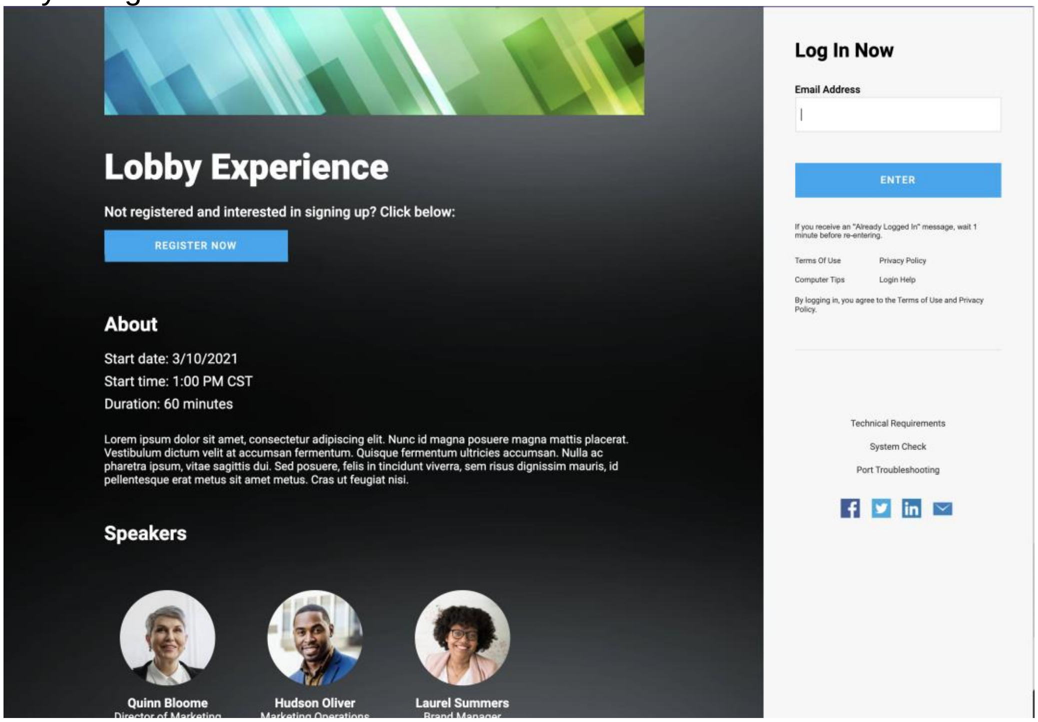
Lobby Experience

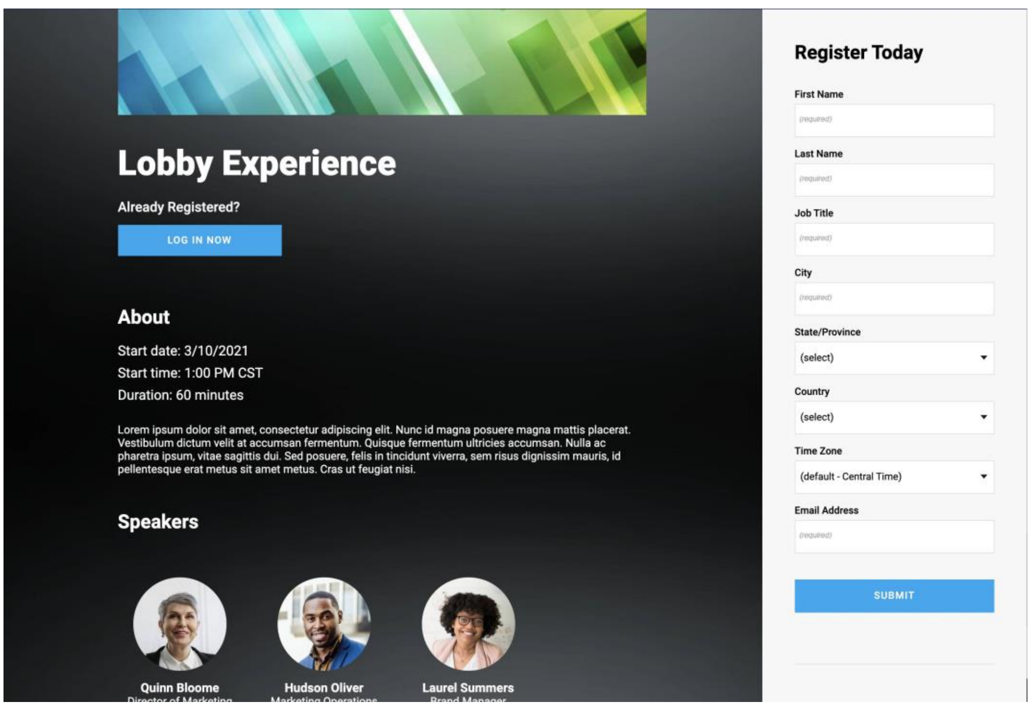
Overview

Lobby Experience allows you to turn a one-time webcast into a unique, value-driven experience. Deliver engaging content to audiences around the world with interactive and informative, pre and post-webcast environments. You have the power to capture and gauge your audience's interest before and after a live presentation through a range of interactive widgets, including a countdown clock, chat panel, Q&A, surveys, videos, and more!

- With Lobby Experience, each pre and post-webcast Lobby is fully-responsive and powered by individual widgets that populate everything from the Webcast Title at the top to the Social Media Footer at the bottom, and all of the content and controls in between.
- Lobby widgets are arranged on the page in rows. There is no limit to the number of rows that can be created, and there can be either one or two widgets per row.
- The pre-webcast Lobby and post-webcast Lobby are completely independent of each other and can contain different widgets within each.
- There is one (1) Lobby Experience to one (1) webcast. The Lobby Experience per webcast is comprised of one (1) pre and one (1) post-webcast Lobby destination.
- Lobby Experience is available exclusively as an add-on for only our leading Studio webcasting solution. Third-party webcasts are not supported.
- Lobby Experience is supported on webcasts with up to 10,000 live attendees.

The Registration and Login pages on Lobby-enabled webcasts use the same settings, header branding, and fields that are available on non-Lobby webcasts, all within our new Onyx theme to match the Lobby design.





Single Sign-On (SSO) and Marketing Automation registration and login options are available on a Lobby-enabled webcast as well. Please note, user activity data passed back via the Marketing Automation flow comes from the webcast itself, not the Lobby.

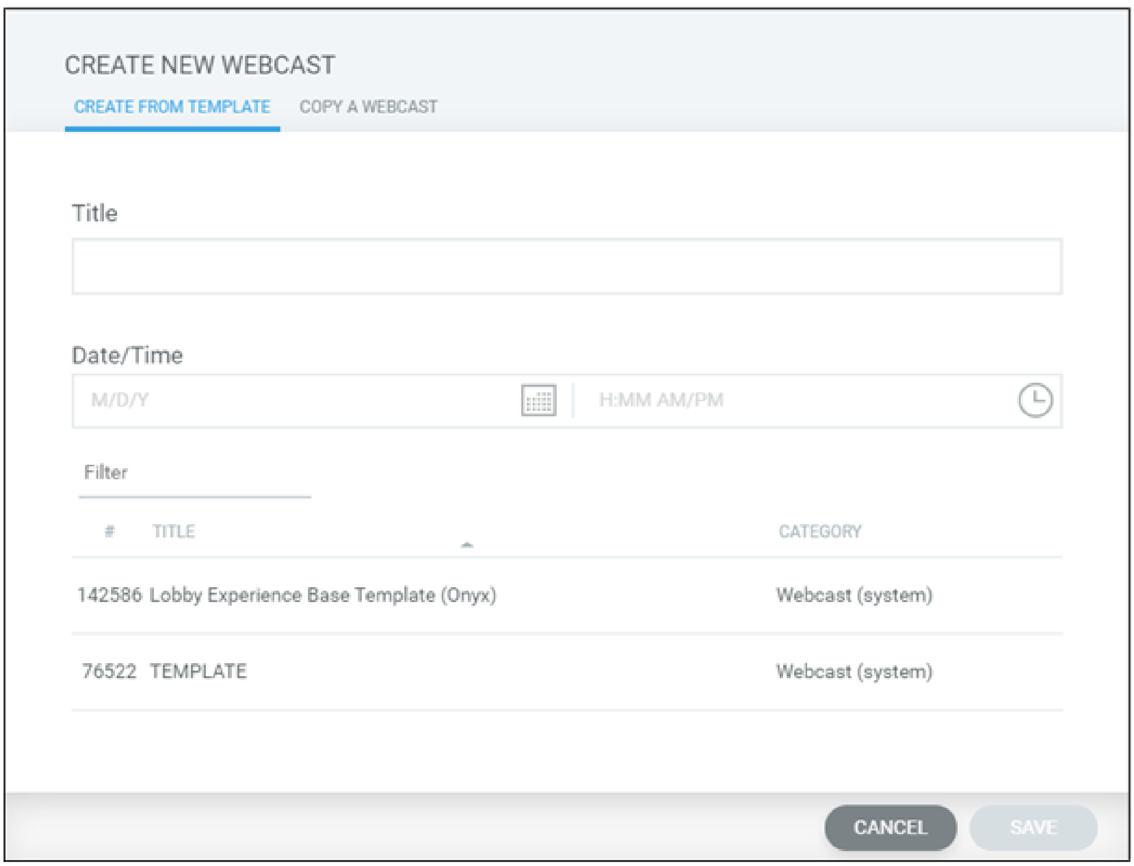
Creating a Lobby Experience Webcast

Every Lobby-enabled webcast is created from a Lobby Experience template. Once enabled, a Lobby Experience base template is added to the tenant and can be used as-is or used to create a local tenant template as needed.

Important Note: A Lobby Experience template must be selected during the creation of the webcast for this feature to be available. A Lobby cannot be added to an already-created webcast retroactively.

1. Within the admin, on the Webcasts home page, select the Create New Webcast (plus (+)) icon in the upper right-hand corner of the page.

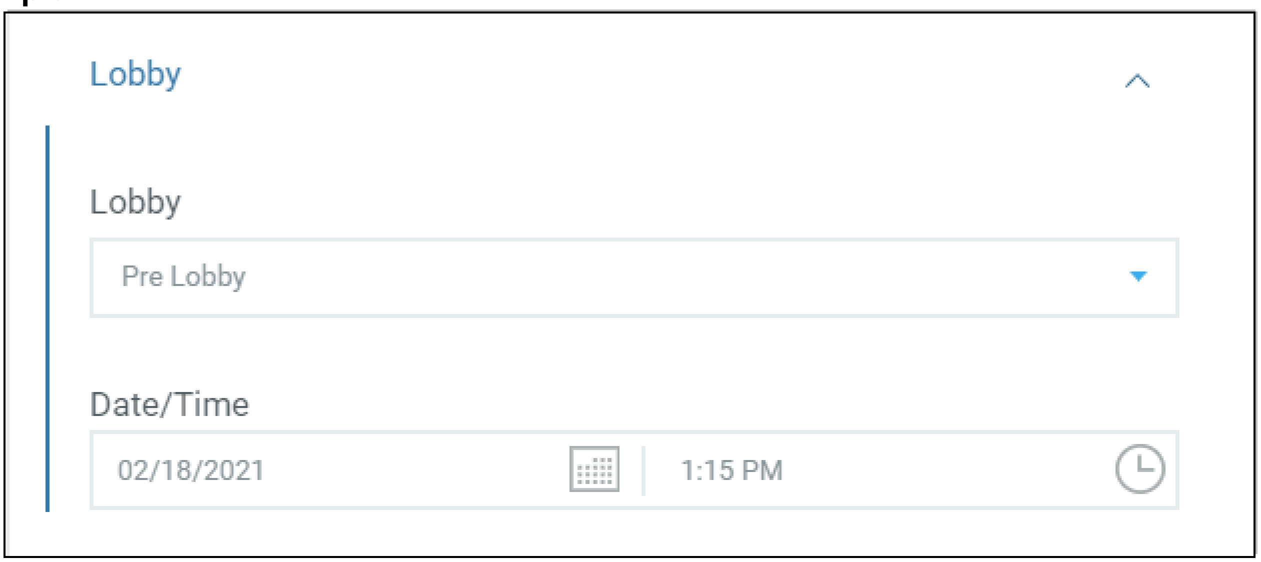
2. Enter the title and date/time of the webcast and select a Lobby Experience template. If needed, type in the word **Lobby** in the Filter field to assist in locating the correct templates.
   Reminder: A Lobby Experience template must be utilized when creating the webcast. A Lobby cannot be added to a webcast retroactively.



3. Click **Save**. The shell of the webcast has now been created.
4. Complete the Settings tab as a standard Studio webcast. Click on the down arrow to expand the Lobby section and enter the date and time for the pre-webcast Lobby to open.

   Note: This will default to the start date/time of the webcast minus the Early Entrance minutes, but to get the most value out of the pre-webcast Lobby, its open date/time should be earlier than the Early Entrance window to the webcast. There is no limit to how far in advance the pre-webcast Lobby can be opened. However, it is recommended to open the Pre Lobby between a few days to a week before the live webcast date for the most valuable and satisfying end-user experience.

