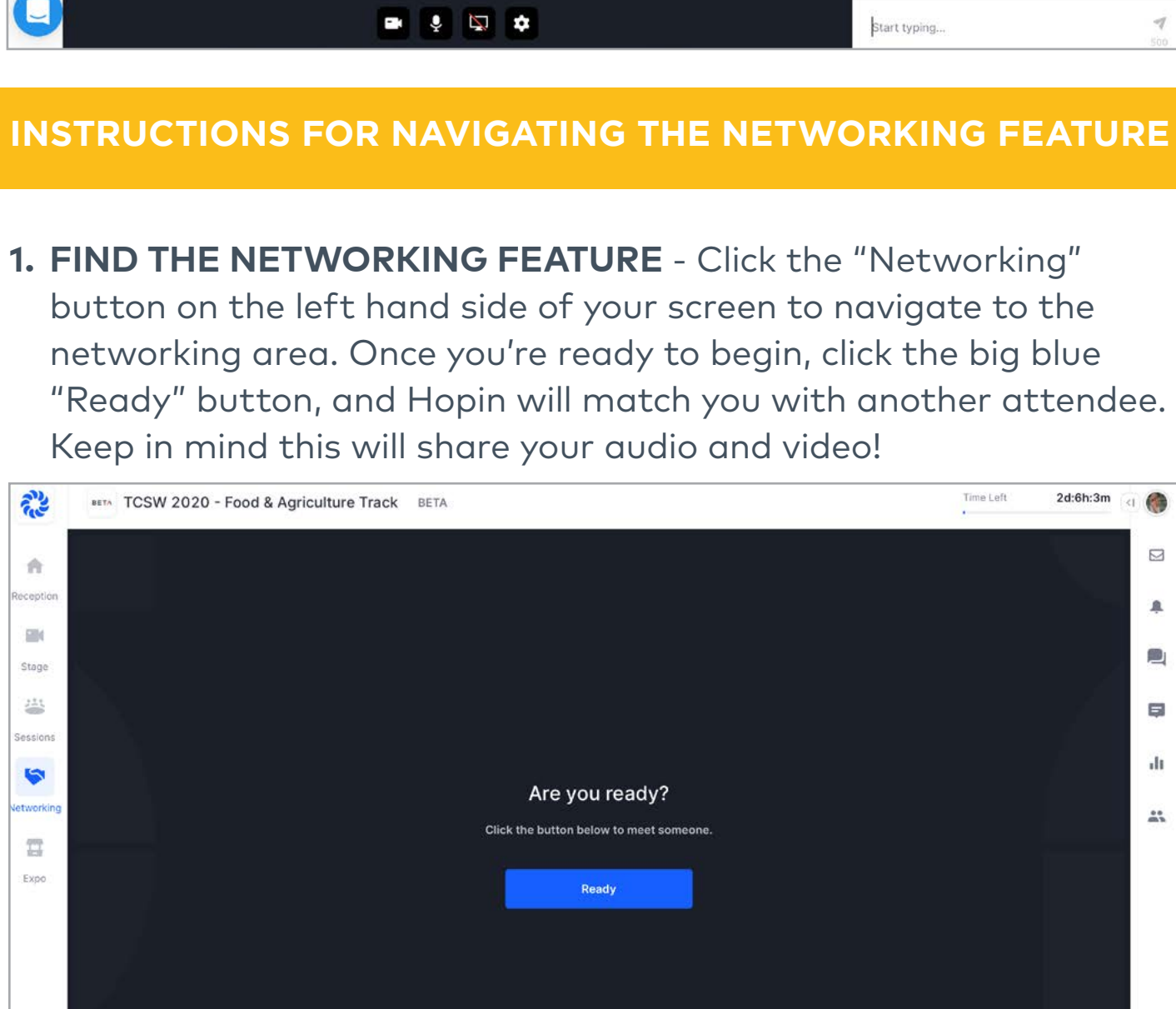
1. FIND THE EXPO - Click the "Expo" button on the left hand side of your screen to navigate to the expo booths. Click the booth preview image to enter your desired expo booth.



