Legal notices

Contents

Legal notices ........................................................................................................................................ 2

Chapter 1: What’s new in Adobe Connect 9 events ............................................................................... 5

Using templates .................................................................................................................................. 5
  Event page templates ..................................................................................................................... 5
  Event email templates .................................................................................................................... 6
  Event Catalog templates ................................................................................................................. 6

Categorizing events ............................................................................................................................. 7

Registering for an event without a password ..................................................................................... 8

Speaker details .................................................................................................................................... 8

Banners ............................................................................................................................................... 9

Reports .............................................................................................................................................. 10
  User Information Report ............................................................................................................... 10
  Conversion Funnel ........................................................................................................................ 11
  Campaign Report .......................................................................................................................... 11

Registration Questions Report ...................................................................................................... 11

Engagement Report ......................................................................................................................... 12

Chat and Q&A Usage Report ........................................................................................................... 12

File Download Activity ................................................................................................................... 12

Poll Activity ................................................................................................................................... 13

Attendee Status Usage Report ....................................................................................................... 13

Start and End Times Report ............................................................................................................ 13

Impact of users opting out of engagement activities ......................................................................... 13

Event Catalog .................................................................................................................................... 14

Event Administration ........................................................................................................................ 14

Analytics Administration .................................................................................................................. 15

Manage Event Tags ........................................................................................................................... 15

Manage Email Aliases ....................................................................................................................... 15

Managing Shared Templates .......................................................................................................... 15

Editing Group Membership ............................................................................................................. 15

Other usability options ..................................................................................................................... 15
Show in Catalog............................................................................................................................. 15
Allow Direct Entry ......................................................................................................................... 15
Registration Limit .......................................................................................................................... 16
Campaign ID for E-mails ................................................................................................................ 16
Tagging events .............................................................................................................................. 17
Test emails .................................................................................................................................... 17

Chapter 2: Comparing Adobe Connect 8 and Adobe Connect 9 events........................................... 18
Impact on migrated events ........................................................................................................... 19
  Event Catalog .............................................................................................................................. 19
  Event reports ............................................................................................................................... 19
  Event pages ................................................................................................................................. 19

Chapter 3: Post-migration tasks ..................................................................................................... 22
Create Event Administrators ........................................................................................................ 22
Set analytics .................................................................................................................................. 22
Set Event Catalog branding .......................................................................................................... 23
Change event templates ................................................................................................................. 23
Change email templates ................................................................................................................ 23
Scheduling large Live events ......................................................................................................... 23
Chapter 1: What’s new in Adobe Connect 9 events

Now, make your online events more eventful. New capabilities of Adobe® Connect® 9 events include simpler and intuitive templates for emails, options to add detailed information about the speaker, and detailed reporting. With these new features, Adobe Connect 9 events make your web meetings, online training, and webinars more efficient, effective, and engaging than ever.

Using templates

You now have even more flexibility in designing pages, catalogs, and emails for events. Before you create an event, you can create a template to address specific requirements for that event. You can design and stock multiple templates, in advance, to address the varied needs of your organization. You can use pre-defined templates (and modify them further if you so wish) for event pages, event catalogs, and emails.

Event page templates

You can create customized event page templates including a landing page, a speaker information page, a registration page, and a login page. While two event page templates are included, Event Managers and Event Administrators can create any number of custom branded templates by using a number of rich components such as images, Adobe® Flash® content, tables, charts, carousels, and more. Event Administrators can also control branding by creating non-editable shared templates.
Event email templates
With Adobe Connect 9, you can make your event emails more appealing and eye-catching by using rich HTML-based emails. You can design different templates for different types of emails. For example, an event invitation can contain information about the date, time, duration, and URL of the event.

Assigning rich HTML templates to various emails sent to users

Event Catalog templates
You can now create a customized template for the Event Catalog. The Event Catalog provides a list view and a date view for reviewing event listings. Within the Event Catalog, you can also filter events based on tags and highlight featured events in a carousel. Event Administrators have full control over the layout and the branding of the catalog. For more details about the Event Catalog, see Event Catalog.
Adobe Connect Central provides a user-friendly environment for designing templates and the Event Catalog. The custom templates can be shared with other users, and their usage is governed by access control.