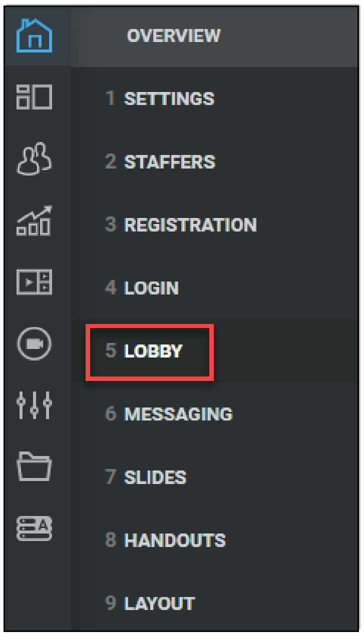
Example:



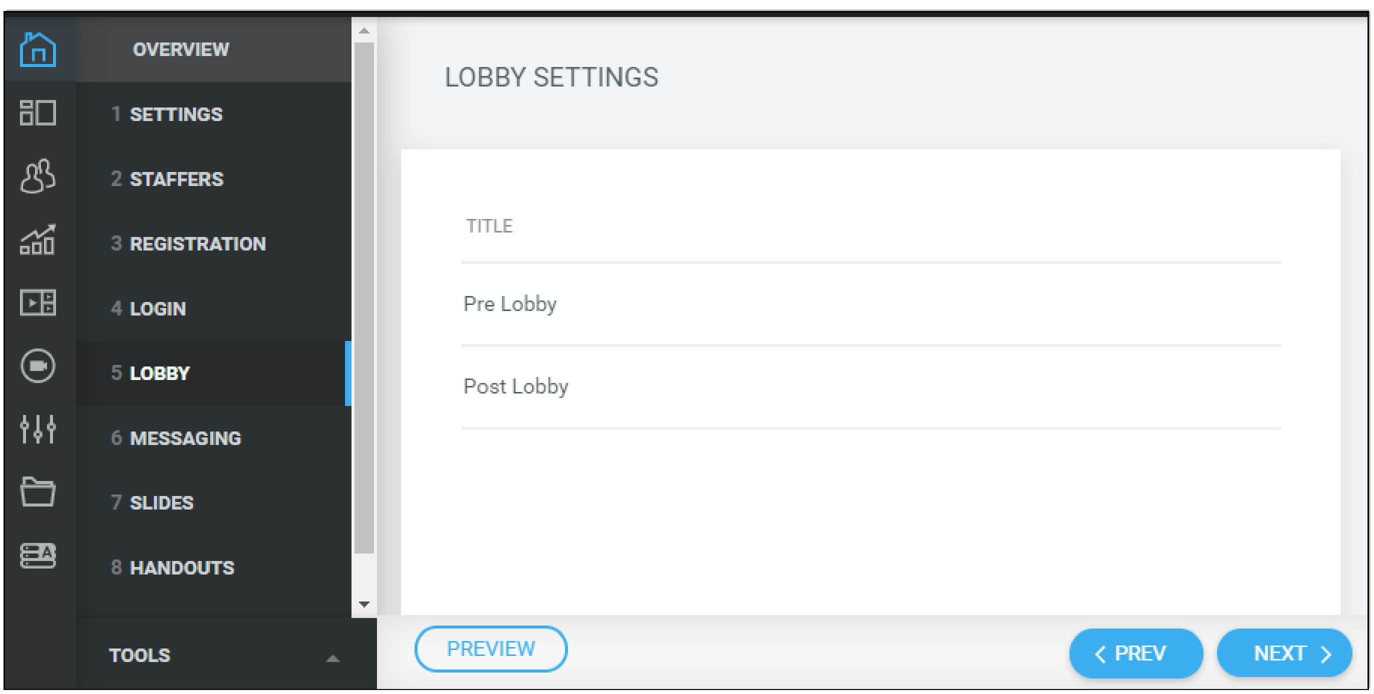
5. Update any remaining details, as needed, in this Settings step.
6. Click **Save** and then **Next.**
7. Populate and edit any necessary items in the Staffers, Registration, and Login navigation tabs, if not included in the template selected.

Lobby configuration

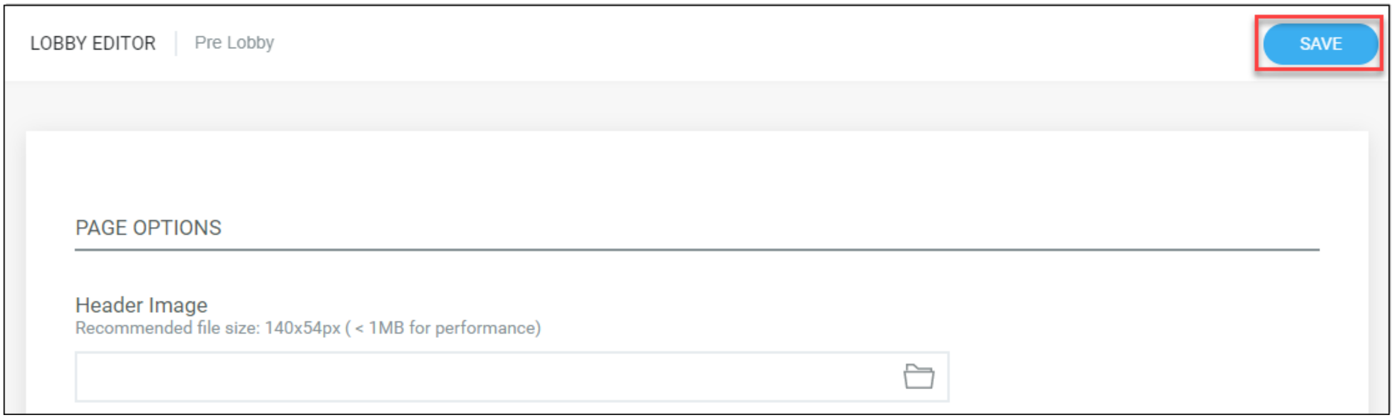
Once Lobby is enabled and the Lobby Experience template has been added to a tenant, the admin view for all webcasts in the tenant will have an additional item in the left navigation menu, of **Lobby**. However, there will only be editable settings within this Lobby tab on webcasts that are created from a Lobby Experience template.



In this Lobby navigation tab, select either the Pre Lobby or Post Lobby option to edit each. The Pre Lobby and Post Lobby may be configured in any order.



Reminder: For edits to apply to either Lobby, it is necessary to click **Save** in the upper right-hand corner of the Lobby editor page before moving on.



Pre Lobby setup

Recommended and popular widgets are already added to the Pre Lobby based on the template selected during the creation of the webcast.

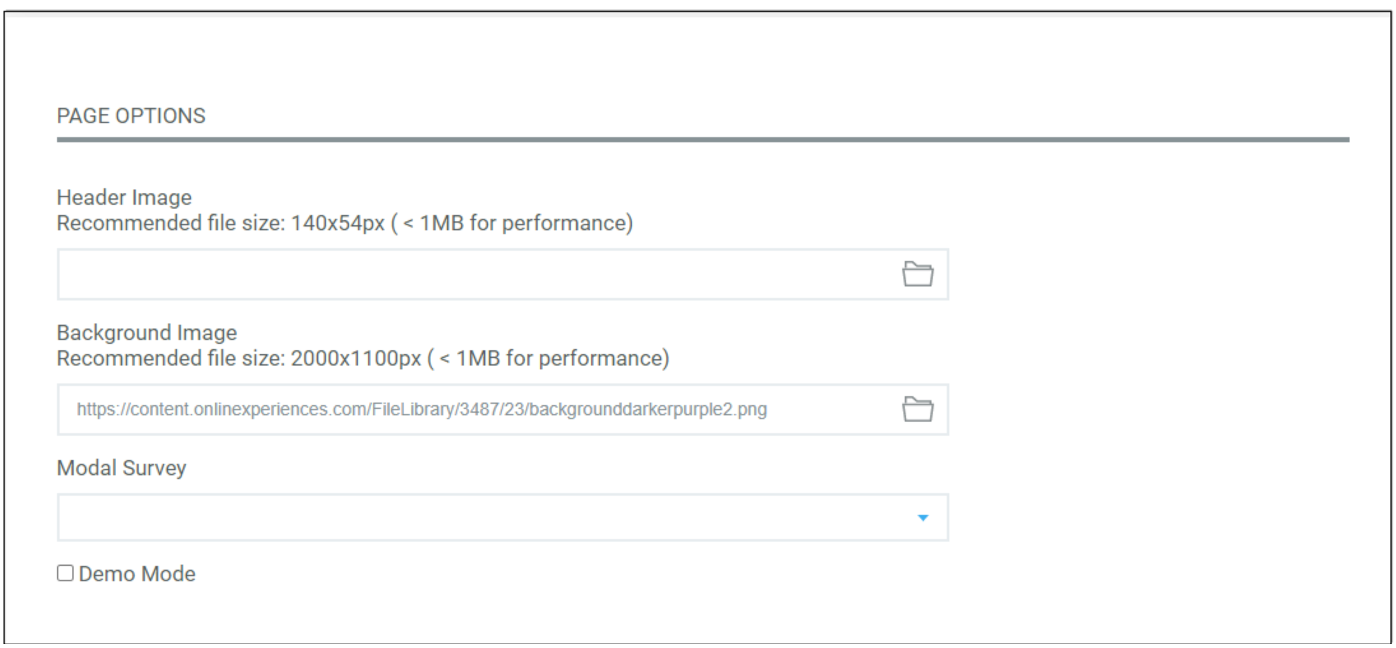
1. Header Image is where a logo can be uploaded to appear in the Lobby top bar.
    - To upload a logo, click the folder icon to browse. If it has been uploaded previously, click on the desired image, and click **Select**. If a new file needs to be uploaded, click **Choose File** to browse and then **Upload**. Once the upload is complete, click **Select**.
    - Header Image/Logo file size: 140x54px (<1MB for performance)

2. Background Image URL will be pre-populated based on the selected template.
    - To upload a different background image than the default option for the Lobby Experience theme, click the folder icon to browse. If it has been uploaded previously, click on the desired image, and click **Select**. If a new file needs to be uploaded, click **Choose File** to browse and then **Upload**. Once the upload is complete, click **Select**.
    - Background Image file size: 2000x1100px (<1MB for performance)

3. Modal Survey is for use in the Post Lobby only: Please refer to the Post Lobby Setup section of this document for details.

4. Demo Mode, when enabled, can allow someone who does not have admin access to preview the Pre Lobby and Post Lobby before distributing links to attendees.

   This option is unselected by default and does not need to be enabled to preview the Pre and Post Lobby from within the Lobby navigation tab in the admin, using the Preview button. Please refer to the Previewing a Lobby section of this document for details.



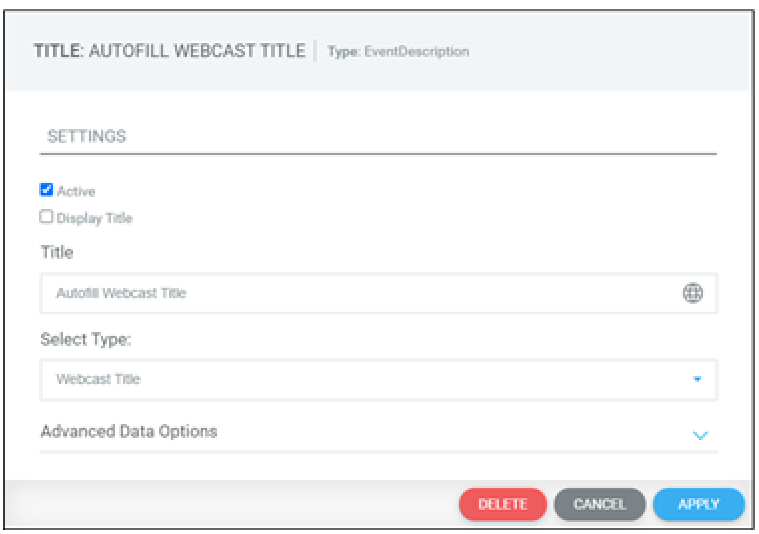
5. Page Layout Options:

The widgets shown are default popular widgets and may be edited, removed, reordered, or additional widgets can be added. For detailed information on the available widgets per Lobby, see the [All available widgets](#) section below.

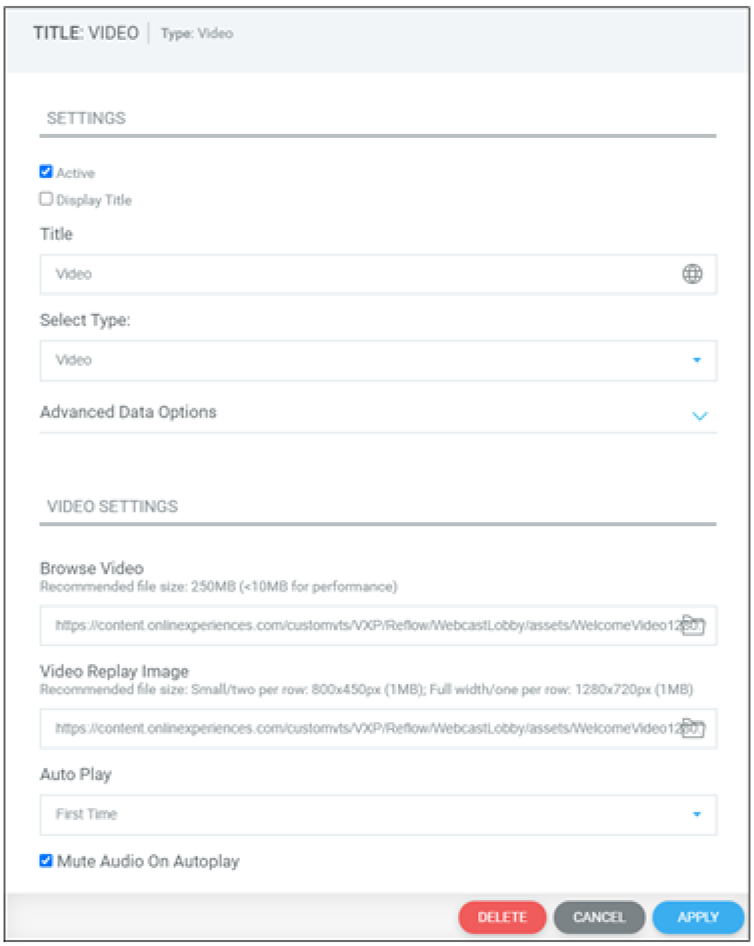
Note: All widgets have a Display Title checkbox and an editable widget label. If Display Title is enabled, whatever is entered in the Title field will be visible as a label at the top of that widget within the Lobby. Display Title and label recommendations are included per the widget below but can be edited to achieve the desired effect.

Widget label character limit: 25, including spaces.

- **Webcast Title**:
  - Suggested Widget Label: N/A *(Display Title disabled)*
  - No editing is required. Automatically pulls the title of the webcast.



