



236th AAS Virtual Meeting

AAS Meetings Team
March 18, 2020

AMERICAN ASTRONOMICAL SOCIETY

236th AAS Meeting Goes Virtual

Considering the current global pandemic, the AAS has decided to cancel the face-to-face Madison meeting. As a result, we are proposing a virtual solution that will maintain the following components of our typical meeting:

- Plenary Sessions, Invited & Prize Talks
- Parallel Oral Sessions
- iPoster & iPoster Plus Sessions
- Exhibitors & Sponsors
- Town Halls, Division Meeting, Meeting-in-a-Meeting, Member Meeting
- Social Networking Opportunities

Engagement is Key

- Quality Content
- High Production
- Human Connection

Evaluation of Virtual Meeting Platform Solutions

Many suggestions were made from other societies, AAS leaders, vendors, online resources and more. Some are proprietary, some are open source. We have based our selection on the following criteria:

1. Service – vendor fully engaged and can support their product
2. Compatibility – access using various devices and operating systems
3. Innovation – open standards and future upgrades
4. Configuration – AAS branded and configurable for our needs
5. Security – access controls as well as protecting member information
6. Performance – scalability, reliability and cloud access
7. Reporting- real-time tracking, reports for analysis
8. Non-Proprietary – integrates with current and future tools, modular
9. Ease of Use – users are familiar with software

Tools Evaluated

We looked at the following tools and tested them against our criteria:

- ZOOM Webinars
- GoToWebinars
- 6Connex
- Google Hangouts
- Slack
- Run the World
- Hopin
- Hey Summit
- iPosters + iPoster Plus
- Hexafairs
- Remo
- Virtual Science Forum
- vFairs
- CTI Presentation Management
- Altspace VR
- WarpSpeed and Production Innovations
- Big Blue Button
- JITS
- Clark Webinar
- Zapnito
- Intrado
- CommPartners
- GoExhibit

Preliminary Solution

Based on testing, recommendations, pricing, reliability and our 'gut'

- **ZOOM Webinars**
 - Plenary / Prize Talks
 - Oral Parallel Session (Special Sessions, MiMs, LAD, Contributed)
 - Town Halls, Member Meeting
 - Press Room
- **ZOOM Meetings**
 - Committee Meetings
- **iPosters with Chat**
 - iPoster Sessions
- **iPosters with ZOOM Meetings**
 - iPoster Plus Sessions
- **vFair**
 - Exhibit Hall
 - Grad School Fair, Meet and Greets (CSWA, SGMA), Student Pavilion

Plenary Sessions
Invited & Prize Talks
Parallel Oral Sessions
Town Halls, Workshops
Division Meetings, MiMs, Member Meeting

ZOOM Meetings vs. ZOOM Webinars

Many of you are probably familiar with **ZOOM Meetings**. You usually have 1 host and they invite participants. Everyone can be seen, heard and share their screen.

ZOOM Webinars have a *Host* and *Participants* that control the meeting and present. The *Host* and *Participants* are seen, heard and control the screen. The *Attendees* can join the webinar via a URL, but they are not seen or heard. They may interact through Q&A and answer polls initiated by the *Participant*.

How Does a ZOOM Webinar Work?

Host, Co-Host, Participants and Audience Members

For this presentation let's associate the following ZOOM terms with AAS terms.

- **Webinar = Session Room**
- **Host = Session Chair**
- **Co-Host = AAS Staff Volunteers**
- **Participants = Presenting Authors**
- **Audience = Attendees**

How Does a ZOOM Webinar Work?