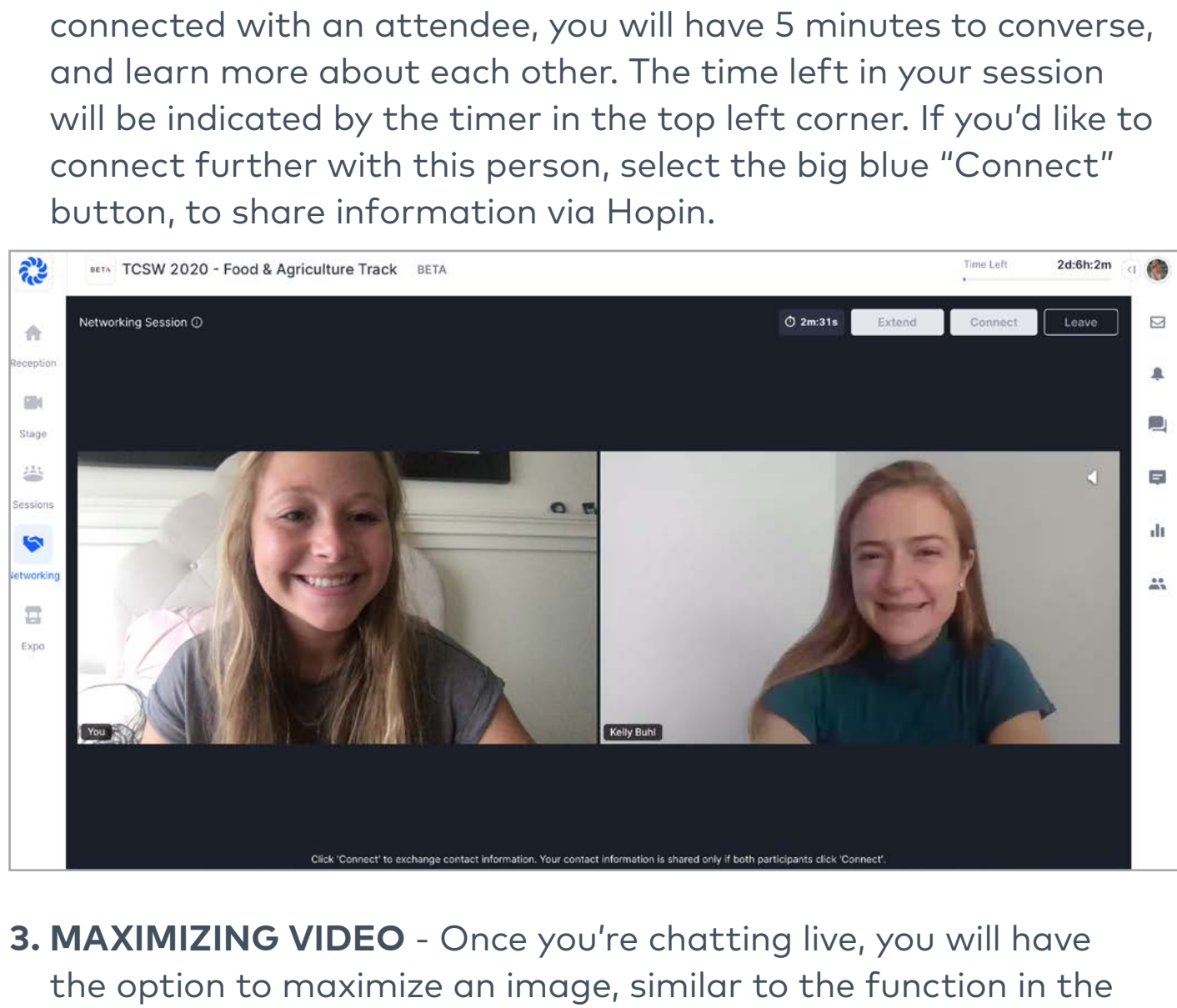
2. CONNECT WITH HOSTS FACE-TO-FACE - If you want to connect with the booth hosts, and chat face-to-face, click the big blue button in the right hand corner of your screen labeled, "Ask to Share Audio and Video". Once you request to share your audio and video, the button will change to "Waiting for approval".



3. YOU'RE LIVE - Once you get approved by the booth moderators, your screen will be shared for all booth visitors to see. This is your time to connect with the team, ask questions, and share comments and ideas. Keep in mind that all people who enter the booth will see your screen and hear you while you're sharing your audio and video. In the menu below, you will have the option to stop your video using the video recorder icon, mute yourself using the microphone icon, share your computer screen using the desktop icon, and view settings with the gear icon.

