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Creating and Managing Adobe Connect Events

In this chapter we will go through the process of creating and managing Adobe Connect events. The Adobe Connect event management feature provides you with a lot of different possibilities. During this chapter we will cover some of them, in order to introduce you to the concept of Adobe Connect events. The event management feature provides you with features such as custom registration, reports, reminders, and event-tracking surveys. An event can represent a meeting, presentation, course, seminar, curriculum, or virtual classroom complemented with pre-event and post-event management features. In this chapter we will cover the following topics:

- Adobe Connect events
- Creating and publishing events
- Managing events
- Attending Connect events

Adobe Connect events

There are several reasons for using event features. Based on its registration information, an event allows you to select participants for the event. Also, sometimes you want participants to register, and using events you can do this. Using Connect events you can create branded event pages as well as branded login and registration pages. You can track data about participants using reports. You can create reports related to event content, such as the response to polling questions given in a meeting or quiz questions for a course, because all event data is based on registration information. The events are easy to find for the people outside your organization, since they can be listed on public websites. There is an option to send automatically generated e-mails such as registration confirmations, reminders, and invitations, and you can customize them with your logo, which wasn't the case with meeting invitations.

The three phases for event creation are as follows:

- For the pre-event tasks you can create content, register event participants, and create reminders and invitations for the event participants. You can also set the number of available licenses and create permission rules for participants.

- In-event activity represents the actual running of an event with event participants. If it is an event that includes a meeting or seminar, presenters are also required.

- Post-event tasks are used to answer participants' questions and to redirect participants to specific URLs. Event management also provides you with various features for tracking event activities using reports and surveys.

Creating and publishing events

This topic will give you all the necessary information in order to create and publish events. We will start with event creation.

Creating an event

In order to create an event you can use the event wizard, which guides you through the process of creating the event. There are six different steps in creating an event. You will need to enter some basic event information such as name, summary, and so on. You will also need to select content for your event, select participants, and optionally create event invitations that will be sent to event participants.

The central place of your event is event content. Every Connect entity (a meeting, a course, a curriculum, or a seminar) can represent your event content. Please note that before you start creating the event, you must create appropriate content (content files, meetings, training, or seminar).

You can start the event wizard as follows:

1. Select the **Event Management** tab from the **Connect Central** main menu.
2. Click on the **New Event** button.

You will be presented with the event wizard page. Here you will notice six steps in the navigation menu of the event creation wizard, as follows:

1. **Enter Event Information**: The first page of the event wizard, **Enter Event Information**, is presented to you. Here you can enter some general event information. There are three mandatory fields: the event name, a time zone, and language. All other fields are optional. You can edit this information after the event is created.

2. **Select Content**: When you have finished entering basic event information, clicking on the **Next** button will open the **Select Content** page. As we mentioned before in this chapter, before you start creating events, content for an event must already be present. Also, once selected, the type of content cannot be changed. You can, however, substitute different content of the same type. After selecting the event content, clicking on the **Next** button will open the **Create Registration** page.

3. **Create Registration**: For each event you will need to create a registration page. The information creates a guest profile for tracking the participant. As you can see in the following screenshot, there are lists of available questions for a registration form. Four of them are required: **E-mail Address**, **Create a Password**, **Retype Password**, and **Name**. You can customize your form using any of the other questions. You can consider using questions for **Company Name** and **Company URL** for events that include guests outside your organization. If you want to enable registration reports, check the **Enable Campaign Tracking** checkbox.

4. **Customize Registration**: You can use various options to customize your registration page. You can use yes/no questions, multiple-choice, and short answer options. Also, you are provided with an option to delete and change the order of questions at any time.

5. **Participant Management**: On this page you can assign users and groups to your event, giving them different user roles depending on your assessment. This can be useful if you are creating an event with limited access to registered guests and accepted users. Please note that these users will be able to log in to the event directly. For other users who are not invited to the event, you will be able to accept them or not depending on your choice.

6. **E-mail Options**: After you have completed participants' assignments, click on the **Next** button, and you will be presented with the final page of the event wizard, the **E-mail Options** page. This page allows you to create and send to the participants e-mail invitations containing the date, time, duration, and URL of the event. You can send invitations during the event creation process or you can send them at any time later.
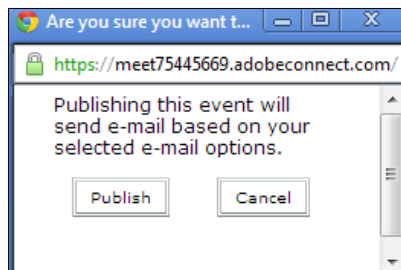
Publishing events

After you have published your event, all selected e-mail message options will become active. Please note that you won't be able to customize your e-mail invitations if you have selected the option before publishing. You will be able to customize all other e-mail messages. Additionally you can customize the invitation text later and using this text you can invite more people to your event. The URL associated with your event will automatically become available and attendees can start event registration using the registration form.