Host, Co-Host, Participants and Audience Members

- Talks are scheduled into a ZOOM Webinar just like a Room Location
- Participants are notified that they have been assigned a timeslot
- Participants will upload their presentation (Powerpoint, Keynote, Prezi, etc.) to central server running software
- Host and Co-Host are assigned to a specific ZOOM Webinar
- Online schedule will have a URL for each Session that points directly to the ZOOM Webinar taking the Attendee into the Webinar

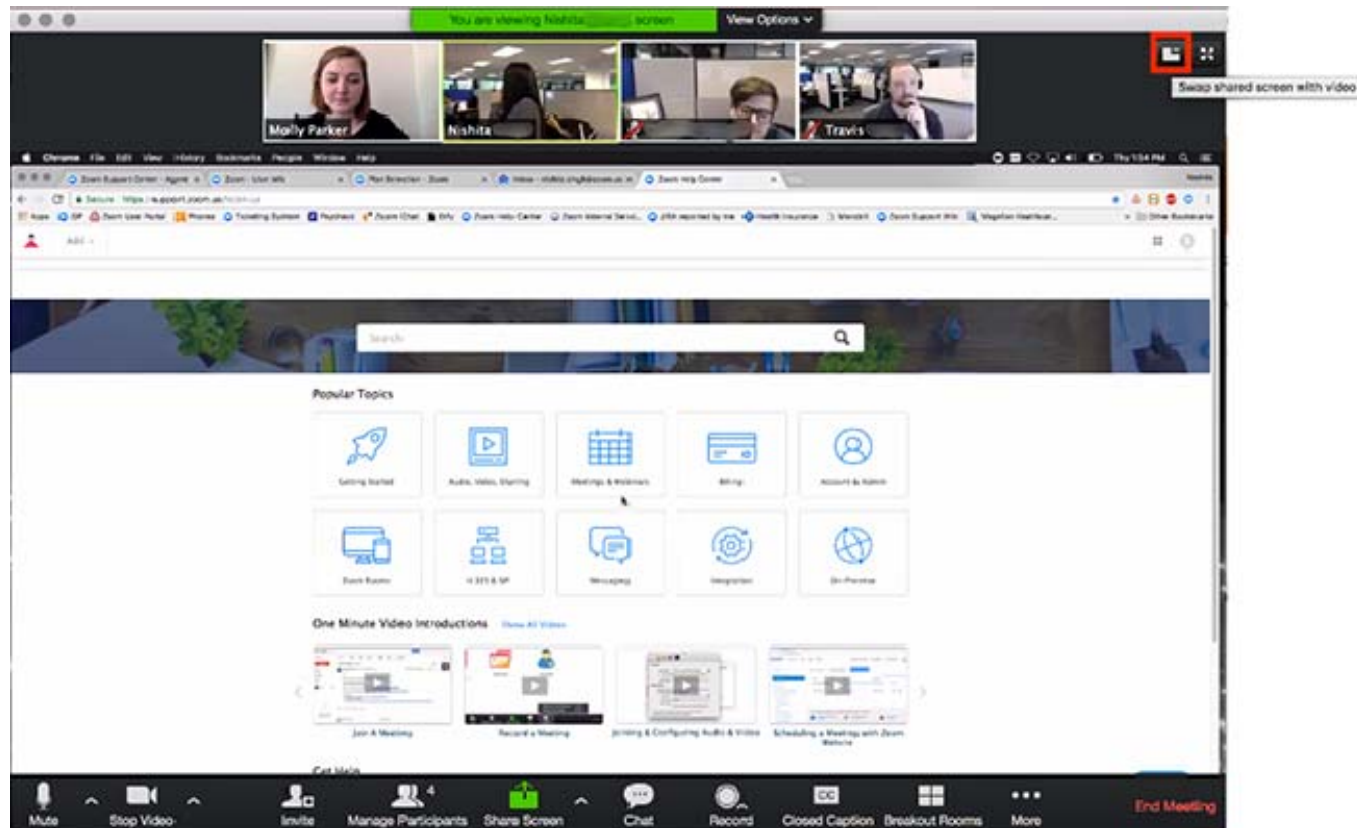
	A	B	C	D	E	
1	Physical Room Name	Session Chair Who is Managing Room	Email	Zoom Meeting ID	Zoom Meeting URL	
2	B747	Clyde Tombaugh	aas236-room1@aas.org	123-456-7899	https://zoom.us/j/123456789	
3	B777	Isaac Newton	aas236-room2@aas.org	334-667-4366	https://zoom.us/j/3346674366	
4	B797	Annie Jump Cannon	aas236-room3@aas.org	553-663-4468	https://zoom.us/j/5536634468	
5						
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7						
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What does a ZOOM Webinar Look Like?