**Categorizing events**

While creating an event, you can categorize the event as a Live event or an On-demand event.

In a Live event, a presenter conducts a meeting or a seminar, or leads a virtual classroom. In an On-demand event, users can access training courses, curriculum, or content from the Adobe Content library. Normally, Live events are scheduled in advance and participants join for a stipulated time. On-demand events are for presenting pre-recorded content—users can log in to On-demand events at their convenience.
Registering for an event without a password

To allow for simplified event registration, you can create events that do not require a password. Participants can log in to such events using just their email address. To enable users to register for an event without them having to provide a password, deselect the Register Without Password option when creating an event. It helps participants login easily by entering their email address.

Speaker details

In the Event Information page, you can provide the following information about the speaker:

- the name of the speaker
- an image of the speaker—the image can be a photograph or any other image (for example a company logo)
- a brief overview of the speaker
- a detailed overview of the speaker
Information about the speaker is added to the emails and the event pages.

**Banners**

You can use banners on event pages and in the event emails to make the content more appealing. You can provide small and large images for banners. Recommended size for small images is 560x230 pixels and for large images is 740x300 pixels.
Reports

The Summary section in the Reports page contains the following: Event Information, Aggregated User Data, User Information Report, and Conversion Funnel.

User Information Report

The User Information Report contains individual activities associated with the event, including poll participation, files downloaded, and user response for the campaign. The report is available in CSV format.

User Information Report

Download Comma Separated Value (CSV) file of all the users associated with the event. For each user we show registration question responses like name and email id, meeting interactions like poll responses and file download activity and lead qualification status. The CSV file can be imported into external systems and reporting tools.
Conversion Funnel
The Conversion Funnel illustrates the effectiveness of an event. It shows the number of users who visited the event landing page and the number of users who qualify as leads.

Campaign Report
You can gauge the success of different campaign promotions for your event with the Campaign Report. This report includes information for all the Campaign IDs of a particular event. It details the number of participants who visited the information and registration pages along with a count of the participants who registered and logged into the events for all the campaign IDs. For example, you can have a unique Campaign ID for every social networking website. Using these Campaign IDs, the Campaign Report presents a categorized view of the traffic generated from every social networking site. To enable this report, select Enable Campaign Tracking while creating or editing an event.

Registration Questions Report
The Registration Questions Report shows the count of responses to an event’s registration questions. This report can be helpful in determining dropout rates on specific questions.
The Engagement Report uses information directly from the Engagement Meter for an event, showing how the engagement and attendance levels varied during that event. As you move the pointer over the report, you can see the specific numbers at any given time during a meeting.

Chat and Q&A Usage Report
The bar charts in this report provide a quick and easy way to see the total number of chat messages and Q&A for a given event. To see detailed information at the user level, see the User Information Report.

File Download Activity
If a file is made available for download during an event, the count of participant downloads is indicated in this report. To see detailed information at the user level, see the User Information Report.
Poll Activity
Similar to the Chat and Q&A Usage reports above, this report provides an at-a-glance view of poll activity during an event. To see detailed information at the user level, see the User Information Report.

Attendee Status Usage Report
The Attendee Status Usage Report tracks all status updates during an event and presents them as a pie chart, providing an easy way to quickly see participant feedback during an event.

Start and End Times Report
Use this report to see exactly when participants enter and leave an event.

Impact of users opting out of engagement activities
Some companies and organizations have specific privacy requirements. To address these requirements, Adobe Connect 9 provides the ability to give participants an option to opt out of engagement tracking.
Event Administrator can enable opt out settings to give participants an option to opt out of engagement tracking. When a participant chooses the opt out option, Adobe Connect excludes the tracking of the engagement index and the private chat messages count for such participants, from the event reports. Adobe Connect continues to report other event-related information in the event reports for such participants.