In order to publish an event follow next steps:

1. Click on the **Event Management** tab in **Connect Central**.
2. Select the event in the list and click on its name.
3. You will be presented with the event information page and a message will appear: **This event has not been published and listed on your site. E-mails have not been sent**.
4. Click on **Publish**.

5. A confirmation message appears: **Publishing this event will send e-mail based on your selected mail options**.
6. Click on **Publish** again.

7. You will be presented with the message: **This event has been published. E-mail options are active**. The **Publish** button will no longer be available.

Managing events

This topic will give you info about how to use different events managing functionalities. Here we will start with viewing information about a specific event and end with event reports.
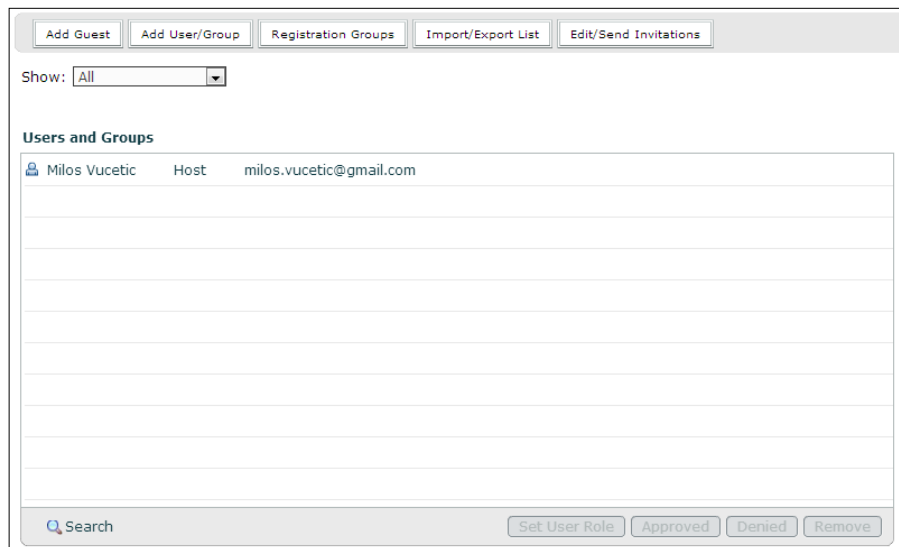
Viewing information about an event

If you are an administrator, an event host, or a user with permission to manage a specific event library folder, you can view different kinds of information about an event from the **Connect Central** application.

Viewing a participants list

To view a participants list perform the following steps:

1. Click on the **Event Management** tab in **Connect Central**.
2. Navigate to the folder that contains the desired event and select it.
3. In the event information page, click on the **Participant Management** link.

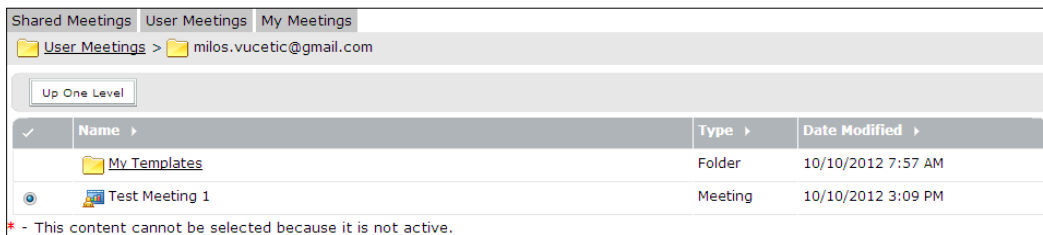The names of registered participants and groups will appear.

Viewing an uploaded content list

You can view a list of all content that has been uploaded to Connect. To view the content list, you must be an administrator, an event host, or a user with permission to manage a specific event library folder.