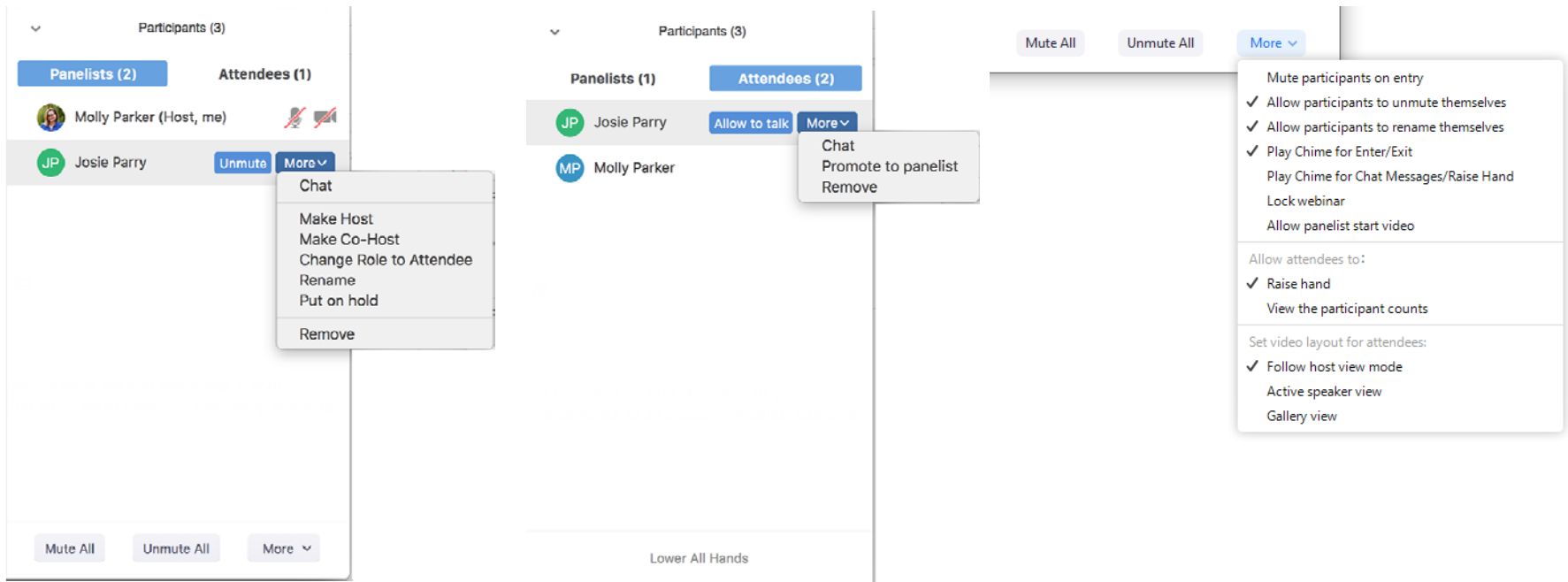
(Continued)

- Only the Host, Co-Host and Presenters can be seen, heard and control the screen presentation
- Attendees can send Q&A. Both the Host and Presenters can see Q&A
- Attendees can 'upvote' Q&A
- Presenter can Poll the audience
- The Co-Host is present to assist the Host and Presenters with technical problems
- The entire Webinar is recorded and archived and can be viewed at a later time by attendees
- Hosts and Participants can contact attendees with any Q&A that was not addressed
- Real-time statistics and analytic reports are available

Attendee View (Can be controlled by Host)



Host and Co-Host Controls



The image displays three screenshots of Zoom's participant management interface, illustrating the controls available to hosts and co-hosts.