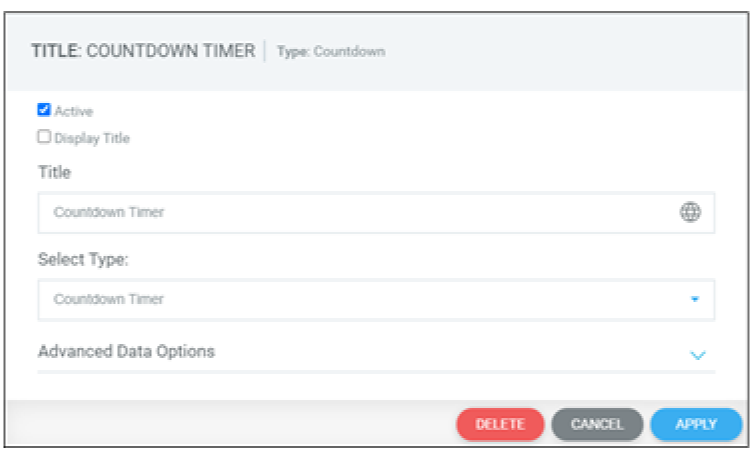
- **Video:**
  - Suggested Widget Label: N/A *(Display Title disabled)*
  - Replace the placeholder video and thumbnail image by clicking the folder icon on each field to browse and upload a new video and thumbnail
    - Video recommended file size: 250MB (<10MB for the user viewing performance)
    - Thumbnail replay image file size:
      - 800x450px for the smaller widget (one of two widgets in the row).
      - 1280x720px for the full-width widget (the only widget in the row).
  - Select the Auto-Play option desired upon entry.
  - Select **Mute Audio on Auto Play**. If selected, the audio will not be heard on the auto-play and the attendees will need to manually activate the audio.



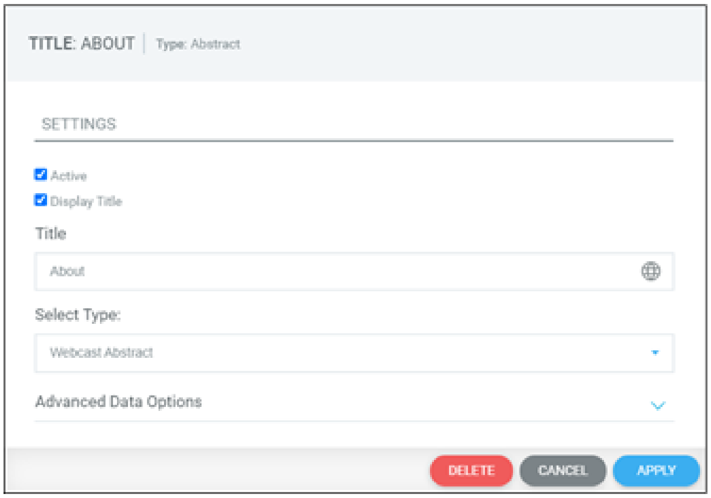
- **Countdown Timer:**
  - Suggested Widget Label: N/A *(Display Title disabled)*
  - No editing is required. This widget is automatically aligned with the Early Entrance minutes and start time of the webcast. The button state will dynamically change depending on certain factors:
    - **Add To Calendar** – Appears over 60 minutes before the webcast start time, and allows the attendee to download a calendar invite.
    - **Starting Soon** – Appears within 60 minutes before the webcast start time, and before the start of the Early Entrance window. This button state is not clickable.
    - **Enter Now** – Appears within the Early Entrance window, and before the webcast start time. This button state allows attendees to join the live webcast.
    - **Live Now** – Appears at the webcast start time and remains for the webcast duration minutes as set in the admin. This button state also allows attendees to join the live webcast.

      Note: An attendee logging in after the webcast start time and after the broadcast has started, will be passed directly into the webcast, bypassing the pre-webcast Lobby.
    - **On Demand Coming Soon** – Appears after the end of the webcast duration minutes as set in the admin, but before the webcast has been set to On Demand status. This button state is not clickable.
    - **View On Demand** – Appears after the end of the webcast duration minutes as set in the admin, and after the webcast has been set to On Demand status. This button state allows attendees to join the on-demand webcast.

      Note: If the live broadcast is ended before the end of the full duration minutes as set in the admin, the On Demand Coming Soon or View On Demand buttons will not appear until that time arrives.

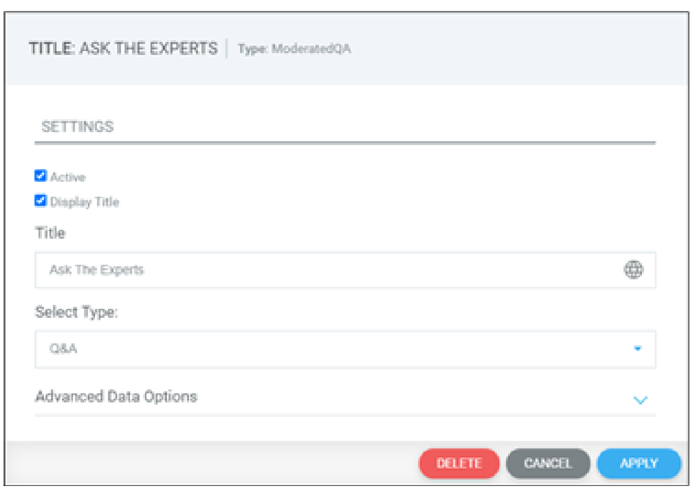


- **Webcast Abstract**:
  - Suggested Widget Label: **About**
  - No editing is required. This widget will automatically pull the content from the Abstract section of the webcast.



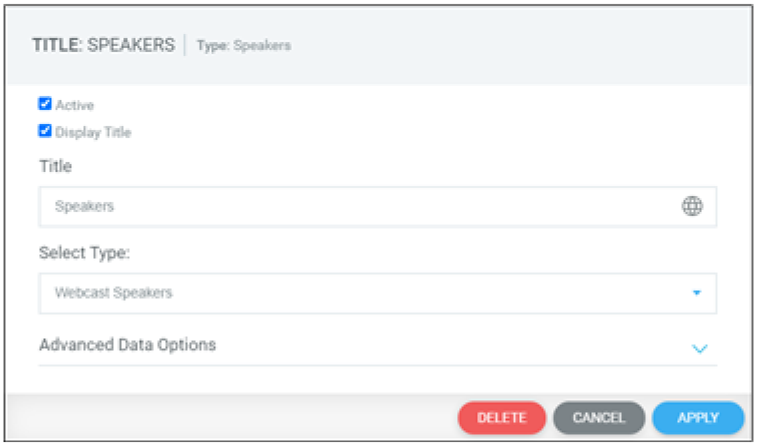
- **Q&A**:
  - Suggested Widget Label: **Ask The Experts**
  - Q&A is a widget to be used within the Pre Lobby only.
  - No editing is required. This widget can be used either to collect questions from attendees behind the scenes, without making them visible within the Lobby, or for submissions to be moderated, answered, and published back into the widget.
  - Moderation and publishing are accessible via the same presenter console interface used to moderate Q&A during the live webcast. Published items appear both in the Pre Lobby widget and in the Q&A panel within the webcast.

Note: Questions, statements, or instructions can also be pre-entered and published so they will display in this widget.

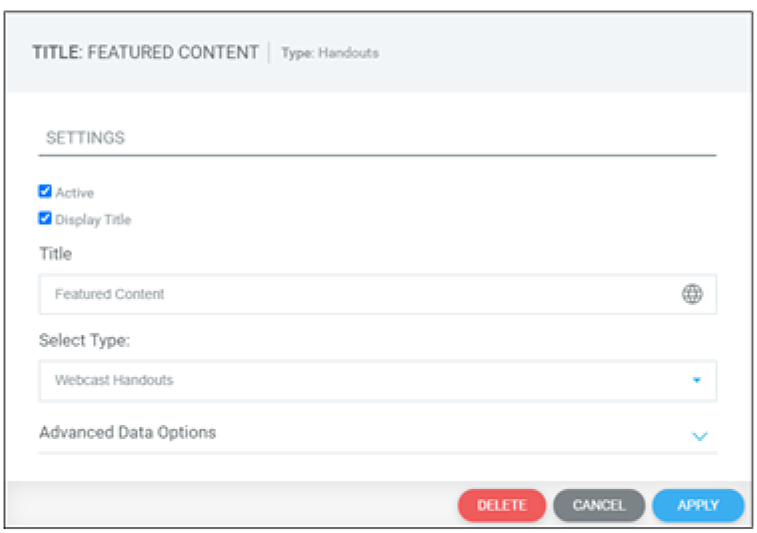


Webcast Speakers:

- Suggested Widget Label: **Speakers**
- No editing is required. This widget will automatically pull the Speakers associated with the webcast, including bios, photos, job titles, and company name details.
  - When in a smaller widget (one of two widgets in the row), the Speakers will appear in a vertical list with scaled-down photos.
  - When in a full-width widget (the only widget in the row), the Speakers will appear horizontally with scaled-up photos.
- Clicking each Speaker opens a larger modal overlay view with their full bio.

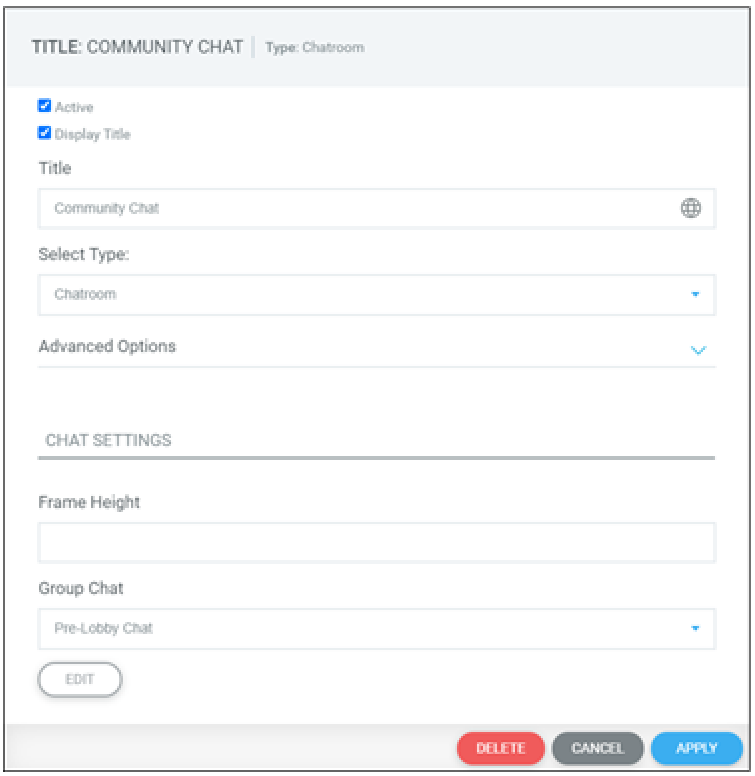


- **Webcast Handouts**:
  - Suggested Widget Label: **Featured Content**
  - No editing is required. This widget will automatically pull the content from the Handouts section of the webcast.

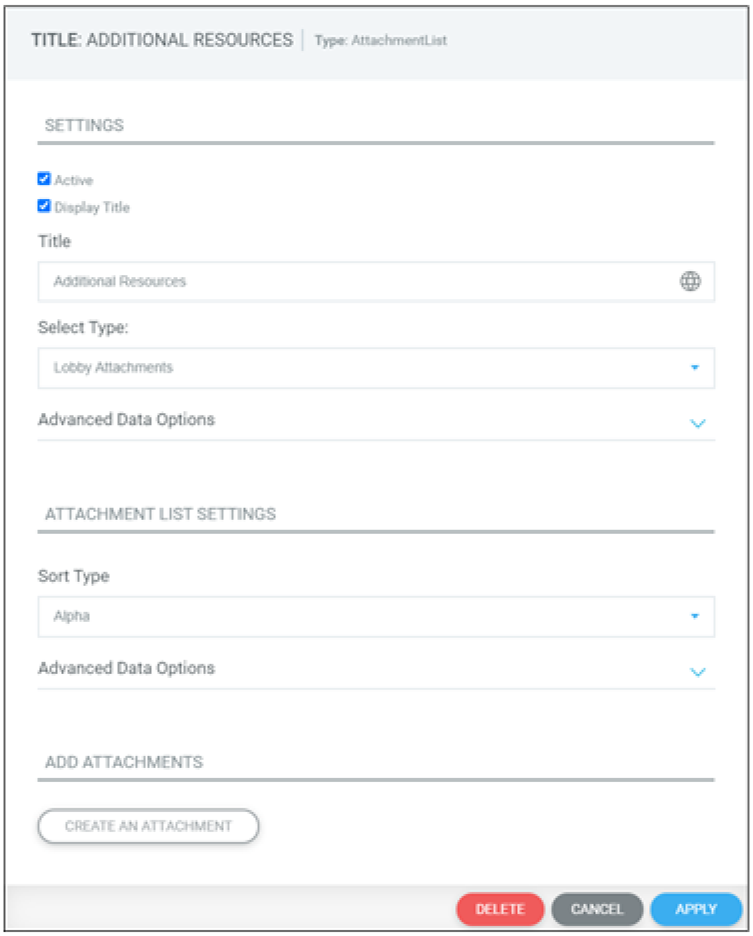


- **Group Chat:**
  - Suggested Widget Label: **Community Chat**
  - Frame Height can be left blank for the widget height to adjust automatically. Alternatively, a defined height can be entered in this field, up to 999 px.
  - A ready-made Pre Lobby Chat drop-down option is available to use in any pre-webcast Lobby as needed.
  - The **(create a group chat)** option does not need to be used unless the end goal is to have more than one Chat widget in each Lobby.
  - If moderation is necessary, individual chats can be deleted by an admin only, via the Chat widget in the Preview interface, under the Lobby navigation tab.

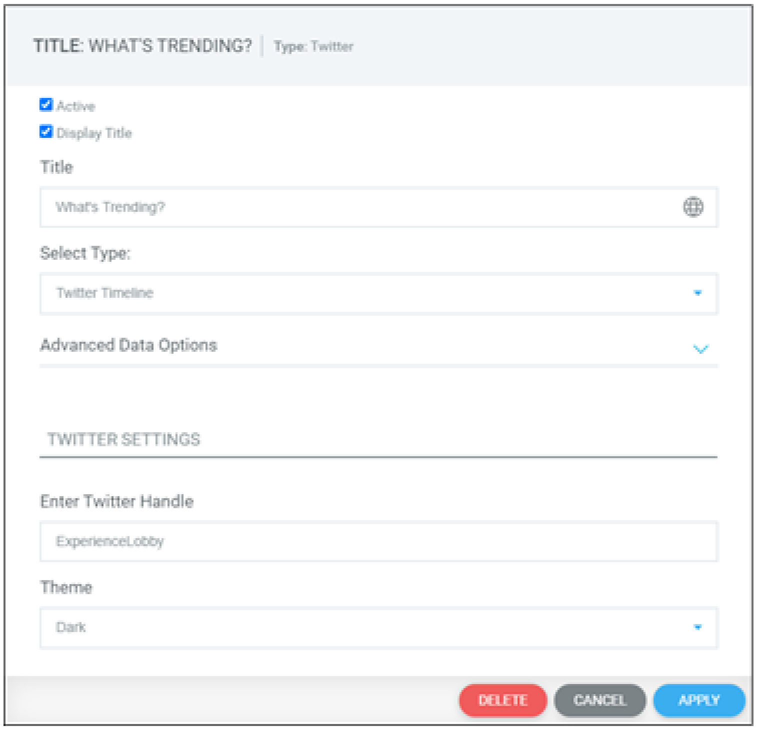
  Note: Deleted comments will still appear in reporting.