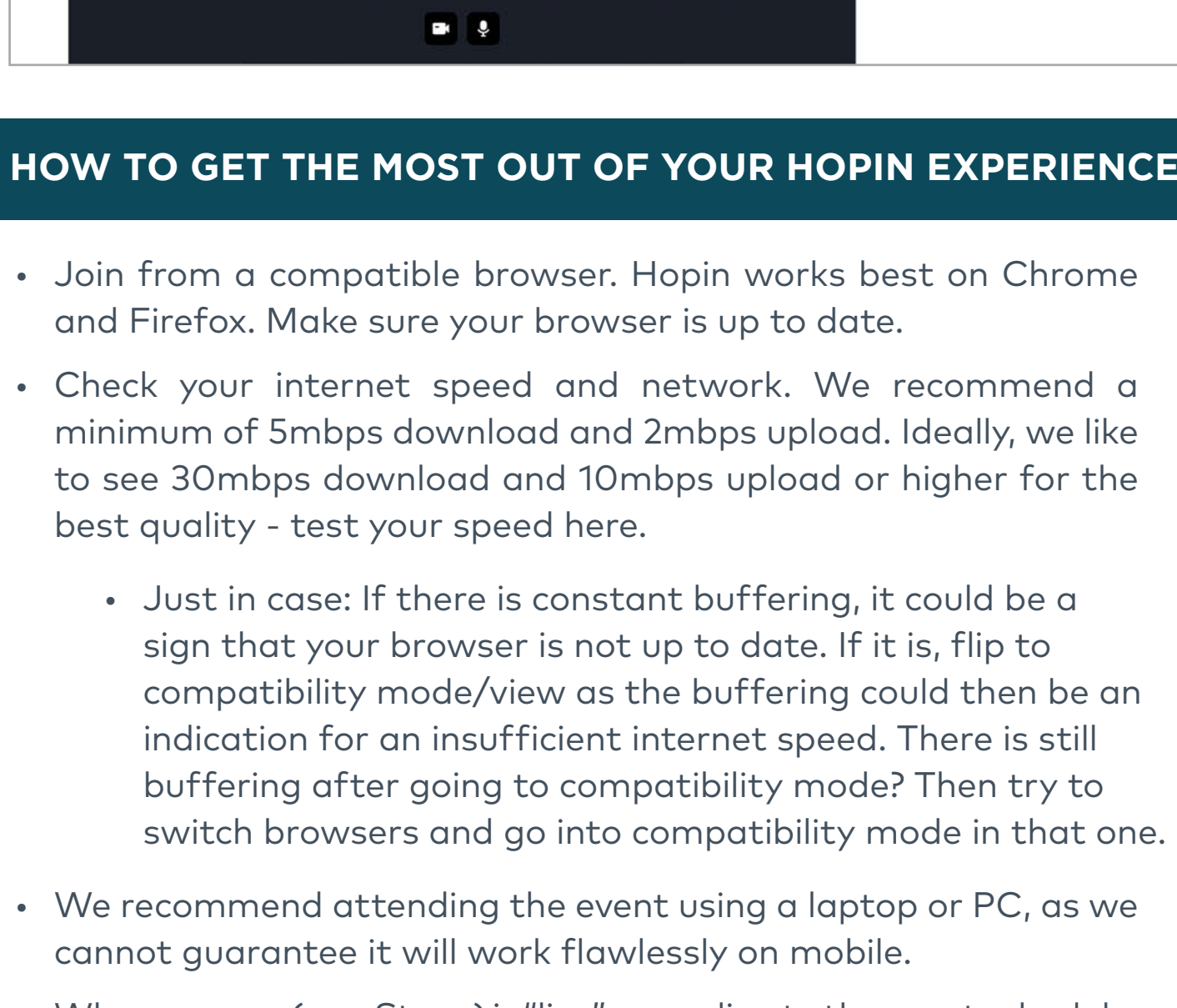


4. MAXIMIZE YOUR SCREEN - The screens in the Expo can be maximized for content to be easier to see. By hovering over a specific screen, you will get the option to maximize the user video.