1. Click on the **Event Management** tab in **Connect Central**.

2. Navigate to the folder that contains the desired event and select it.

3. Click on the **Select Content** link.
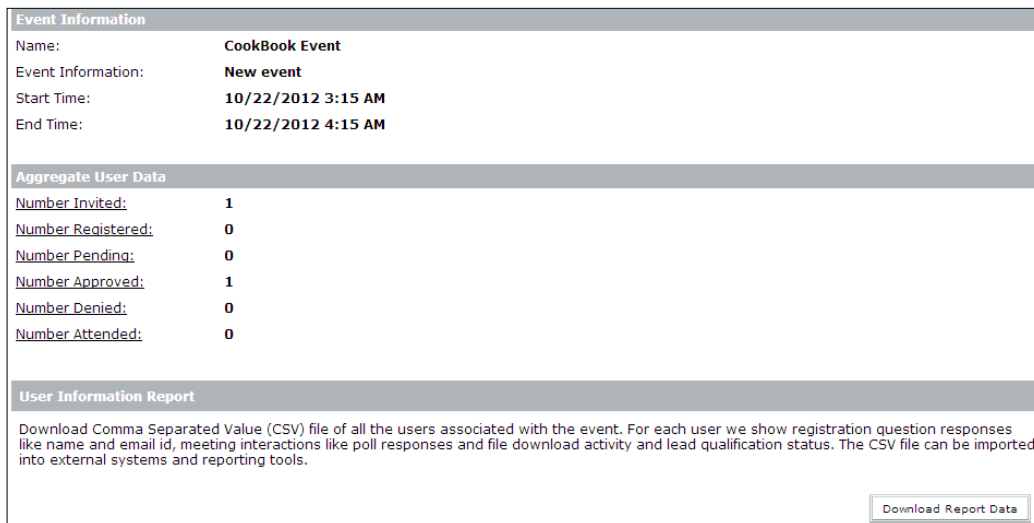
A list of all uploaded content will appear.

Event reports

Using the Connect reports feature you can create various reports that show statistics for different information inside Connect events.

The following is the list of different fields under **Aggregate User Data**:

- **Number Invited**: This represents the number of invited event attendees.
- **Number Registered**: This represents the number of approved attendees who completed the event registration form.
- **Number Pending**: This represents the number of attendees waiting to be approved to attend the event.
- **Number Approved**: This represents the number of attendees approved to attend the event. In this case it is the number of approved registered users, for example presenters, and also the users who have completed the registration process before joining the event.
- **Number Denied**: This represents the number of denied attendees who completed the registration form. This can happen if people try to register to the event by mistake using the registration URL of the event, which was made public through e-mail or was published on some website.
- **Number Attended**: This represents the number of attendees who attended the event.

Attending Connect events

Attending a Connect event is similar to attending a Connect meeting, seminar, or training session. The main difference is that attendees must register before joining an event. Every event that you are permitted to join will appear on the home page of **Connect Central**. In order to see your events perform the following steps:

1. Navigate to the home page in **Connect Central**.
2. Click on **My Scheduled Events**.

For all Connect events, registration is required. There are two ways to register for an event, as follows:

- In case you are invited to the event by a host, you can use a link in the e-mail invitation
- If the event is open to the public, you can use a link available on the public web pages

After you click on the registration link, a form will appear:

Using this form you can register for the event. You must log in before registering, if you are a registered Connect user. During registration, you create a guest profile by entering a password and answering questions. You might receive a notification e-mail, which includes your status (approved, pending, or denied). An e-mail message includes the following information if you have been approved to participate in the event:

The following list shows the information to be provided:

- Event start and end time
- Time zone
- Event URL – this URL points to the event login page

The event will also appear under the **My Scheduled Events** section in **Connect Central** if you are a Connect user and if the event was created using your Connect account. To attend an event perform the following steps:

1. In the **Home** tab, click **My Calendar**.
2. In the calendar, navigate to the date of the event.
3. In the calendar, click on the event name.
4. Under **Details**, find the event you want to enter and click on **Open**.
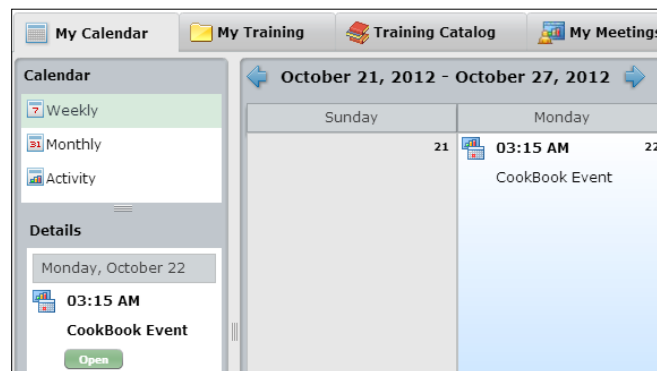
5. Clicking on the **Open** button will launch the event content. In our case it will launch a Connect meeting, which we have added as content of this event.

Summary

In this chapter we have covered the basics of the Adobe Connect event management system. Now you are familiar with minimum required steps in order to create, publish, and attend Adobe Connect events. Also, you can now easily manage your already created events. You are now ready to use the Adobe Connect application.