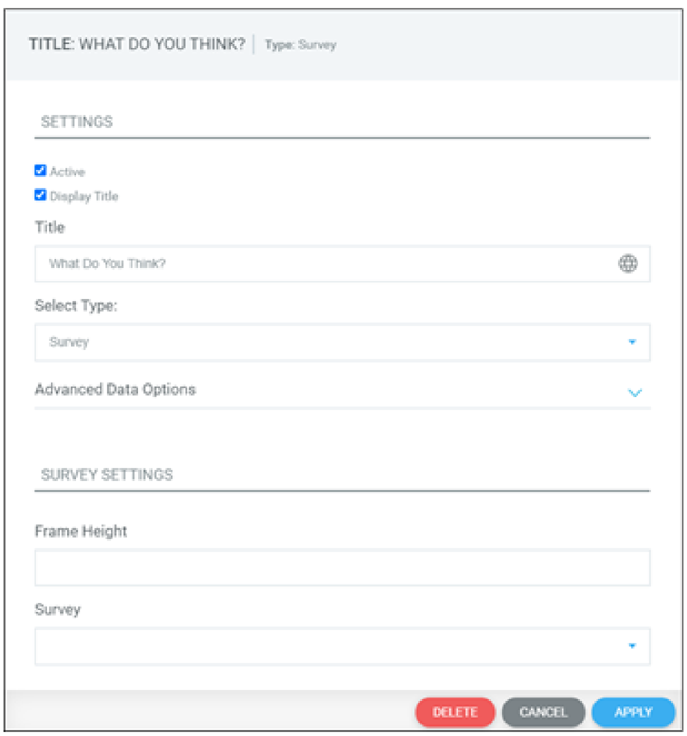
- **Lobby Attachments**:
  - Suggested Widget Label: **Additional Resources**
  - This widget enables the admin to add Lobby-specific documents and links that are different from the handouts associated with the webcast.
  - These items can be listed in alphabetical order or in the order that they were uploaded/created.
  - To add new documents and links to this widget, click **Create an attachment** in the bottom left-hand corner of the widget editor:
    1. Add the title and optional description, which will both appear to attendees in the Lobby.
    2. Skip to the Content section and choose the desired radio button and proceed to upload a file, add a URL, or choose an already uploaded file.
    3. Click **Submit, Apply,** and **Save**.



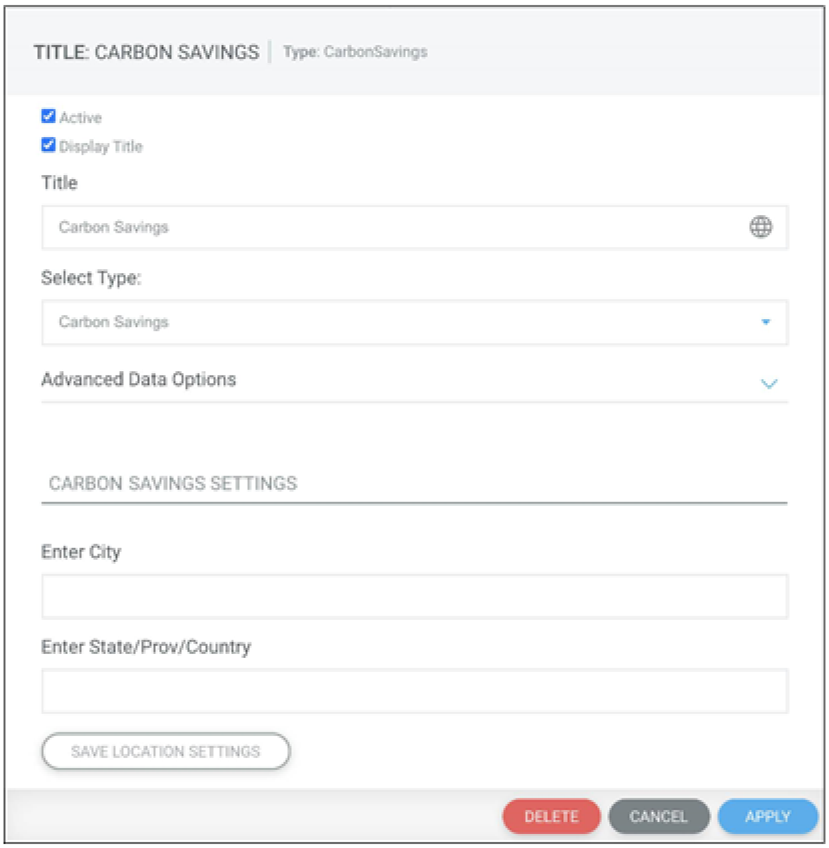
- **Twitter Timeline**:
    - Suggested Widget Label: **What's Trending?**
    - This widget is to display a feed of real-time tweets from a specific Twitter handle/username. Hashtags are not supported.



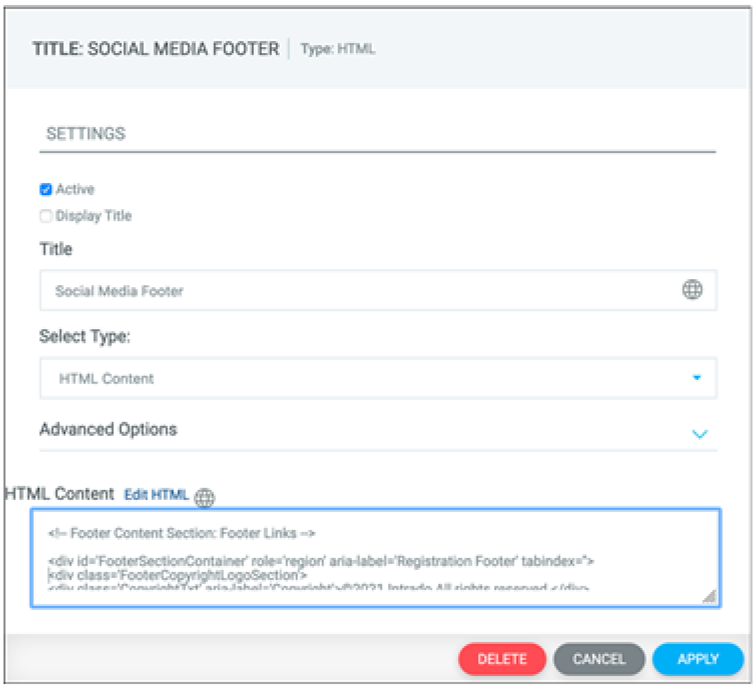
- **Survey**
    - Suggested Widget Label: **What Do You Think?**
    - This mini-Survey is a widget that appears in line with the other Lobby widgets. This is different from the Post Lobby Modal Survey.
    - Frame Height can be left blank for the widget height to adjust automatically. Alternatively, a defined height can be entered in this field, up to 999 px.
    - To create a new survey, select **create a survey** in the Survey drop-down.
        1. Add a descriptive title, which will not be visible to attendees, but will be how this survey is identified within reporting.
        2. Skip to the Questions section and fill out all required fields for the attendee-facing question text, if the question should be required to submit, and the answer format.
            - Use the vertically listed radio buttons or checkboxes options for the best results.
        3. Click **Edit Answers** to populate the options for this question. If the Text Entry checkbox is checked, a small input field or a larger open text area will appear next to each answer where it has been enabled.
        4. Continue to click **Add a question** to add more, if needed, and they will scroll within the widget in the Lobby. Click **Apply** within the Questions section when complete.
        5. Fill in a Response message that will appear in the widget once an attendee submits their answers; e.g.: “Thank you for your feedback!”
        6. Click **Submit, Apply,** and **Save**.



- **Carbon Savings:**
    - Suggested Widget Label: **Carbon Savings**
    - This widget displays the CO2 savings achieved by users attending virtually, instead of all traveling to a single location for a physical event.
    - Fill out the City and State/Prov/Country fields where an in-person event would occur for the widget to calculate accordingly per attendee.
    - Attendees will be prompted to share their location if they would like to be included in the calculation. The results show each attendee's result and the total savings from all attendees combined.



- **Social Media Footer** (HTML):
  - Suggested Widget Label: N/A *(Display Title disabled)*
  - This widget will automatically populate with HTML that offers the ability to configure clickable social media icons to link to desired accounts and pages.
  - Be careful to not delete or alter the rest of the HTML, and only replace the URLs to the specific social media accounts and pages as needed: e.g.:
    - https://www.linkedin.com/showcase/[account]
    - https://twitter.com/[account]
    - https://www.facebook.com/[account]
  - Additional social media icons are available by request.



Post Lobby setup

Recommended and popular widgets are already added to the Post Lobby based on the template selected during the creation of the webcast.

Reminder: The Pre Lobby and Post Lobby are independent of each other. They can contain different widgets within each, and any design elements (logo, background) and widget settings will need to be applied separately to both locations, as needed.

1. Header Image is where a logo can be uploaded to appear in the Lobby top bar.
    - To upload a logo, click the folder icon to browse. If it has been uploaded previously, click on the desired image, and click **Select**. If a new file needs to be uploaded, click **Choose File** to browse and then **Upload**. Once the upload is complete, click **Select**.
    - Header Image/Logo file size: 140x54px (<1MB for performance)

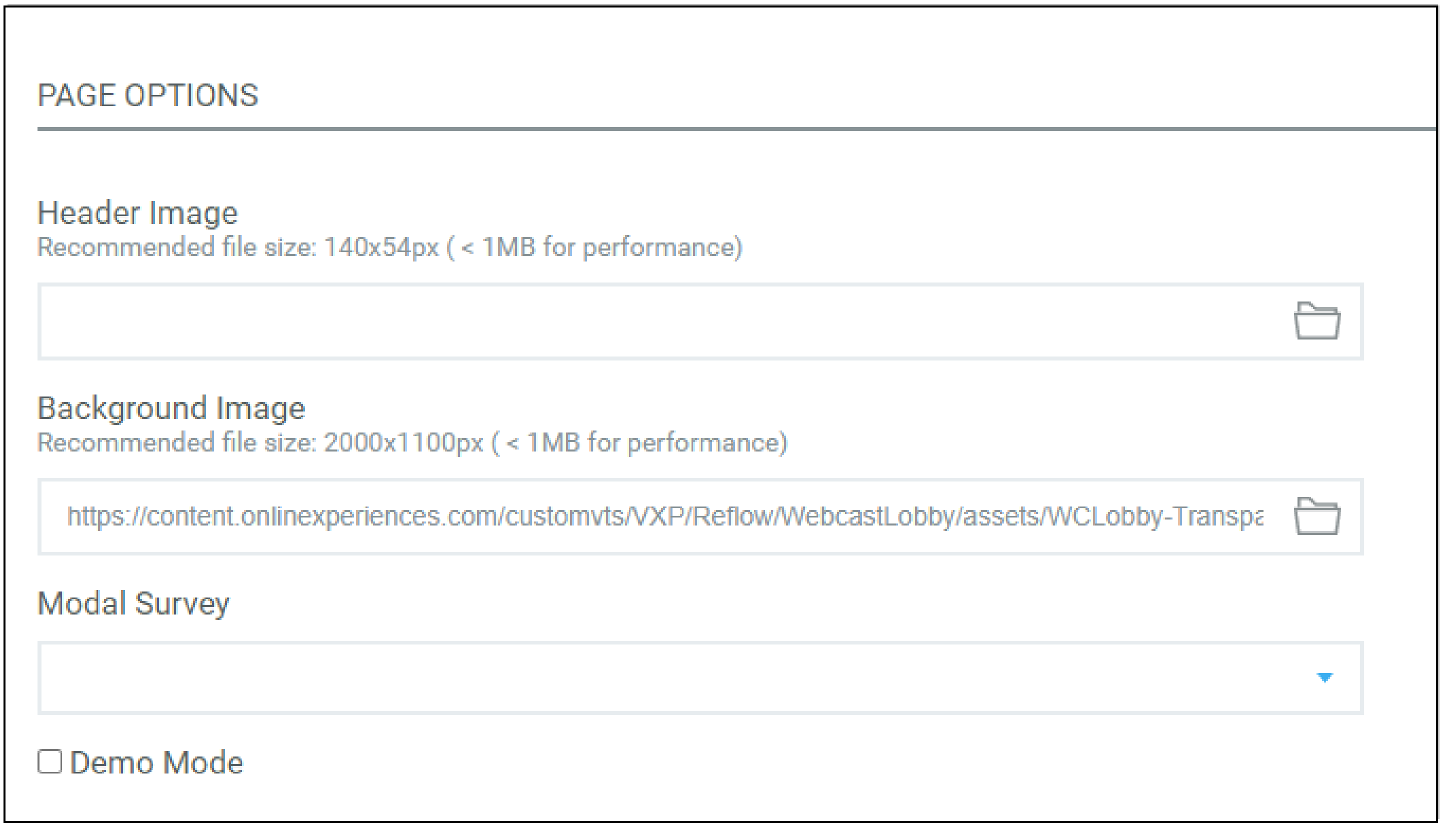
2. Background Image URL will be pre-populated based on the selected template.
    - To upload a different background image than the default option for the Lobby Experience theme, click the folder icon to browse. If it has been uploaded previously, click on the desired image, and click **Select**. If a new file needs to be uploaded, click **Choose File** to browse and then **Upload**. Once the upload is complete, click **Select**.
    - Background Image file size: 2000x1100px (<1MB for performance)

3. Modal Survey is a feature to be used within the Post Lobby only.
    - This option shows a larger survey in the post-webcast Lobby when attendees first land on the page, that overlays the rest of the widgets until submitted or manually closed.
    - A ready-made **Post Lobby Modal Survey** option is available in the drop-down. Choose this and click **Edit** to populate the questions for this specific Post Lobby.
    1. Keep the title the same title or add additional descriptive wording to it. This will not be visible to attendees but will be how this survey is identified within reporting.
    2. Skip to the Questions section and fill out all required fields for the attendee-facing question text, if the question should be required to submit, and the answer format.
        - Use the vertically listed radio buttons or checkboxes options for the best results.
    3. Click **Edit Answers** to populate the options for this question. If the Text Entry checkbox is checked, a small input field or a larger open text area will appear next to each answer where it has been enabled.
    4. Continue to click **Add a question** to add more items, if needed, and they will scroll within the modal overlay area in the Lobby. Click **Apply** within the Questions section when complete.
    5. Fill in a Response Message that will appear in the modal overlay area once an attendee submits their answers; e.g., "Thank you for your feedback!"
    6. Click **Submit, Apply,** and **Save**

Note: The Modal Survey is optional. A mini-survey widget that appears in line with the other Post Lobby widgets, can be created instead of, or in addition to, the Modal Survey if desired.

