

# FAQ: SKYPE MEETING BROADCAST

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## WHAT IS SKYPE MEETING BROADCAST?

**Skype Meeting Broadcast** is the latest Microsoft meeting tool that broadcasts any internal meeting to an audience of up to 10,000 participants. Built on top of Microsoft Azure, this tool bypasses the size limitations of popular collaborative platforms like Lync/Skype for Business, WebEx, Go2Meeting, and Abode Connect.

It's intended for use in all-hands, town halls, or other larger meetings where being able to engage a large group of employees with live video is more important than real-time collaboration. It also allows for discreet access control, allowing you to ensure only those invited can attend the meeting.

## WHY USE SKYPE MEETING BROADCAST?

- **Cost-effective video:** Video is an extremely impactful and engaging way to connect with large audiences - and Skype Meeting Broadcast is the most cost-effective tool available to do so.
- **Ending reliance on telephony:** With Skype Meeting Broadcast, you can finally feel confident cutting the telephony cord and cancelling your platform license expenses.
- **Secure your message:** Encrypt your internal messages so your team can speak candidly, no matter how sensitive the topic.
- **Easy on IT:** IT decision-makers spend months choosing the right software for company networks. Skype Meeting Broadcast is already a part of most Office365 rollout conversations, making deployment easy on everyone.
- **Incorporate Yammer:** Integration of Yammer helps you engage employees in meaningful social dialogue and encourages the use of Yammer across your entire company.



## HOW CAN WORKTANK HELP ME USE IT?

Worktank has been producing video-based, all-hands meetings over the last decade for many global executive teams, and is excited to bring that experience to this product. Our onsite production crew can easily integrate an HD video stream into Skype Meeting Broadcast, providing a high-quality video feed for online attendees. Pre-built videos, screen sharing, and name-keys and graphics can also be incorporated into the broadcast.

What makes Worktank stand apart is that we assign a dedicated producer to each client for the entire engagement.

## HOW MUCH DOES SKYPE MEETING BROADCAST COST?

The platform is a FREE value-add within any Microsoft Enterprise Office365 license. The costs for Worktank production are mostly related to the pre-production coordination, in-room setup, video production, and participant management.

- Worktank's virtual support starts at \$550
- If you have an existing in-house AV team, we can also integrate remotely from our Seattle studio. All you need is to get a camera feed into a small Skype meeting and we'll handle the rest. This remote broadcast service starts at \$2,900.
- Worktank's onsite production support with two cameras starts at \$5,350 (Puget Sound Area). We occasionally travel outside the area, too, though we typically recommend hiring a local crew to help manage costs.

## WHAT'S THE PRODUCTION TIMELINE FOR A SKYPE MEETING BROADCAST?

For large meetings, we recommend 6-8 weeks for planning purposes. This will provide enough time to identify broadcast goals, collaborate with the internal communications team, test with IT, setup viewing rooms, and coordinate presentation logistics with the A/V team.

## I'M INTERESTED IN LEARNING MORE ABOUT USING SKYPE MEETING BROADCAST FOR AN UPCOMING MEETING. WHAT ARE NEXT STEPS?

1. Skype us, call us, email us, or submit a form
  - Skype for Business Instant Message: [sip:brianl@worktankseattle.com](skype:ip:brianl@worktankseattle.com)
  - Office Phone: 206.254.0950
  - Email: [eventrequest@worktankseattle.com](mailto:eventrequest@worktankseattle.com)
  - Event Request Form [worktankseattle.com/eventreq](http://worktankseattle.com/eventreq)
2. Next, we'll usually schedule a **30-minute Discovery Call** to ask you about your vision, offer recommendations based on what has worked for other clients, and help you evaluate the biggest cost drivers.
3. Once we have a clear picture of what you're looking for, we'll either layout the options within a proposal or document our production plan and costs within a **Statement of Work (SOW)**.
4. When you're ready to move forward, we bring all of the stakeholders together for a **Kick-off Call** to align expectations and guide you through the pre-production timeline.



## ABOUT WORKTANK

Founded in 2001, Worktank is a communications company focused on helping organizations take their important meetings and events online. Clients come to us because we help them relax; We save them time, make their presenters look great, and create engaging experiences that help keep participants talking after event day. For more information, please visit [www.worktankseattle.com](http://www.worktankseattle.com).