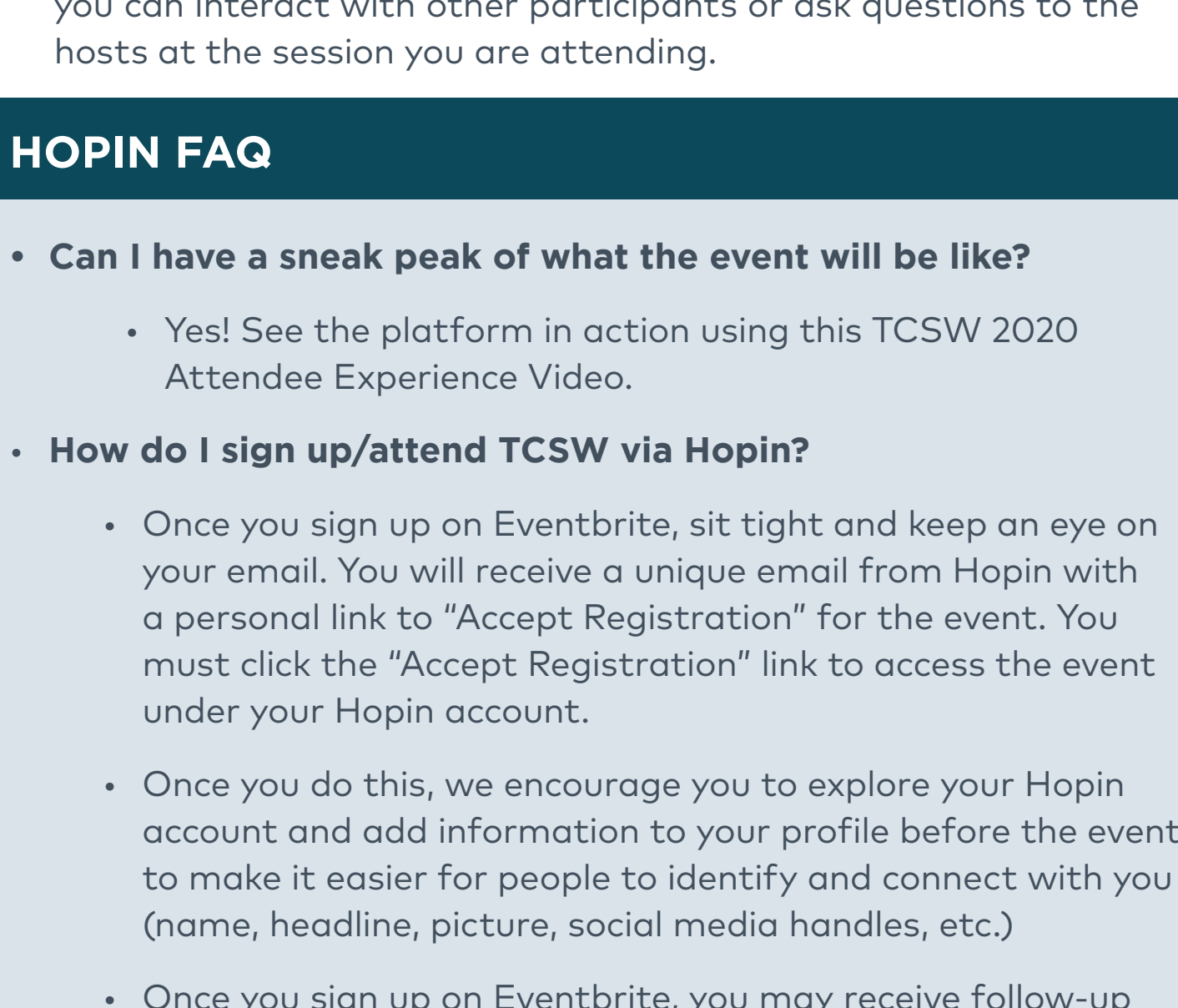


INSTRUCTIONS FOR NAVIGATING THE NETWORKING FEATURE

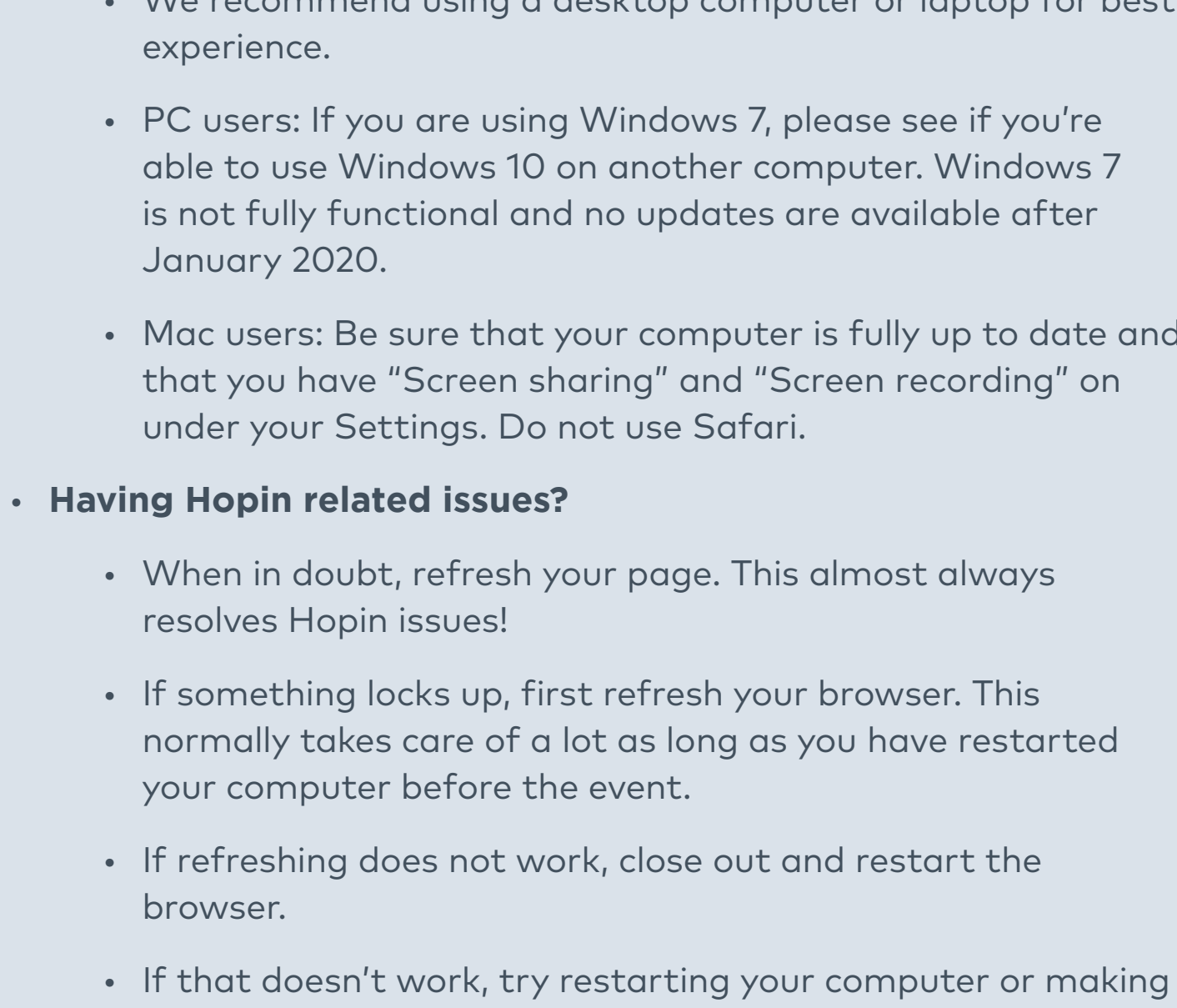
1. FIND THE NETWORKING FEATURE - Click the "Networking" button on the left hand side of your screen to navigate to the networking area. Once you're ready to begin, click the big blue "Ready" button, and Hopin will match you with another attendee. Keep in mind this will share your audio and video!



2. CONNECT WITH ATTENDEES FACE-TO-FACE - Once you are connected with an attendee, you will have 5 minutes to converse, and learn more about each other. The time left in your session will be indicated by the timer in the top left corner. If you'd like to connect further with this person, select the big blue "Connect" button, to share information via Hopin.



3. MAXIMIZING VIDEO - Once you're chatting live, you will have the option to maximize an image, similar to the function in the Sessions and Expo Booth session, by double clicking the video you'd like to maximize. You can also select the "Networking" button on the left hand side of your screen to learn more about who you're networking with.



HOW TO GET THE MOST OUT OF YOUR HOPIN EXPERIENCE

- Join from a compatible browser. Hopin works best on Chrome and Firefox. Make sure your browser is up to date.
- Check your internet speed and network. We recommend a minimum of 5mbps download and 2mbps upload. Ideally, we like to see 30mbps download and 10mbps upload or higher for the best quality - test your speed here.
 - Just in case: If there is constant buffering, it could be a sign that your browser is not up to date. If it is, flip to compatibility mode/view as the buffering could then be an indication for an insufficient internet speed. There is still buffering after going to compatibility mode? Then try to switch browsers and go into compatibility mode in that one.
- We recommend attending the event using a laptop or PC, as we cannot guarantee it will work flawlessly on mobile.
- When an area (e.g., Stage) is "live" according to the event schedule, the red "LIVE" tag will be shown, indicating to attendees where the action is at the time.
- Keep track of any announcements and pinned messages from the BETA team in the event chat.
- You can send direct messages to an individual at the event via DMs in the People tab or invite someone to join you in a private meeting room, by inviting them to a video call. To send a DM, find the person you wish to chat with in the People tab, click their profile photo, and start your conversation.
- Each Session and Expo booth will have a separate chat where you can interact with other participants or ask questions to the hosts at the session you are attending.