1. Demo Mode, when enabled, can allow someone who does not have admin access to preview the Pre Lobby and Post Lobby before distributing links to attendees.

Note: This option is unselected by default and does not need to be enabled to preview the Pre and Post Lobby from within the Lobby navigation tab in the admin, using the Preview button. Please refer to the Previewing a Lobby section of this document for details.



1. Page Layout Options:

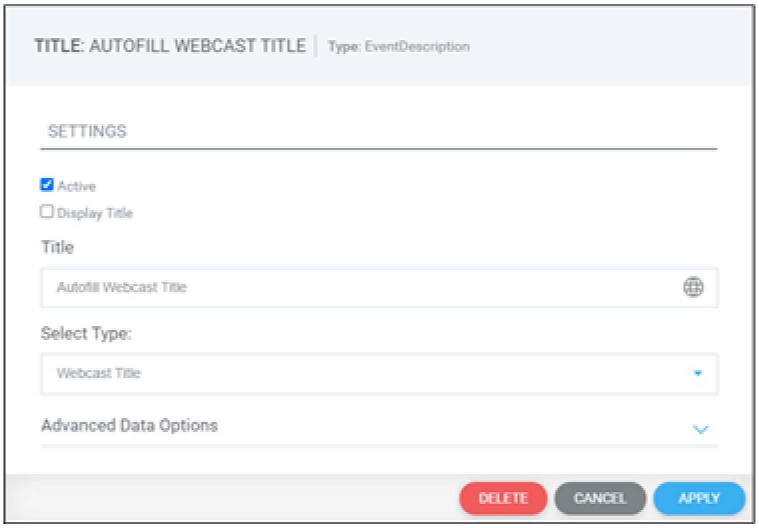
   The widgets shown are default popular widgets and may be edited, removed, reordered, or additional widgets can be added. For detailed information on the available widgets per Lobby, see the [All available widgets] section below.

   Note: All widgets have a Display Title checkbox and an editable widget label. If Display Title is enabled, whatever is entered in the Title field will be visible as a label at the top of that widget within the Lobby. Display Title and label recommendations are included per the widget below but can be edited to achieve the desired effect.

   Widget label character limit: 25, including spaces.

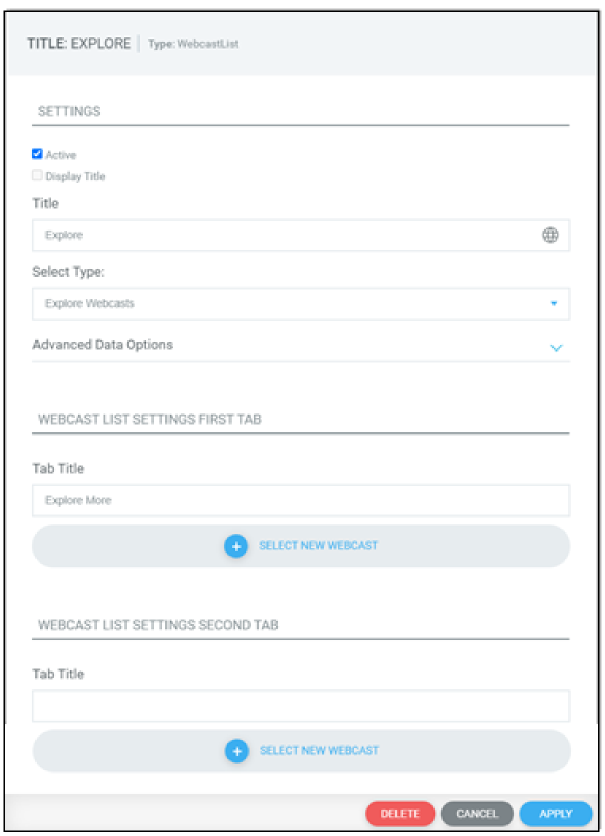
Webcast Title:

- Suggested Widget Label: N/A *(Display Title disabled)*
- No editing is required. Automatically pulls the title of the webcast.



- **Explore Webcasts**
  - Suggested Widget Label: *N/A (Display Title disabled)*
  - Suggested Tab Title: **Explore More**
  - This widget is used to highlight popular upcoming and on-demand webcasts, from within the same tenant, that users may be interested in exploring next. Clicking each webcast thumbnail within the widget will open the Studio registration page for that webcast in a new tab/window.
    - If the goal is to link to a webcast that doesn't use the Studio registration page; via a third-party or the Studio Login URL only, please use the Lobby Attachments, Webcast Handouts, or Image widgets.
  - To select what appears in this widget, click **Select New Webcast** under the Webcast List Settings First Tab section.
    - Edit the Order field to determine the order that the webcasts that will appear. These are defined in ascending order, meaning the smallest number in this field will appear farthest to the left.
    - Select the desired webcast from the drop-down.
    - Upload or select the thumbnail image that will appear in the widget for this webcast. Required image file size: 896x504px
    - Click **Apply** within the First Tab section, then **Apply** for the whole widget and then **Save**

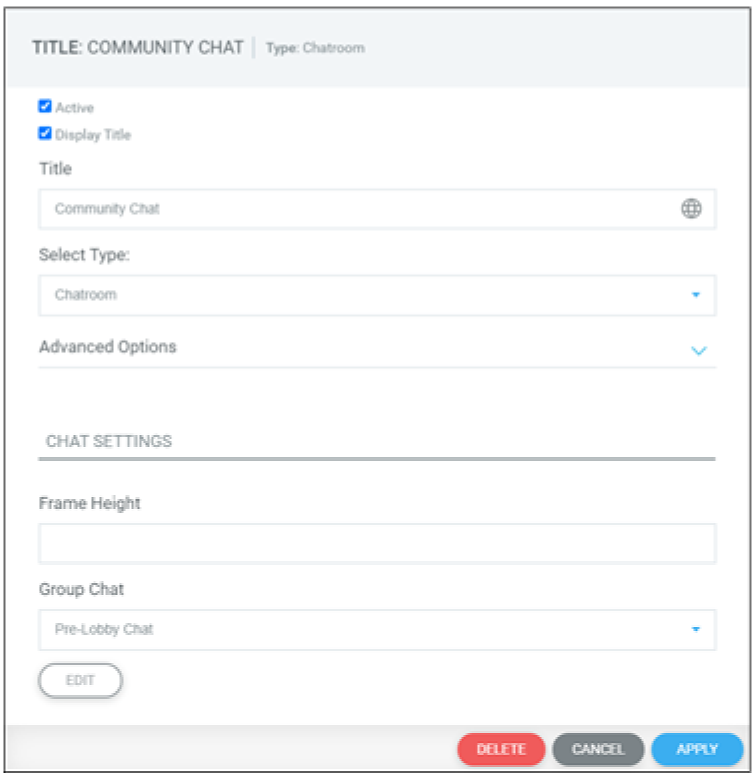
      Note: For best results, only select webcasts to appear in the First Tab section of the widget.



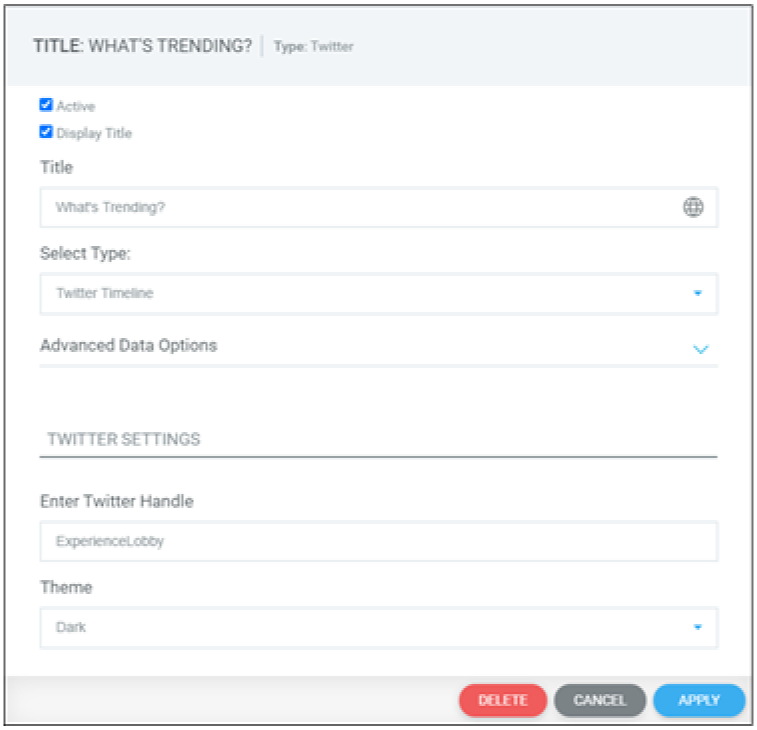
Group Chat:

- Suggested Widget Label: **Community Chat**
- Frame Height can be left blank for the widget height to adjust automatically. Alternatively, a defined height can be entered in this field, up to 999 px.
- A ready-made Post Lobby Chat drop-down option is available to use in any post-webcast Lobby as needed.
- The **(create a group chat)** option does not need to be used unless the end goal is to have more than one Chat widget in each Lobby.
- If moderation is necessary, individual chats can be deleted by an admin only, via the Chat widget in the Preview interface, under the Lobby navigation tab.

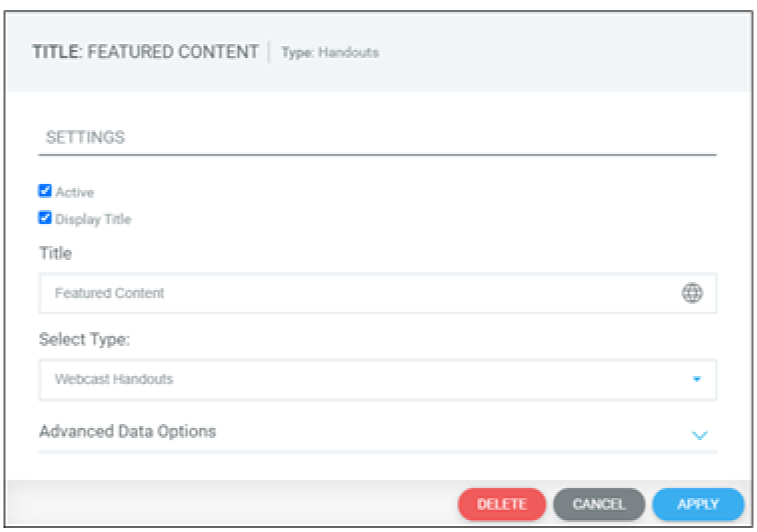
Note: Deleted comments will still appear in reporting.



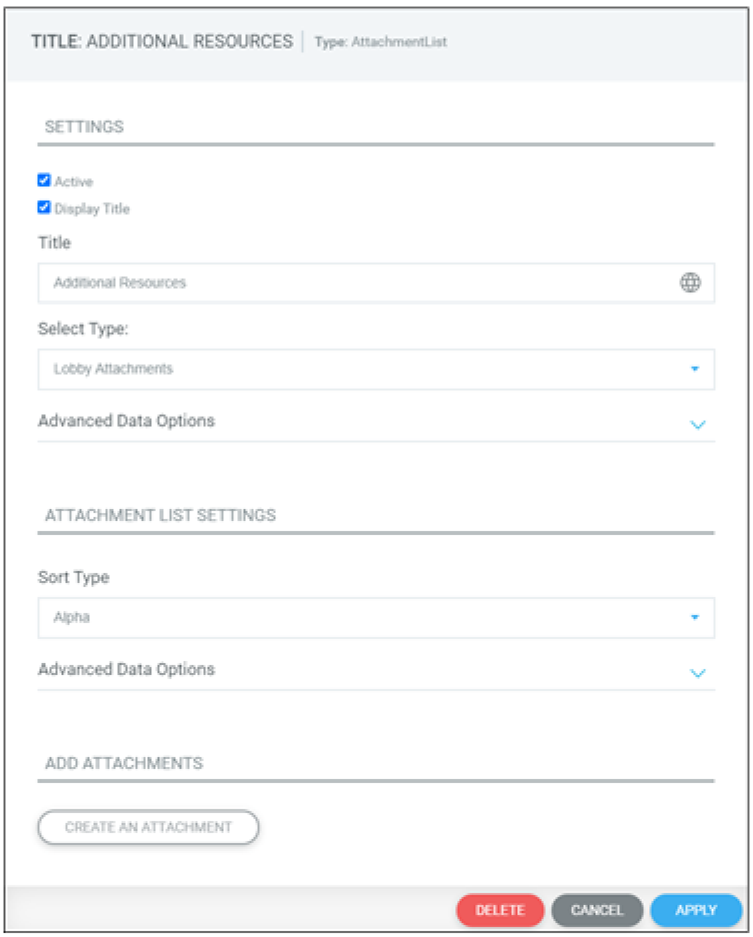
- **Twitter Timeline**:
  - Suggested Widget Label: **What's Trending?**
  - This widget is to display a feed of real-time tweets from a specific Twitter handle/username. Hashtags are not supported.