**Event Catalog**

The Event Catalog lists all the upcoming events for an Adobe Connect account on a single page. It is possible to create multiple catalogs for each folder in the events section. You can also edit the list of events and change the order of events in the catalog. Events can be filtered based on tags and featured events can be highlighted in a carousel. The Event Administrator can customize catalog layout and branding.

Adobe Connect 8 automatically generates a folder-level event catalog and a catalog URL when you make a folder public. The Shared Events and My Events section under the Event Management tab contains the auto-generated URL of the folder-level event catalog. Just like in Adobe Connect 8, you can make a folder public to create a folder-level event catalog in Adobe Connect 9.

In addition, Adobe Connect 9 automatically generates a master Event Catalog, which contains a list of all the events for which the Show in Catalog option was selected while creating an event. The Event Catalog section in the Event Management tab contains the URL of the master Event Catalog.

If you apply the Featured Events tag to an event when you created the event, it appears in the Featured Events section of the folder-level event catalog as well as the master Event Catalog. The large banners of the featured events appear in the carousel.

**Event Administration**

Event administration is a new role-based activity in Adobe Connect 9. Event Administrators manage Adobe Connect 9 events for their entire organization. Event Administrators manage permissions for individual users and groups, set permissions for Event Managers, and create additional Event Administrators and Event Managers. They can also manage group memberships for users, manage event tags, manage email aliases, manage analytics administration, manage the Event Catalog, manage shared templates, and mark any event as a featured event.
Adobe Connect Central lets Event Administrators add or remove members from the Event Managers group. Event Administrators can also use Adobe Connect Central to configure analytics and to manage tags and email aliases for events.

**Analytics Administration**
Adobe Connect Central provides event reports using a web application. To access event reports only from the Adobe web application, select Basic Reports. If you have an Adobe® SiteCatalyst® account, you can also access event data in your Adobe SiteCatalyst account for detailed reporting.

**Manage Event Tags**
Tags enable users to search your event on your organization website or other websites where you publish the event. If you added a Featured Events tag to an event, it appears in the Featured Events section of the Event Catalog.

**Manage Email Aliases**
Adobe Connect Central lets you configure email aliases to which event registrants can send email queries. In addition, you can send responses from the alias. Use the Manage Email Aliases option to create, delete, and edit email addresses.

**Managing Shared Templates**
You have considerable flexibility in designing pages, catalog, and emails for an event. Before you create an event, create a template to address your requirements. Adobe Connect 9 supports shared and private templates. An Event Manager can create only private templates and an Event Administrator can create only shared templates. Event Administrators can create shared reference templates to control the branding; only Event Administrators can edit such templates.

**Editing Group Membership**
Use Editing Group Membership option to assign the Event Manager role to a group or a person.

**Other usability options**

**Show in Catalog**
The Event Catalog is a comprehensive list of all the events. You can publish your catalog so that viewers can see upcoming events, learn more about events, and register for events. The Event Catalog is tied to the Adobe Connect 9 account. When creating an event, you can control the visibility of the event. To make an event visible in the Event Catalog, select the Show in Catalog option while creating an event.

**Allow Direct Entry**
The Allow Direct Entry option enables participants to directly join a Live event or view an On-demand event after registering rather than waiting for a separate invitation email.
Registration Limit
You can limit the number of users allowed for a particular event. Adobe Connect 9 supports up to 1500 participants for a seminar room and up to 100 participants for a meeting room. The number of users allowed for a room depends upon the license agreement and the type of the room.

Campaign ID for E-mails
A Campaign ID is added to the URL sent in the invitation email. The Campaign ID helps in tracking the traffic generated through emails that go out from Adobe Connect 9 email triggers.
Tagging events
While creating an event, you can apply tags for the event. These tags help in filtering the events when viewing them, for example, in the Event Catalog. An Event Administrator can add or delete tags. Event Administrators can apply the Featured Events tag to enable an event to appear in the Featured Events section of the Event Catalog.