HOPIN FAQ

- **Can I have a sneak peak of what the event will be like?**
 - Yes! See the platform in action using this TCSW 2020 Attendee Experience Video.
- **How do I sign up/attend TCSW via Hopin?**
 - Once you sign up on Eventbrite, sit tight and keep an eye on your email. You will receive a unique email from Hopin with a personal link to "Accept Registration" for the event. You must click the "Accept Registration" link to access the event under your Hopin account.
 - Once you do this, we encourage you to explore your Hopin account and add information to your profile before the event to make it easier for people to identify and connect with you (name, headline, picture, social media handles, etc.)
 - Once you sign up on Eventbrite, you may receive follow-up emails until you formally register for the event via Hopin.
- **Do I have to download something to run Hopin?**
 - No. Hopin runs in your browser.
- **What browsers work best for using Hopin?**
 - Make sure you are using Chrome or Firefox and that it is fully up to date. Safari and IE are not fully supported as they lack the support needed for live video events.
- **What type of device works best for using Hopin?**
 - We recommend using a desktop computer or laptop for best experience.
 - PC users: If you are using Windows 7, please see if you're able to use Windows 10 on another computer. Windows 7 is not fully functional and no updates are available after January 2020.
 - Mac users: Be sure that your computer is fully up to date and that you have "Screen sharing" and "Screen recording" on under your Settings. Do not use Safari.
- **Having Hopin related issues?**
 - When in doubt, refresh your page. This almost always resolves Hopin issues!
 - If something locks up, first refresh your browser. This normally takes care of a lot as long as you have restarted your computer before the event.
 - If refreshing does not work, close out and restart the browser.
 - If that doesn't work, try restarting your computer or making sure all other video applications are closed out of.
- **How do I prevent company firewall issues?**
 1. Sign up for the event on Eventbrite using your work email.
 2. After registering on Eventbrite, click "Accept Registration" in the email from Hopin.
 3. After you accept your registration, navigate to your Hopin profile and create a password for your account.
 4. When it is time for the event, use a personal device to sign into Hopin to ensure you are not connected to any VPN or private network that could block access to hopin.to domain. Sign in using your work email and the password you created.
 5. Enter the event and have fun!
- **Can I listen to the conference via phone?**
 - No. Audio can only be heard through Hopin directly.
- **What does it mean to Connect with another attendee?**
 - Networking conversation partners may decide to share contact information by clicking the Connect button. If both parties click Connect, the pair can find each other's contact information (email address and social media) via the Connect section of their Hopin account. (Learn more about the Connect feature.)

What's the difference between the Event, Stage, and Session chat?

- The event chat is for conference-wide discussions. It's accessible on every page of the platform. The stage and session chats are for discussions during stage or session presentations.

What happens when I @ mention someone in the public event chat channels?

- Users can type the @ symbol and a few characters of an attendee's first name to highlight that person's name and profile within the chat stream. The mentioned attendee does not receive a notification.

What happens when I send an attendee a direct message?

- Attendees can message each other through direct messages. To send a DM, find the person you wish to chat with in the People tab, click their profile photo and send the message. A red dot in the recipient's People tab and on the envelope icon (top right) will let them know they have a new message.

What happens when I invite another attendee to a video call?

- The attendee will receive a direct message letting them know that you've invited them to a video call. You will both receive a link to a private session room within Hopin. The room will allow up to five people to share their webcam, therefore you may share the link with up to three other people.

Why is there feedback when I share my audio and video?

- If you're experiencing audio feedback, please make sure you're not in the same room with a team member also using Hopin, and you're using the correct headphones / speakers / sourcing for audio.

- Using headphones resolves most feedback or echoing issues.

- If someone cannot hear when everyone else can, turn up your speaker and be sure there's not another tab open.

- If someone changes audio or camera settings, this will require a browser refresh.

What internet speeds work best for using Hopin?

- Hopin internet speed recommendations: Minimum of 5mbps download and 2mbps upload. Ideally, we like to see 30mbps download and 10mbps upload or higher for the best quality.

Still have questions about the event? Feel free to reach out to hello@beta.mn