Left Screenshot: Shows the 'Participants (3)' list with two tabs: 'Panelists (2)' and 'Attendees (1)'. Under 'Panelists', Molly Parker (Host, me) and Josie Parry (JP) are listed. Josie Parry has 'Unmute' and 'More' buttons. A dropdown menu for the 'More' button shows options: Chat, Make Host, Make Co-Host, Change Role to Attendee, Rename, Put on hold, and Remove.

Middle Screenshot: Shows the 'Participants (3)' list with two tabs: 'Panelists (1)' and 'Attendees (2)'. Under 'Panelists', Josie Parry (JP) is listed with 'Allow to talk' and 'More' buttons. Under 'Attendees', Molly Parker (MP) is listed. A dropdown menu for the 'More' button shows options: Chat, Promote to panelist, and Remove.

Right Screenshot: Shows the 'More' dropdown menu for the 'Attendees' tab. The menu includes the following options:

- Mute participants on entry
- ✓ Allow participants to unmute themselves
- ✓ Allow participants to rename themselves
- ✓ Play Chime for Enter/Exit
- Play Chime for Chat Messages/Raise Hand
- Lock webinar
- Allow panelist start video
- Allow attendees to:
 - ✓ Raise hand
 - View the participant counts
- Set video layout for attendees:
 - ✓ Follow host view mode
 - Active speaker view
 - Gallery view

