OTT.X SUMMIT 2020 – Simple Navigation Tips to Get the Best Experience

The 2020 OTT.X SUMMIT – MARKET AND CONFERENCE AND MORE takes place, online, on September 1-3. While the experience will never equal the in-person experience, this year’s event contains virtual versions of nearly all the features of the Summit that you’ve come to expect.

Spending a few minutes reviewing this guide will help you understand how the Summit is organized and how to access all the components and customize your experience.

THE WEBSITE

The “location” of this year’s Summit is at www.ottxsummit.org. From this website, you’ll have access to registration, the conference program and a list of speakers, tradeshow exhibitors, private meeting rooms, and to the community of participants.

You’ll be able to register for the Summit, select the conference and workshop sessions that you plan to attend and the tradeshow floor tabletops and booths that you plan to visit, and create your own personalized event schedule. Once the Summit begins, you’ll be able to access the live sessions and your meetings directly from your event schedule. You won’t need to access links for various individual meetings – everything you need will be accessible through your personalized schedule.

THE COMPONENTS
In this guide, we will describe how to access and engage with each of these individual components.

THE SCHEDULE AT A GLANCE

This is the basic flow of this year’s Summit. The conference program is scheduled in the morning and we encourage that no individual meetings be scheduled during those hours so that everyone can attend. Everyone is encouraged to visit the tradeshow booths after lunch and then to either participate in pre-scheduled private business meetings and/or invitation-only presentations, or attend one of four tracks of workshops, or to hangout in an informal discussion room. Lunchtime, breaks, and happy hours will add to your networking and community building experience.

(Please note that all times referred to in this document are Pacific.)
THE MAIN CONFERENCE PROGRAM

The core of the Summit is its conference program. The agenda is on the website.

Before the Summit

In advance of the Summit, you should review the agenda and click the star next to each session that you plan to attend. That will place the session on your personalized agenda.

Clicking on the session title will bring up a session description. You can add that session to your personalized agenda, you can add it to your calendar, and you can share it.

During the Summit

Log onto www.ottxsummit.org and go to the Agenda.

To go to a live session, just click on the link within the agenda (which will be active when the session is live.)

You will not need to login to each conference session individually. Once you start participating in the conference program each day, you can just continue from session to session.

Once in a conference, you will be muted, and your video will be off. You will be able to chat and ask questions and respond to polls

THE WORKSHOPS

There are four workshop tracks taking place each afternoon from 2:30PM-5:30PM.
Before the Summit

In advance of the Summit, you should review the agenda. NOTE THAT THERE ARE FOUR TRACKS, AND YOU NEED TO CLICK THE RIGHT-ARROW WHICH WILL APPEAR WHEN YOU HOVER OVER THE 4th TRACK TO SCROLL. Click the star next to each session that you plan to attend. That will place the session on your personalized agenda.

Clicking on the session title will bring up a session description. You can add that session to your personalized agenda, you can add it to your calendar, and you can share it.

During the Summit

Log onto www.ottxsummit.org and go to the Agenda.

To go to a live session, just click on the link within the agenda (which will be active when the session is live.)

You will not need to login to each session in the same track individually. Once you start participating in the track each day, you can just continue from session to session. However, you are free to move from track to track by going to the agenda and clicking on the live workshop session link.

Once in a conference, you will be muted, and your video will be off. You will be able to chat and ask questions and respond to polls.

TRADESHOW FLOOR - TABLETOP BOOTHs

The Tradeshow Floor provides attendees an opportunity to review a variety of vendors efficiently in a concise location and time-period. The tradeshow floor can be visited anytime to peruse and download the displayed collateral. However, during the official tradeshow hours of 1-3PM each day, the tradeshow tabletop booths will be attended to and you will be able to participate in a group chat (the
equivalent of walking up to an in-person booth and jumping into a group conversation) or you can chat one-on-one with one of the execs available at the time.

**Before the Summit**

Although you can wander the tradeshow floor when it's open and click from booth-to-booth, like you would wander down the aisles at an in-person tradeshow, you also have the option of reviewing the list of booths in advance and selecting those booths that you want to visit. All booths will be listed on the Summit agenda each afternoon from 1:01PM-3:00PM. (You can see the OTT.X booth, as an example, on the schedule above.)

**NOTE THAT THERE WILL BE A NUMBER OF BOOTHS, AND YOU WILL NEED TO CLICK THE RIGHT-ARROW WHICH WILL APPEAR WHEN YOU HOVER OVER THE FAR-RIGHT BOOTH TO SCROLL.** The order of the booths will be randomized, not alphabetical, to be fair to the exhibitors. Once you select booths to visit, they will appear on your personalized agenda.

**During the Summit**

There are a couple ways to access the booths. You can, at any time, go to the EXHIBITORS tab and click on the logo of the exhibitor whose booth you want to visit. You’ll get a pop-up describing the company and if you click on the VISIT button, you will enter that company’s tabletop booth. Or, during the official tradeshow hours you can click on the booth on the Summit’s agenda.

Here’s an example of what a tabletop booth might look like and what it might contain. (This is the OTT.X Booth.)
The MARKET is another core feature of the OTT.X Summit. At the Market, content providers host private, pre-scheduled meetings with digital retailers/channels/platforms. Private virtual meeting rooms are provided so that attendees can seamlessly move from meeting to meeting within the Summit platform.