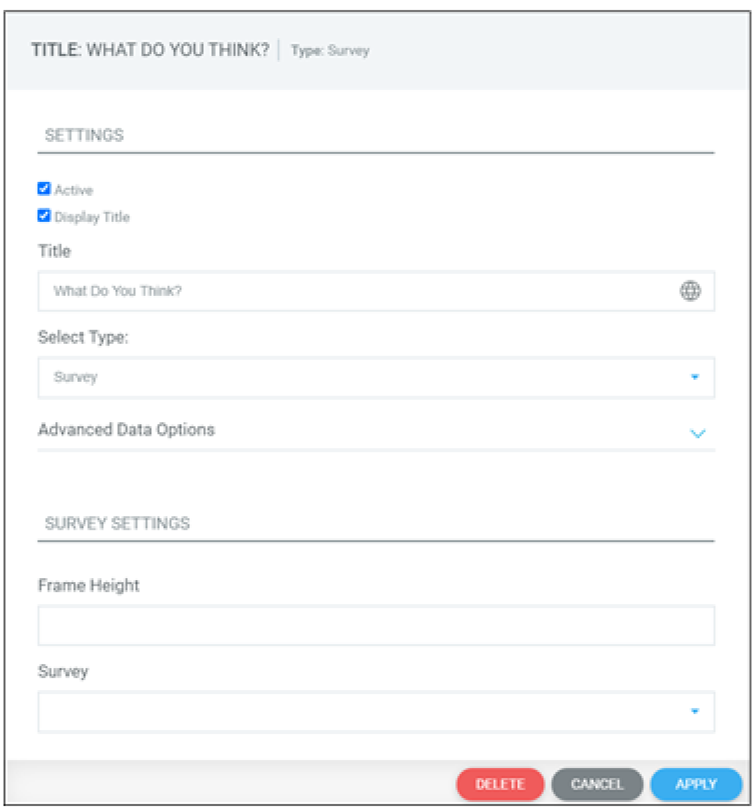
- **Webcast Handouts**:
  - Suggested Widget Label: **Featured Content**
  - No editing is required. This widget will automatically pull the content from the Handouts section of the webcast.



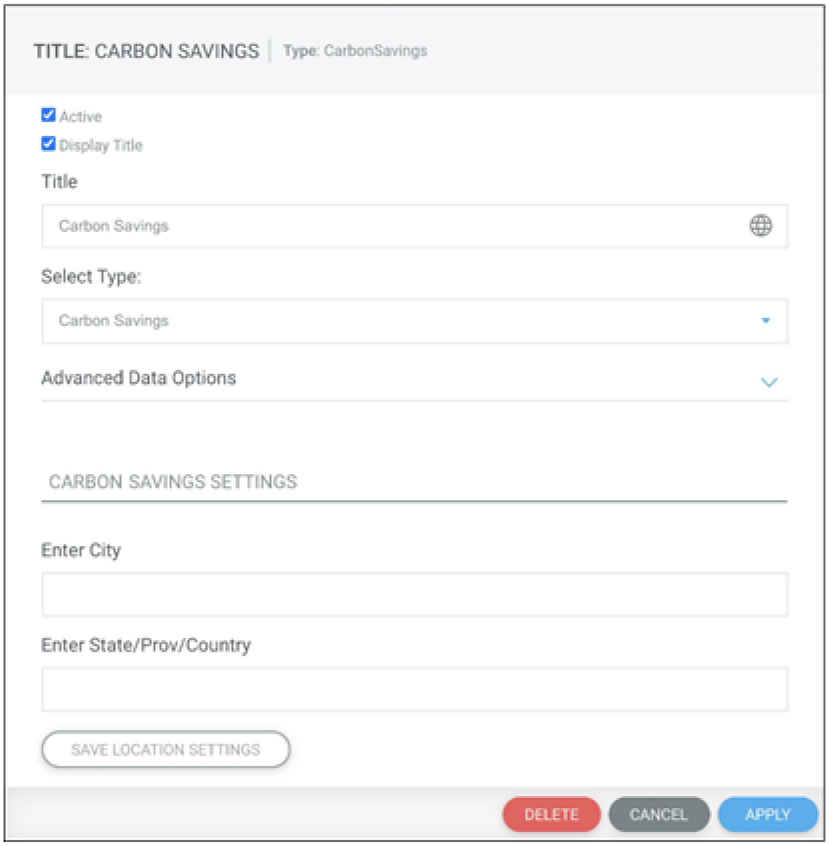
- **Lobby Attachments**:
    - Suggested Widget Label: **Additional Resources**
    - This widget enables the admin to add Lobby-specific documents and links that are different from the handouts associated with the webcast.
    - The items can be listed in alphabetical order or in the order that they were uploaded/created.
    - To add new documents and links to this widget, click **Create an attachment** in the bottom left-hand corner of the widget editor:
        1. Add the title and optional description, which will both appear to attendees in the Lobby.
        2. Skip to the Content section and choose the desired radio button and proceed to upload a file, add a URL, or choose an already uploaded file.
        3. Click **Submit, Apply,** and **Save**.



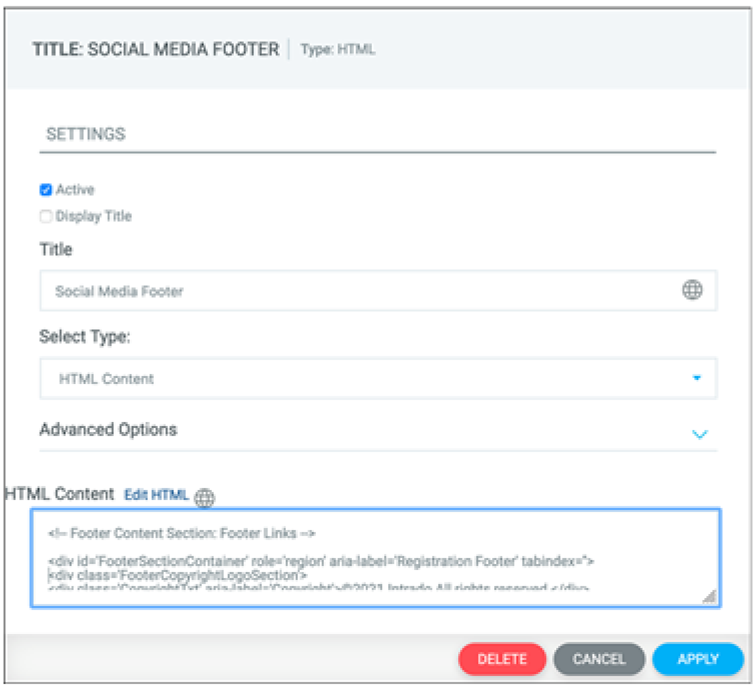
- **Survey:**
    - Suggested Widget Label: **What Do You Think?**
    - This mini-Survey is a widget that appears in line with the other Lobby widgets. This is different from the Post Lobby Modal Survey.
    - Frame Height can be left blank for the widget height to adjust automatically. Alternatively, a defined height can be entered in this field, up to 999 px.
    - To create a new survey, select **create a survey** in the Survey drop-down.
        1. Add a descriptive title, which will not be visible to attendees, but will be how this survey is identified within reporting.
        2. Skip to the Questions section and fill out all required fields for the attendee-facing question text, if the question should be required to submit, and the answer format.
            - Use the vertically listed radio buttons or checkboxes options for the best results.
        3. Click **Edit Answers** to populate the options for this question. If the Text Entry checkbox is checked, a small input field or a larger open text area will appear next to each answer where it has been enabled.
        4. Continue to click **Add a question** to add more, if needed, and they will scroll within the widget in the Lobby. Click **Apply** within the Questions section when complete.
        5. Fill in a Response message that will appear in the widget once an attendee submits their answers; e.g.: “Thank you for your feedback!”
        6. Click **Submit, Apply,** and **Save.**



- **Carbon Savings:**
  - Suggested Widget Label: **Carbon Savings**
  - This widget displays the CO2 savings achieved by users attending virtually, instead of all traveling to a single location for a physical event.
  - Fill out the City and State/Prov/Country fields where an in-person event would occur for the widget to calculate accordingly per attendee.
  - Attendees will be prompted to share their location if they would like to be included in the calculation. The results show each attendee's result and the total savings from all attendees combined.



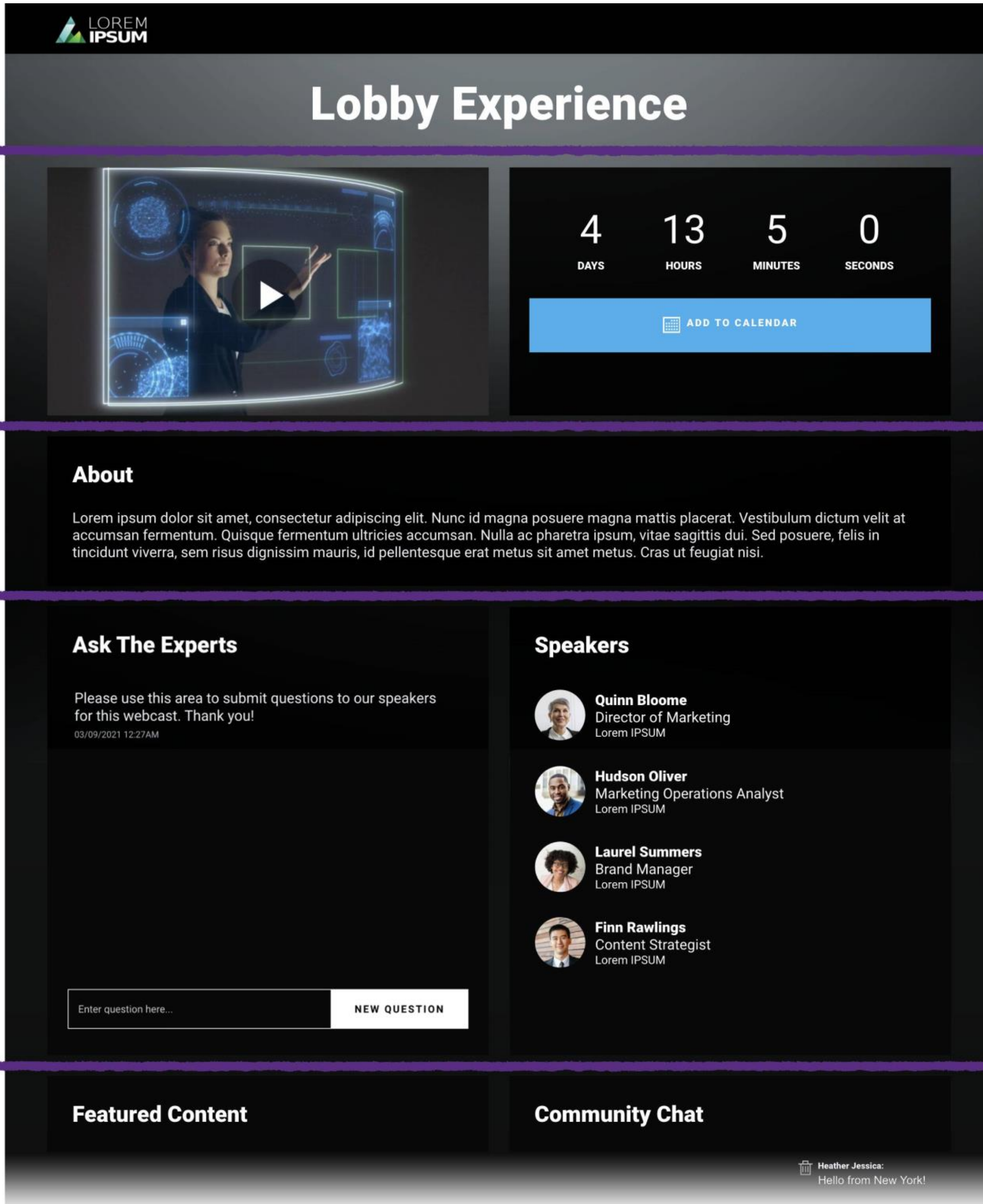
- **Social Media Footer** (HTML):
  - **Suggested Widget Label**: N/A *(Display Title disabled)*
  - This widget will automatically populate with HTML that offers the ability to configure clickable social media icons to link to desired accounts and pages.
  - Be careful to not delete or alter the rest of the HTML, and only replace the URLs to the specific social media accounts and pages as needed: e.g.:
    - https://www.linkedin.com/showcase/[account]
    - https://twitter.com/[account]
    - https://www.facebook.com/[account]
  - Additional social media icons are available by request.



notified

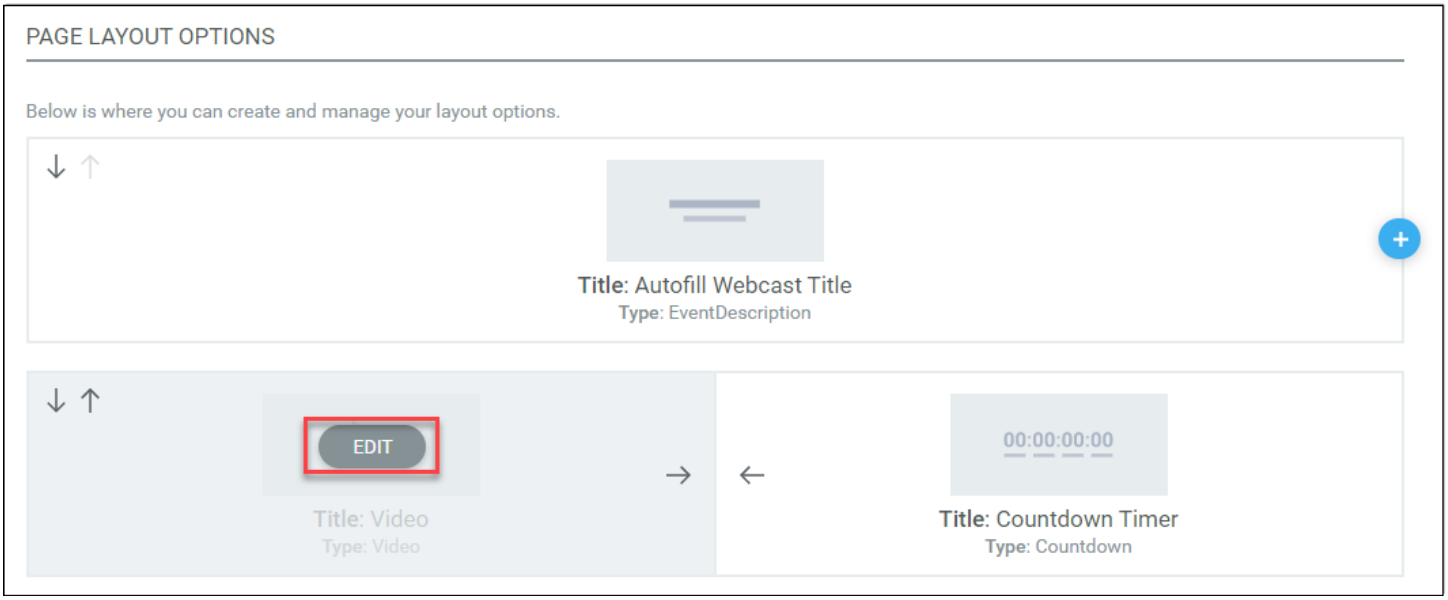
Editing a widget

Each of the individual widgets in the Pre Lobby and Post Lobby editors is arranged on the page in rows. There is no limit to the number of rows that can be created, and there can be either one (1) or two (2) widgets per row.