Test emails
To ensure that you configured email triggers correctly, you can send a test mail to your email ID before you publish the event.
Chapter 2: Comparing Adobe Connect 8 and Adobe Connect 9 events

In addition to the new features, Adobe Connect 9 has enhanced event registration tools. Event Managers can customize landing pages, emails, template-based email triggers, and the Event Catalog.

New features of Adobe Connect 9 events, such as templates, speaker information, rich text emails, and presentation type are not available for migrated Adobe Connect 8 events.

Differences between Adobe Connect 8 events and Adobe Connect 9 events are listed in the following table.

<table>
<thead>
<tr>
<th>Adobe Connect 8</th>
<th>Adobe Connect 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the events are listed in the Event Catalog. Event Managers cannot restrict an event from appearing in the Event Catalog.</td>
<td>Event Managers can control the visibility of the events; only the selected events appear in the Event Catalog. Use the Show in Catalog option to change visibility of the events.</td>
</tr>
</tbody>
</table>
| Supports the following presentation types:  
  • Present Content from the Adobe Connect Library  
  • Present an Adobe Connect Training Course or Curriculum  
  • Present an Adobe Connect Meeting  
  • Present an Adobe Connect Seminar | Supports all the presentation types, as supported in Adobe Connect 8, with better categorization:  
  • On-demand  
    o Present Content from the Adobe Connect Library  
    o Present an Adobe Connect Training Course or Curriculum  
  • Live  
    o Present an Adobe Connect Meeting  
    o Present an Adobe Connect Seminar  
    o Present an Adobe Connect Virtual Classroom |
| Event Managers do not have the option to set a Reply To email address. So, participants cannot reply, to the automatically generated event emails. | The ability to choose a Reply To address in new in Adobe Connect 9. It helps in branding and setting ‘do not reply’ addresses. Thus, Event Managers can receive replies to the event emails, on a desired email address. |
| Event Managers have limited control on appearance of the event page, the Event Catalog, and emails. | Adobe Connect 9 event pages, the Event Catalog, and emails are created using pre-defined templates. Adobe Connect Central integrates with Adobe® CQ for designing and laying out templates and the Event Catalog. Multiple templates can be designed and stocked, in advance, to address the varied needs of an organization. |
| Participants receive plain text-based invitation email. | Participants receive rich HTML-based invitation email. |
| Event Managers can download separate participant Registration Report and participant Attendance Reports. | Event Managers can download single User Information Report instead of two separate reports. |
| Adobe Connect 8 does not allow participants to directly join Live events or On-demand events. | Adobe Connect 9 allows participants to directly join Live and On-demand events after registering. |
All Adobe Connect 8 events require a password. In Adobe Connect 9, you can create events that do not require a password. Participants can log in to such events using just their email address.

Impact on migrated events

Migrated events are based on old architecture and these events do not support all the new features of Adobe Connect 9 events. Only a handful of new Adobe Connect 9 features are available for migrated events. You cannot duplicate a migrated event. For supported features, see Other usability options.

Migrated events retain their settings with some changes described below.

Event Catalog

Adobe Connect 9 supports rich HTML-based catalog for migrated events. You can edit the appearance of migrated events. As migrated events do not contain large and small banners, these events are not promoted as featured events. Carousels are not available for migrated events.

Catalog of events

Event reports

Adobe Connect 9 has added various new reports such as User Information Report, Conversion Funnel, Campaign Report, Engagement Report, File Download Activity, Attendee Status Usage, and Poll Activity. Reports for migrated events start populating data from the date of migration; these reports do not show pre-migration data.

Event pages

Migrated events do not have a landing page—all of the URLs are listed on the Event Information page. Event Information, Event Login and Event Registration pages have a consistent look and feel. You cannot edit the
appearance of these pages other than updating event information.