Video Panelists

25 Panelists

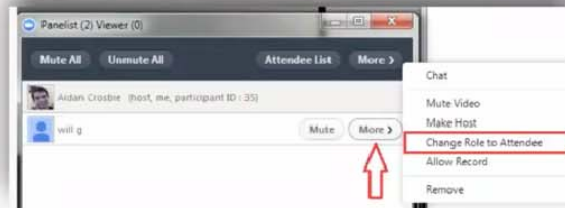


Panelists View

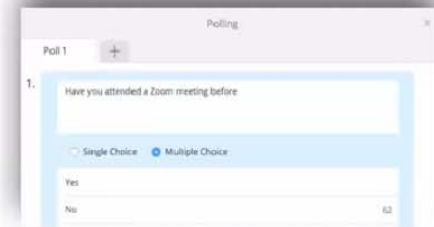


Attendee View

Promote Attendee to Panelist



Recording, Q&A and Polling



zoom

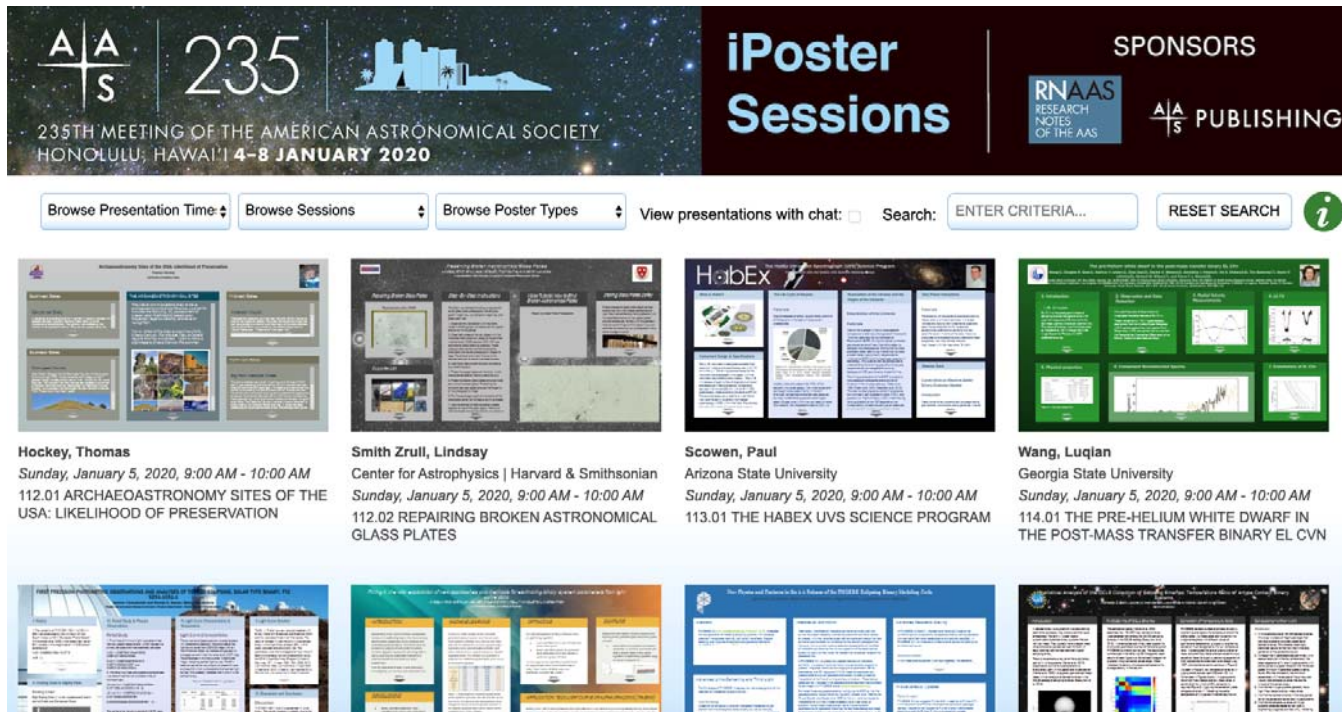
ZOOM Requirements

- Pro Account with Webinar Add-On
- Add the Number of Hosts = Number of Concurrent Sessions
- Add the Number Attendees for Each Session (100, 500, 1000, upto 10,000)
- Add storage for archiving sessions
- Pricing (these are estimates, can be negotiated)
 - Account
 - Pro Account - \$14.99/monthly (includes 1 Host for meeting and 100 participants)
 - 5 Hosts with 500 attendees - \$700/monthly
 - 1 Host with 1000 attendees - \$340/monthly
 - 3 TB - \$500/monthly (\$0.10/GB over) Unlimited is available.

iPosters iPoster Plus

iPoster and iPoster Plus

A Proven Solution for AAS iPoster Presentations – Amuze Interactive



The screenshot displays the AAS 235 iPoster Sessions website. The header features the AAS logo, the year '235', and the event details: '235TH MEETING OF THE AMERICAN ASTRONOMICAL SOCIETY HONOLULU, HAWAII 4-8 JANUARY 2020'. To the right, it says 'iPoster Sessions' and lists sponsors: 'RNAAS RESEARCH NOTES OF THE AAS' and 'AAS PUBLISHING'. Below the header is a navigation bar with buttons for 'Browse Presentation Time', 'Browse Sessions', 'Browse Poster Types', and a search bar with 'View presentations with chat' and 'Search: ENTER CRITERIA...'. There are also buttons for 'RESET SEARCH' and an information icon.

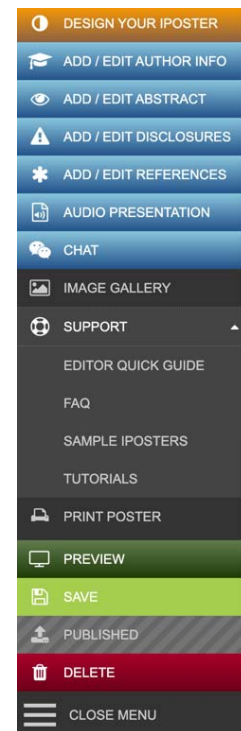
The main content area shows a grid of poster thumbnails. Below the thumbnails, the following information is provided for each poster:

- Hockey, Thomas**
Sunday, January 5, 2020, 9:00 AM - 10:00 AM
112.01 ARCHAEOASTRONOMY SITES OF THE USA: LIKELIHOOD OF PRESERVATION
- Smith Zrull, Lindsay**
Center for Astrophysics | Harvard & Smithsonian
Sunday, January 5, 2020, 9:00 AM - 10:00 AM
112.02 REPAIRING BROKEN ASTRONOMICAL GLASS PLATES
- Scowen, Paul**
Arizona State University
Sunday, January 5, 2020, 9:00 AM - 10:00 AM
113.01 THE HABEX UVS SCIENCE PROGRAM
- Wang, Luqian**
Georgia State University
Sunday, January 5, 2020, 9:00 AM - 10:00 AM
114.01 THE PRE-HELIUM WHITE DWARF IN THE POST-MASS TRANSFER BINARY EL CVN

iPoster and iPoster Plus

Author Experience

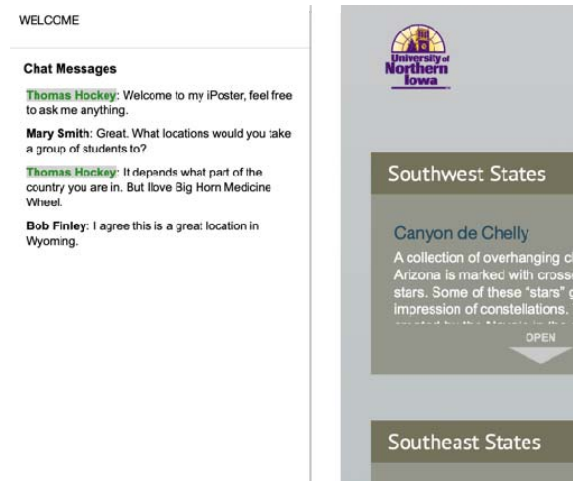
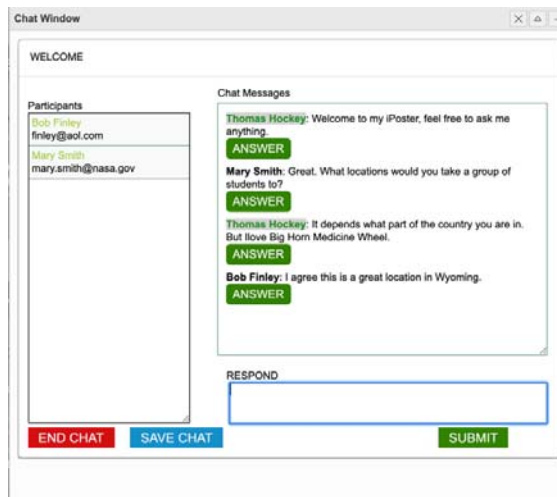
- Authors received portal login and password to create iPoster
- Variety of templates available to include unlimited content with:
 - High resolution graphics
 - HD Video
 - Audio
 - Narration
 - Weblinks
- Tutorials, online support and webinars prior to meeting
- iPosters include the ability to schedule chat
- iPoster Plus can be scheduled in a ZOOM Webinar



iPoster and iPoster Plus

Attendee Experience

- Attendees can access all the iPosters throughout the meeting
- Attendees can interact with the authors via chat
- Chambliss Competitors can be judged directly in the system



iPosters Requirements

- Create Webinar to train users on advanced features
 - Narration
 - HD Video
 - High Resolution Images (maximize screen size)
- Fee Structure
 - \$100 Setup
 - \$65 per iPoster
 - \$30/month hosting

Exhibitors Grad School Fair Networking Events (CSMA, CSWA, SGMA)

Exhibitors

Exhibitors Want to Connect with our Attendees

- AAS exhibitors made up of:
 - Government Agencies
 - Space Missions
 - Current and Future Programs
 - Observatories
 - Publishers
 - Member Societies
 - Aerospace Companies or Astronomical Consultants
 - ~20% vendors (telescopes, domes, cameras, software, clothing, jewelry)
- They want to promote their latest projects and products
- They want to interact with the attendees

vFair for Exhibits and Fairs

Good Solution for Exhibitors, Recruiters and Grad Schools

- Create a virtual environment that mimics our brand
- Setup a virtual hall with booths



PRE-EVENT PREPARATION SETUP A VIRTUAL HALL WITH BOOTHS



Simulate a Live Tradeshow by setting up Custom Virtual Booths for each participating exhibitor.