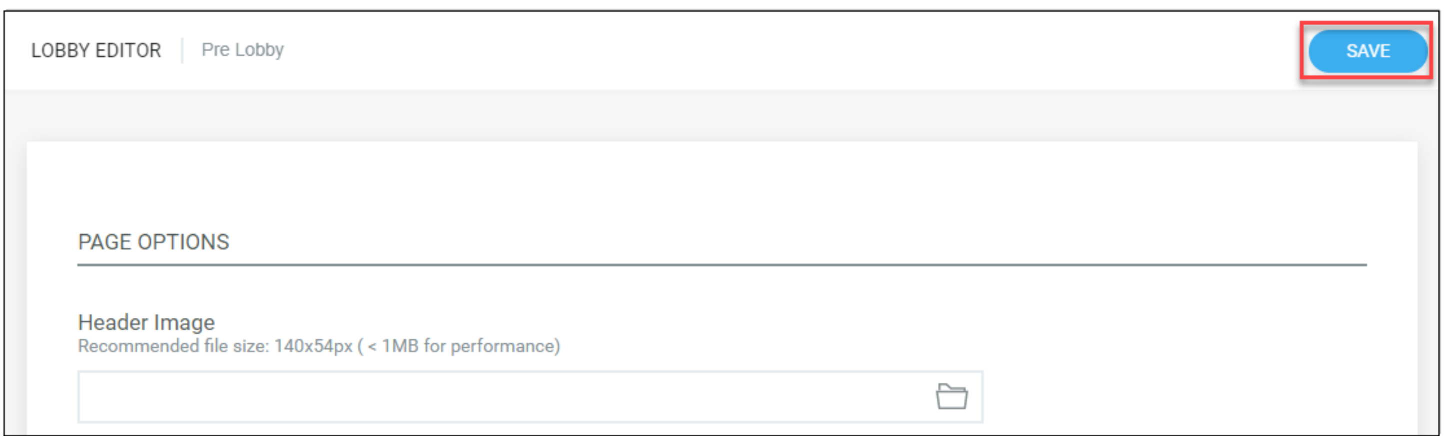


Follow the steps below to edit individual widgets. The steps below apply to both the Pre Lobby and Post Lobby editors.

1. Hover over the widget to activate its Edit button.



2. Click **Edit** and update the widget as applicable, then click **Apply**.
   Notes:
   - **Reminder:** To ensure all changes to the Lobby are applied, it is necessary to also click **Save** in the upper right-hand corner of the editor after any change is made.

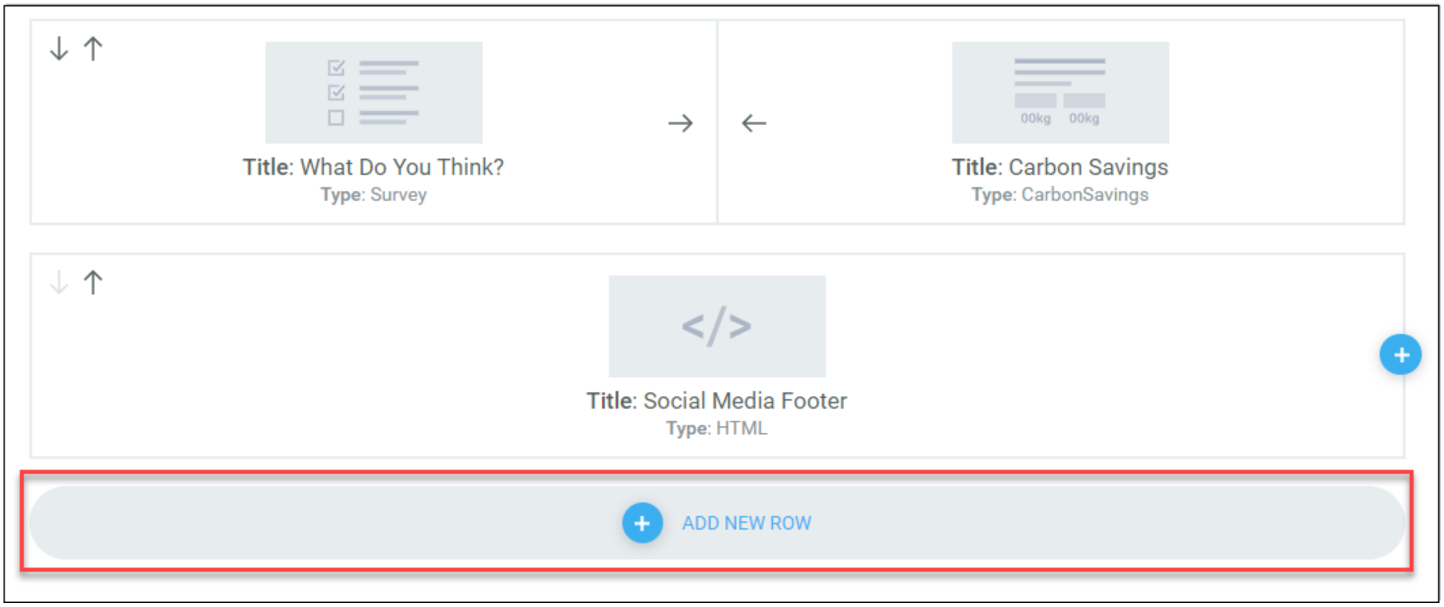


   - If an edit is no longer necessary, click **Cancel** to close the edit window without saving changes.
   - Whole rows may be moved up or down by using the arrows on the left. Two widgets within a row can be swapped left/right by using the arrows in the middle of the row.

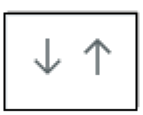
Add a Lobby row

There is no limit to the number of rows that may be added to a Lobby and there can be either one (1) or two (2) widgets added per row. Note, some widget options in the Select Type drop-down are a smart list. If certain widgets are already added to the current Lobby being edited, they will not show as an option in the list to add a second time. Follow the steps below to add a new row to a Lobby.

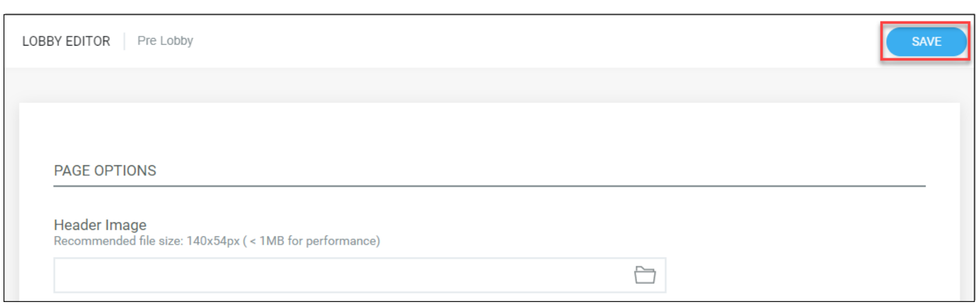
1. Scroll to the last row in the editor and select **Add New Row**.



2. In the window that appears, enter a widget title and select the applicable widget type. Selecting Display Title will make the widget title visible to attendees in the Lobby as a label at the top of that widget. Fill out any additional details as determined by the selected type.
3. Click **Apply** when complete. The row will be added to the bottom of the Lobby editor page and the row may then be moved up and placed where preferred using the up and down arrows in the upper left-hand corner of the row.



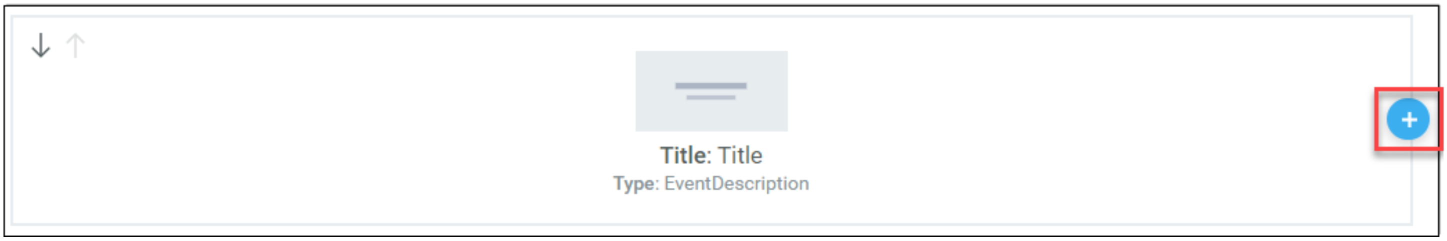
Note: If the new row is no longer necessary, click **Delete** in the individual widget editor window. **Reminder:** To ensure all changes to the Lobby are applied, it is necessary to also click **Save** in the upper right-hand corner of the editor after any change is made.



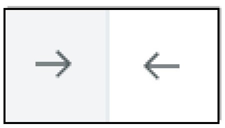
Add a second widget to a Lobby row

Follow the steps below to add a second widget to a Lobby row.

1. Click the Add a Widget (plus (+)) icon on the right-hand side of the row.

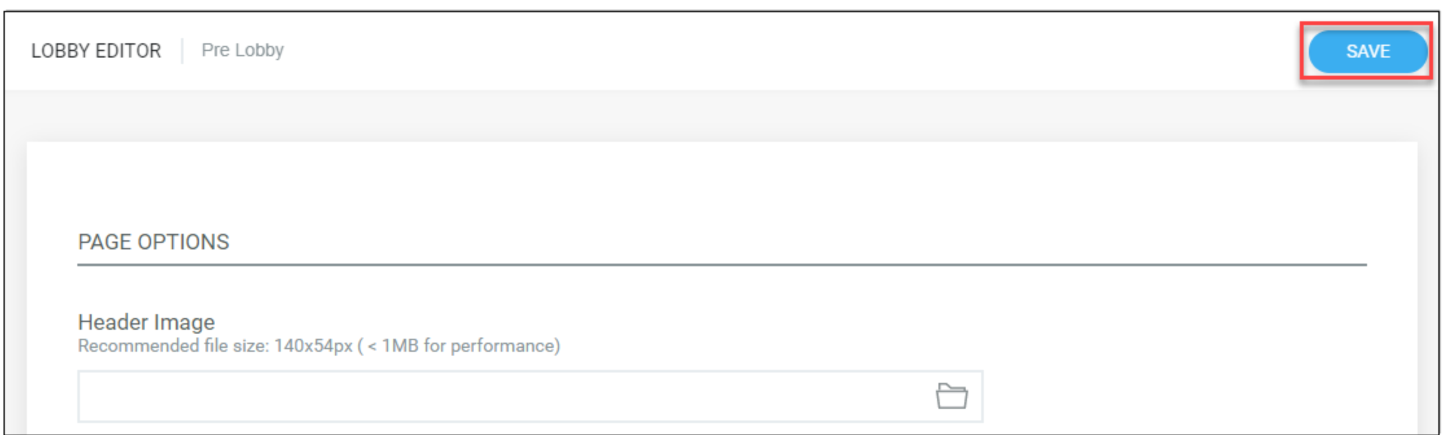


2. In the Title field, enter the name of the widget, select the applicable widget type, and fill out any additional/required information. Selecting Display Title will make the widget title visible to attendees in the Lobby as a label at the top of that widget.
3. Click **Apply**.
4. The widget's position within the row may be swapped with the one next to it by using the left/right arrows.



Notes:

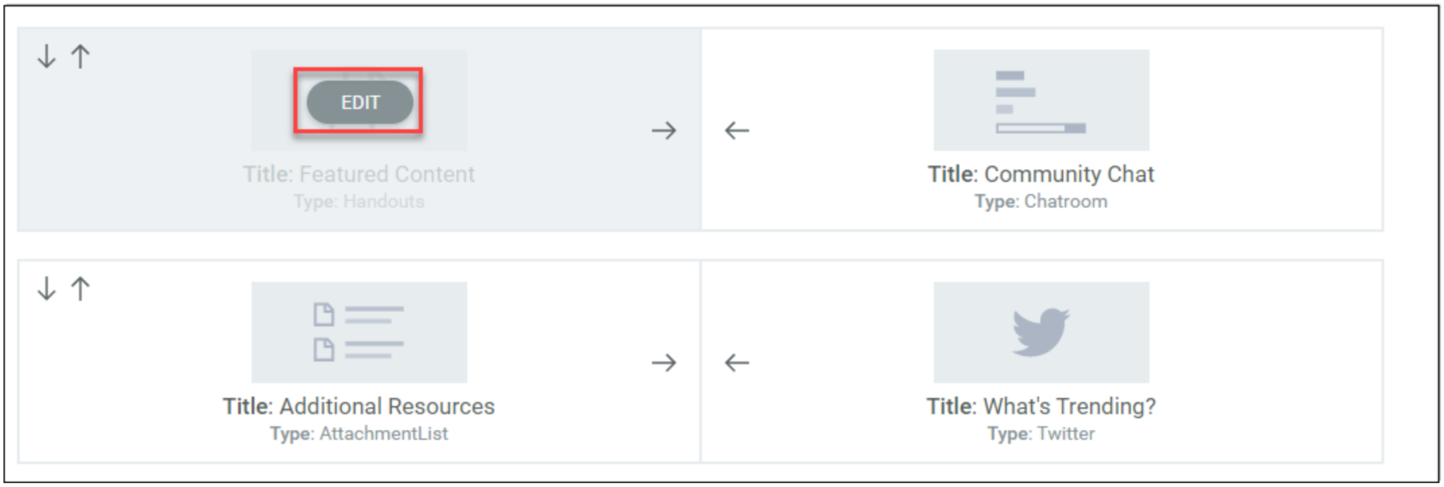
- If the new widget is no longer necessary, click **Delete** in the individual widget editor window.
- **Reminder:** To ensure all changes to the Lobby are applied, it is necessary to also click **Save** in the upper right-hand corner of the editor after any change is made.