Event landing Pages in Adobe Connect 8 (left) Event information page in Adobe Connect 9 includes event page links (right)

Event Information page, before and after migration: Adobe Connect 8 (left) and Adobe Connect 9 (right)
Event Login page, before and after migration: Adobe Connect 8 (left) and Adobe Connect 9 (right)

Event Registration page, before and after migration: Adobe Connect 8 (left) and Adobe Connect 9 (right)
Chapter 3: Post-migration tasks

Create Event Administrators
Adobe Connect 9 introduces the role of Event Administrator. Event Administrators are users who manage Adobe Connect 9 events for their entire organization and manage permissions for individual users and groups. They also manage permissions for Event Managers.

The following table lists the permissions for the roles of Event Administrator and Event Manager.

<table>
<thead>
<tr>
<th>Permissions</th>
<th>Event Administrator</th>
<th>Event Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage membership for Event Manager</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Manage email aliases</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Manage analytics administration</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Manage the Event Catalog</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Manage event tags</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Manage shared templates</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Mark any event as a Featured Event</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Create a shared or a private event</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Create shared templates</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Create private templates</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

Note: The Account Administrator must create at least one Event Administrator.

To create Events Administrators:
1. Navigate to Event Management > Event Administration > Edit Group Membership.
2. From the Possible Group Members box, select the user you want to promote as Event Administrator.
3. Click Add.

Set analytics
Adobe Connect Central provides event reports using a web application. If you have an Adobe SiteCatalyst account, you can also access event data in your Adobe SiteCatalyst account.

To enable analytics:
1. Click the Event Management tab in Adobe Connect Central.
2. Choose Event Administration > Analytics Administration.
3. To access event reports only from the Adobe web application, select Basic Reports.
4. If you have an Adobe SiteCatalyst account, select Full Analytics, provide your credentials, and then click Agree.
5. If necessary, select Enable opt out for participants.
   
   Note: If you enable this option, Adobe Connect excludes engagement index and private chat message count when reporting event meeting information to event hosts.

After you enable analytics, the reporting database is synchronized periodically. It can take up to a day for event reports to appear in Adobe Connect Central.

**Set Event Catalog branding**

To improve event discovery, Adobe Connect 9 automatically generates a master Event Catalog listing all the events published to the catalog. The Events Catalog can be embedded in any website using the embed code from the settings. It is also possible to create multiple folder-level event catalogs for folders in the Event Management tab. The Event Catalog provides a list view and a date view for event listing. Events can be filtered based on tags and featured events are highlighted in a carousel. Event Administrators can customize the layout and branding of the Event Catalog.

To customize the Event Catalog:
1. In Adobe Connect Central, click the Event Management tab.
2. Choose Event Catalog, and then click Edit.
3. Edit the template in the design view.

**Change event templates**

You can replace an existing template for your event landing page with a predefined event templates available in Adobe Connect 9. In addition, you can edit a predefined template and use the customized template for your event landing page.

To change an event template:
1. In Adobe Connect Central, click the Event Management tab.
2. Click Event Templates.
3. Select the required event template.
4. To edit a template, click Edit Template and edit the template in the design view using Adobe Connect components.

**Change email templates**

You can replace an existing template for email notifications with a predefined email template available in Adobe Connect 9. In addition, you can edit a predefined template and use the customized template for email notifications.

To change an email template:
1. In Adobe Connect Central, click the Event Management tab.
2. Click Email Templates.
3. Select the appropriate email template.
4. To edit a template, click Edit Template and then edit the template in the design view.

**Scheduling large Live events**

An event that allows more than 600 participants is considered a Large Meeting. A large event must be scheduled in advance and allows more than 600 participants only during the scheduled time. It allows 600 or less participants outside the scheduled time. Only one large event can be scheduled during a given time period.
Adobe Connect 9 supports up to 1500 participants for a seminar room. The number of users allowed for a room depends upon the license agreement and the type of room.

To schedule a large seminar:
1. Open Enter Meeting Information.
2. For Expected Number of Participants, select Large Meeting.
3. Enter the number of participants.

Scheduling large seminars