Exhibitors

Create a Custom Experience

- Create a custom designed Virtual Booth to convey information and deliver value. Design your own branded look with:
 - Images
 - Videos
 - Presentations
 - Documents
- Create a searchable resource library with:
 - Display Product Line-up
 - Documents
 - Videos
 - Content of other types

Attendees in Exhibit Hall

Make Meaningful Connections with Exhibitors

- Just like in an actual Tradeshow, the online event has a dedicated information booth to orient and guide users to booths of interest
- Visitors can access Virtual booths where they can view, download & browse content like brochures, images and videos. They can then save interesting items to a Virtual Briefcase that they can download later.
- Attendees can start meaningful conversations with exhibitors using text, audio and video chat, in a 1:1 chat or group chat setting
- Gamify to encourage participation – attendees can collect points for prizes

What Do We Need from vFairs

- Single Event License - \$9,950 (can be negotiated)
 - 20 Booths (\$250 additional)
 - 5 Webinars (their own software, not ZOOM)
 - Live 1 Day (\$500/extra day)
 - On Demand Hosting (\$500/extra month)
 - Custom Landing Page & Registration Page
 - Customer Service
 - Dedicated Event Manager
 - Setup for All Chat, Content and Webinar Tools

Sponsorship Advertising

Sponsors

How Can We Continue to Support our Sponsors and Generate Revenue?

- Sponsors offer virtual meeting scholarships to students.
- Webinar Sponsorship with Opportunities to Present a few Slides
- Advertisement Slide Prior to Session Start
- Targeted Promotional Emails
- Logo Placement in Online Program and Banner Ads
- Offer Sponsor & Exhibitor Only Webinars to do special promotions and product demonstrations. Attendees can receive special incentives to attend.

Challenges

We anticipate several hurdles, but not insurmountable

- Create a single landing page that links all these tools
 - Options: 6Connex, vFair or Build our Own
- Restrict registrants with Single Sign On
 - ATS iMIS Reseller has several solutions – Bridge to ZOOM Webinars
 - Zoom has user authentication based on registrant list file upload
- Manage expectations while keeping costs low
- Recognize that everyone is trying to do the same thing and we are competing against some big players for expertise, bandwidth and time
- With everything that is going on, will our members get on board for this summer?

Next Steps

Fine tune the details, delegate tasks and work together

- Project Manager: Rita Braxton, Senior Meetings Manager
- Continue research, conversations and attend other virtual meetings
- Determine timeline: 10 weeks (proposed “go live” date: 5/31 – 6/4/20)
Revise Deadlines (Abstracts, Registrations, Exhibits)
- Contract with appropriate vendors
- Create live demos of each system for AAS
- Document processes for submissions, online program, access, etc.

Next Steps

Fine tune the details, delegate tasks and work together

- Determine abstract and registration timelines
- Determine fees for registration, exhibits and sponsorship
- Determine fees for post meeting archive access
- Create training videos for hosts, presenters and attendees
- Marketing plan via direct email, social media, website, paid ads
- Communicate, communicate and communicate some more with members
- ***Host the 1st AAS Virtual Summer Meeting***

Questions?

AAS Meetings Team

Elizabeth Scuderi, Director of Meeting Services

Rita Braxton, Senior Meetings Manager

Sherrie Brown, Science Program Administrator

Jasmine Lathon-Gordon, Meetings Coordinator

Crystal Tinch, Marketing & Communications

Zuzana Kelyman, Registrar & Database

Debbie Kovalsky, Director of Exhibits & Development