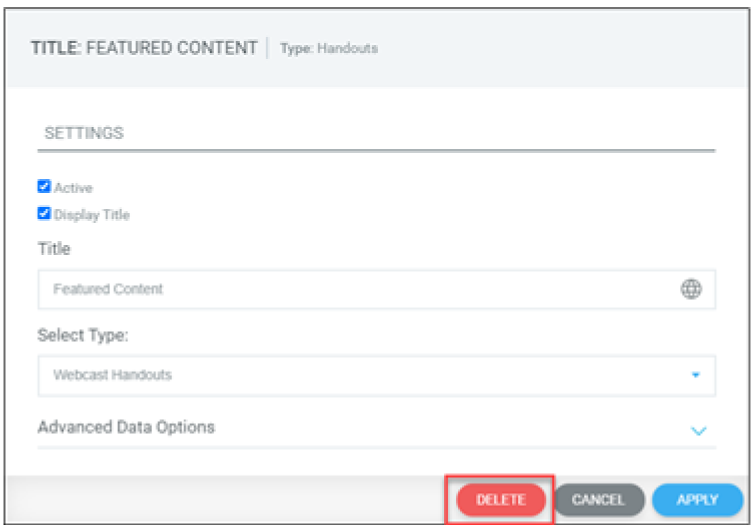
Deleting a widget from a row

Follow the steps below to delete an already created widget.

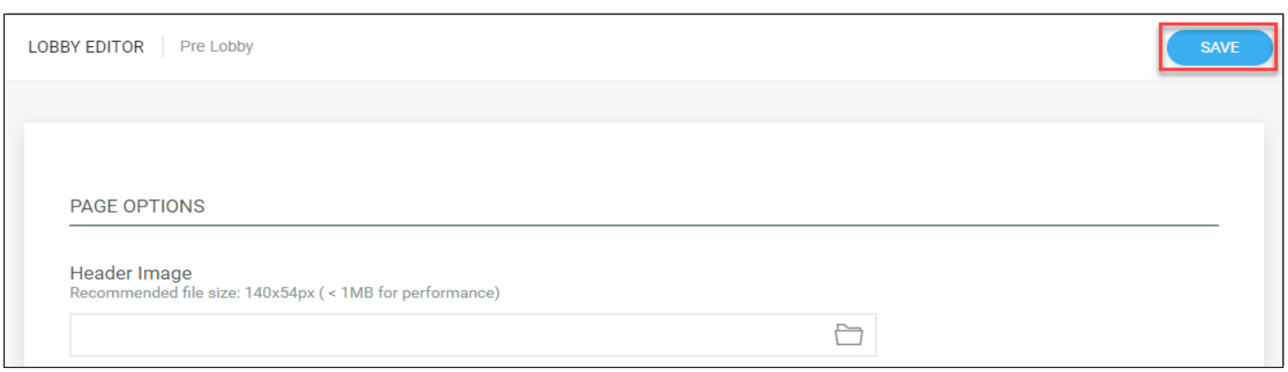
1. Hover over the widget to activate the Edit button and click **Edit**.



2. Select **Delete**.



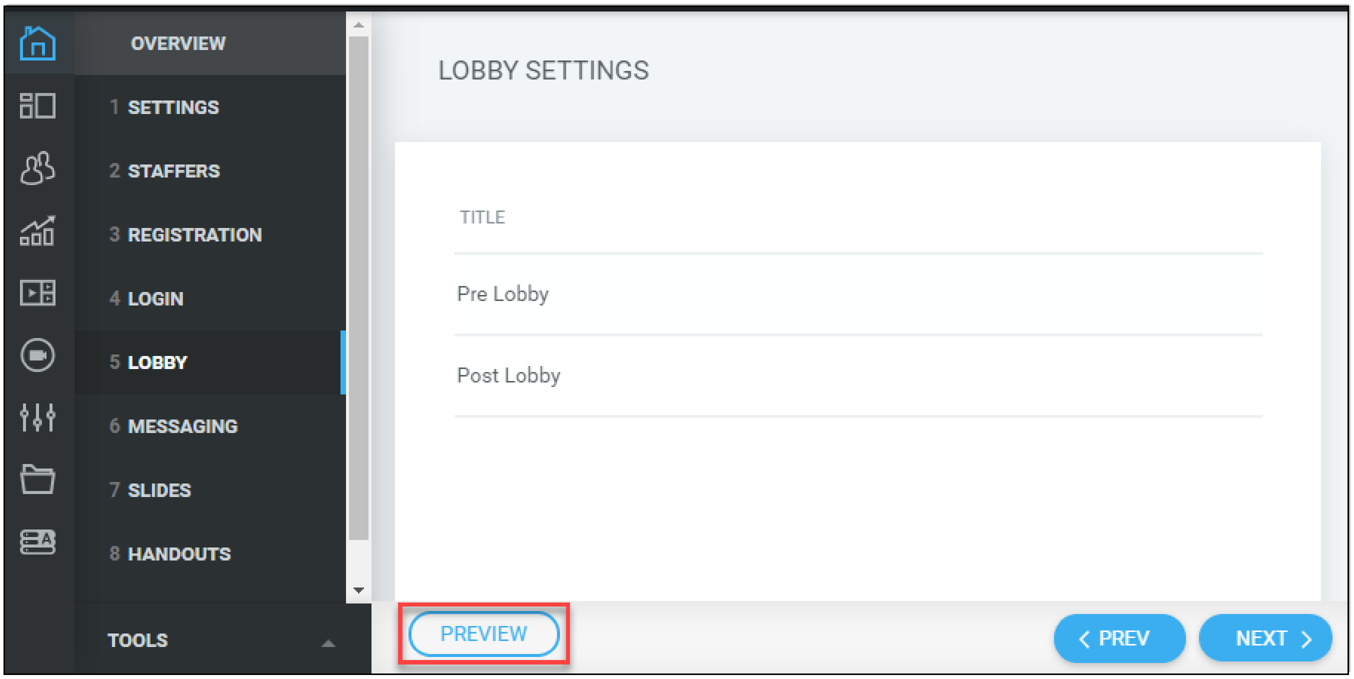
Reminder: To ensure all changes to the Lobby are applied, it is necessary to also click **Save** in the upper right-hand corner of the editor after clicking **Delete**.



Previewing a Lobby

After configuring, both Lobbies may be reviewed. Follow the steps below to preview the Lobbies.

1. In the Lobby navigation tab within the admin, click the **Preview** button. This will display the Pre Lobby in a new tab/browser.



2. To preview either the Pre or Post Lobby, click on the menu icon in the upper right-hand corner of the screen and select the desired Lobby. To exit the preview mode, close the tab/browser.

Note: Demo Mode, when enabled, can allow someone who does not have admin access to preview the Pre Lobby and Post Lobby before distributing links to attendees. This option is unselected by default and does not need to be enabled to preview the Pre and Post Lobby from within the Lobby navigation tab in the admin, using the Preview button.

When Demo Mode is enabled, the same menu icon that allows users to jump between previewing the Pre and Post Lobby will be available on the standard attendee view as well. Please be mindful that Demo Mode needs to be disabled again before links are distributed to attendees.

Metrics and Reporting

A webcast created from a Lobby Experience template will also have Lobby-specific reports available in the data portal. In addition to the metrics provided within the webcast reports for Q&A and Webcast Handouts widgets in the Pre or Post Lobby, these metrics are also available:

- **Lobby Attendance** - Total visits for a unique user, per Pre and Post Lobby. Columns for this report include:
    - **Name:** The Name field reflects the first and last name inputted by the user during registration.
    - **Email Address:** The Email field reflects the email address inputted by the user during registration.
    - **Company Name:** If the registration page includes a company field, the company name inputted by the user will appear here. If the registration page does not have a company field, this column will be blank.
    - **Lobby Visit Count:** The Lobby Visit Count tallies how many times a user accessed the Pre or Post Lobby pages.
    - **Time in Lobby:** The Time In Lobby field reflects the cumulative time of how long a user visited the Pre or Post Lobby pages.
    - **Date First Accessed:** The Date First Accessed column reflects the date and time the user accessed the Pre or Post Lobby pages for the first time.
    - **Date Last Accessed:** The Date Last Accessed column reflects the user's most recent visit, showing the date and time that the user last accessed the Pre or Post Lobby pages at the time the report is pulled.

- **Lobby Attachments** - Total views by a unique user, per document/URL, per Pre and Post Lobby. Columns for this report include:
    - **Name:** The Name field reflects the first and last name inputted by the user during registration.
    - **Email Address:** The Email field reflects the email address inputted by the user during registration.
    - **Company Name:** If the registration page includes a company field, the company name inputted by the user will appear here. If the registration page does not have a company field, this column will be blank.
    - **Document/Link Title:** The Document/Link Title field reflects the attachment title inputted when the document or link was created within the Lobby widget.
    - **Document/Link View Count:** The Document/Link View count tallies how many times a user accessed a document or link from within the Lobby widget.

- **Lobby Group Chats** - Total number of posts, number of unique viewers, and chat content, per Pre and Post Lobby. Columns for this report include:
  - **Type:** The Type column reflects where the chat is located in the overall user experience. A Pre or Post Lobby chat will appear as a Space. A chat panel inside of the webcast will be labeled as a Presentation.
  - **Title:** The Title column reflects where the chat is located and also the Group Chat title.
  - **Description:** The Description column reflects the title of the Pre or Post Lobby Group Chat widget or presentation group chat.
  - **Posts:** The Posts column displays how many chat posts have been submitted to each Group Chat.
    - To view the transcript for a specific chat location, select the magnifying glass icon next to the number of posts. A new tab will launch that lists the name, email, and company name (if available) for each user that engaged in the chat, along with the date and time the chat was inputted and the contents of the chat message.
  - **Unique Views:** The Unique Views column displays how many users have visited a Group Chat.

- **Lobby Surveys** - Total number of submissions, and responses per user, per survey. Clicking the desired survey title, then the number of Total Responses will open a new tab with users' responses to the selected survey. Columns for this report include:
  - **Name:** The Name field reflects the first and last name inputted by the user during registration.
  - **Email Address:** The Email field reflects the email address inputted by the user during registration.
  - **Company Name:** If the registration page includes a company field, the company name inputted by the user will appear here. If your registration page does not have a company field, this column will be blank.
  - **Question Responded To:** The Questions Responded To field reflects the individual questions within the selected survey.
  - **Response:** The Response field reflects the users' responses per row for the selected survey
  - **Response Date/Time:** The Response Date/Time field reflects the date and time the user submitted the selected survey.

Note: If you would like to download a copy of any of these reports, select the CSV, XLS, XML, or Export options at the top of the screen. Once downloaded, the data can be sorted and filtered further as needed.

All available widgets

Widget Type & Suggested Label	Availability	Description
Webcast Title ***No widget label***	Pre & Post Lobby	The title of the webcast associated with this Lobby will automatically populate.
Video ***No widget label***	Pre & Post Lobby	Play a short welcome clip or a longer video, with configurable options to automatically play upon login and mute/unmute audio by default.
Countdown Timer ***No widget label***	Pre Lobby Only	Display the days, hours, minutes, and seconds until the start time of the webcast, with different button states along the way.
Webcast Abstract ***"About"***	Pre & Post Lobby	Automatically populate the summary or overview added as the Abstract to the webcast associated with this Lobby.
Webcast Speakers ***"Speakers"***	Pre & Post Lobby	Automatically populate any presenter bios, photos, titles, and company name details added as Speakers to the webcast associated with this Lobby.
Q&A ***"Ask The Experts"***	Pre Lobby Only	Available options: • Collect questions behind the scenes, and access them via the same Q&A report pulled for questions submitted within the webcast. • Collect questions and also choose to moderate and publish individual submissions with corresponding answers. Published items appear in the Pre Lobby widget and the Q&A panel within the webcast.
Webcast Handouts ***"Featured Content"***	Pre & Post Lobby	Automatically populate all documents and links added as Handouts to the webcast associated with this Lobby.
Lobby Attachments ***"Additional Resources"***	Pre & Post Lobby	Share additional resources within the Lobby that are supplemental to, but different from, the documents and links added as Handouts to the webcast.
Group Chat ***"Community Chat"***	Pre & Post Lobby	Engage with and encourage interaction between users leading up to the webcast and/or continue the discussion after the webcast has concluded. Reporting includes full transcripts and individual comments can be deleted from the Lobby view if moderation is necessary.
Twitter Timeline ***"What's Trending?"***	Pre & Post Lobby	Get a real-time feed of tweets from a specific Twitter account/handle. (Does not support hashtag feeds.)

Image/Sponsor Logo ***No widget label***	Pre & Post Lobby	Include a sponsor image or additional branding and graphics that can link out to an external URL.
Carbon Savings ***"Carbon Savings"***	Pre & Post Lobby	Showcase the CO_2 savings achieved by users attending virtually, as compared to traveling to an in-person event. Attendees will be prompted to share their location if they would like to be included in the calculation.
Mini Survey ***"What Do You Think?"***	Pre & Post Lobby	Collect insights and feedback with a survey that appears in line with the other Lobby widgets and can still contain multiple questions, selection options, and open text fields.
Modal Survey ***No widget label***	Post Lobby Only	Draw attention to a larger survey within the post-webcast Lobby, that overlays the rest of the widgets until submitted or manually closed.
Explore Webcasts ***"Explore More"***	Post Lobby Only	Highlight other popular upcoming and on-demand webcasts that users may be interested in exploring next. Webcasts must exist within the same tenant. Clicking each webcast will open a new tab/window to that webcast's registration page.
Social Media Footer ***No widget label***	Pre & Post Lobby	Configure Social Media icons to point to relevant LinkedIn, Twitter, and Facebook accounts or pages. Additional icons are available by request.