Before the Summit
Companies with meeting rooms are listed under the MEETING ROOM tab of the Summit website. Companies inviting registered attendees to request to schedule a meeting with them have included a link in the list under “REQUEST A MEETING”.

If you want to meet with one of the meeting room hosts, you should contact them in advance either through this link or directly. Meeting schedules will be finalized by August 26 in order to allow time to place them on the Summit agenda (visible only to intended participants).

In advance of the Summit, each participant in a private business meeting will receive a communication like this from OTT.X.
During the Summit


When it comes time for the meeting, participants will be able to enter the meeting by clicking directly from the listing in their personalized agenda.

The meeting will be set up as interactive and all participants will have the ability to keep their microphones and video turned on.

PRODUCT PRESENTATIONS

Sponsors have the opportunity to make group product presentations between 3-5PM each day. They can open these up to any attendee, or they can permit attendance by invitation-only.

Before the Summit

Any presentations that you are eligible to attend will appear on your agenda. Similar to other agenda items, you can click on a session to add it to your personalized schedule.

During the Summit

To attend a product presentation, click on the listing on the agenda. Attendees will be muted and their cameras will be turned off. Chat and Q&A functionality will be available to attendees.

DISCUSSION ROOMS /SHOW LOUNGE

A “show lounge”, doubling as a general discussion room, will be open from 3-5 each day. Additional, focused, discussion rooms can be added upon request.

Before the Summit

If you have a topic that you’d like to discuss, you can propose that a discussion room for that topic be added to the agenda. Email mfisher@ottx.org with your proposal and the time you’d like to schedule the discussion (between 3-5PM). If approved, that topic will be added to the agenda as an open discussion.
Attendees will be able to click on the SHOW LOUNGE or on any topical discussion room to add them to their personal schedule.

**During the Summit**

Attendees can click on the Show Lounge listing on their agenda to go directly into the room. The meeting will be set up as interactive and all participants will have the ability to keep their microphones and video turned on.

If a group of attendees would like to establish a new open discussion group during discussion group hours of the Summit, we will make our best effort to accommodate requests. Similarly, private discussion rooms can be requested. All requests should be sent to mfisher@ottx.org. We’ll do our best – no guarantees.

**NETWORKING SESSIONS (LUNCHES, BREAKS, HAPPY HOURS)**

Networking sessions will be available during the Summit.

LUNCH will be held from 12:15 to 1PM on Tuesday and Wednesday. If you click on the NETWORKING LUNCH link on the AGENDA you will be randomly assigned to a “lunch table of eight”. Chances are you won’t know anybody at the table, but you’ll all have the OTT industry in common as a conversation starter. This is a great way to meet new people in our industry – just like bumping into them in the convention hall or sitting with people you don’t know in the cafeteria.

HAPPY HOURS on Tuesday and Wednesday evenings will be held from 5:30-6:30PM, accessed by clicking on HAPPY HOUR on the AGENDA. These will be fun “zoom-room” type conversations to unwind after the busy days. Each evening has a theme. Tuesday is “Yappy Hour” – where you should invite your pets to join you on-screen. (They always seem like they want to be a part of every Zoom meeting – so let’s officially include them this time!) And Wednesday is “Hat Night” – show off your favorite, or your craziest, chapeau.

We will host TRIVIA CONTESTS during our afternoon breaks on Tuesday and Wednesday from 3:50-4:05, which can be accessed from the TRIVIA CONTEST links on the agenda. Don’t be late, or you’ll miss out on the first questions and have less of a chance to be crowned the OTT.X Trivia Champ of the Day.

All participants should keep their microphones and video turned on during all networking sessions.

**COMMUNITY / MESSAGING**

Attendees are encouraged to be listed as part of the Summit Community.
**Before the Summit**

If you didn’t join the community when you registered, you can still join by going into setting (in the dropdown in the top right corner of the menu bar) and checking JOIN COMMUNITY ACTIVITY.

Prior to the Summit, you can review the listed community members and you can “star” those who you’d like to contact during the Summit. You can use the filter so that your list is visible. There are lots of other filters and sorts.

**During the Summit**

This is where you can send messages to other conference attendees.
The Entrance Lobby, accessible by clicking on it in the AGENDA, will be open each morning from 9:00-9:30 AM. No need to stop in – but feel free to join us before the conference program gets started with any questions or just to say hi!

The Show Lounge, which will double as a Discussion Room, will be open from 3-5 on Tuesday and Wednesday. You can access the Lounge by clicking on it on the AGENDA. Drop by with any questions or to meet up with other Summit attendees.

INFO / HELP DESK

Starting Tuesday morning, September 1, the HELP AND INFORMATION resource will be located at the top of the home page of the Summit website (www.ottxonline.org). There you will find the Attendee Troubleshooting Guide, as well as links for answers to your questions or problems.

On Tuesday and Wednesday, you can drop into the Entrance Lobby or Show Lounge (both visible each day on the AGENDA) from Noon-5:30, where there will always be staff available to help you.

For questions or help at all other times, click the CONTACT THE ORGANIZER link at the bottom of the home page of the website.

If you can’t find your link login information, you can click on the link under “CONTACT US” within the HELP AND INFORMATION resource.