

ESMO 2021

Satellite Symposium and Live Q&A Streaming Manual



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16-21 SEPTEMBER 2021

The ESMO Congress is the most influential oncology platform designed in Europe for clinicians, researchers, patient advocates, journalists and healthcare industry representatives from all over the world.

CONGRESS DATES

Official Programme

16 September 2021
17-21 September 2021

Educational programme and e-Posters
Scientific programme and other sessions

ESMO Colloquia & Industry Satellite Symposia

17-21 September 2021

Virtual Exhibition

16-21 September 2021

EONS14

22 September 2021

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CONTACTS

M Events Cross Media GmbH has been appointed as the virtual platform supplier for the ESMO Congress 2021 and will be the official virtual pre-recorded satellite symposia webcast provider.

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1 SATELLITE SYMPOSIUM AND LIVE Q&A STREAMING

Each satellite symposium slot can include at the end a Live Q&A within the allocated 90 minutes slot, where speakers and/or chairs discuss the session content in a live stream and delegates can send in questions via the Q&A chat.

IMPORTANT INFORMATION:

- There is a timeframe (15 minutes) prior to the Satellite Symposium streaming start where speakers, chairs and moderators can access the live session interface and start getting comfortable with the platform/tool; no additional time will be provided
- Companies must respect the assigned timeslot
- The session will be available live only in the pre-scheduled timeframe
- The session can contain some slides or videos if required, followed by the discussion
- Q&A chat is optional and should be confirmed to ESMO (satellites@esmo.org) by **19 July 2021** via the dedicated [Satellite Symposia Services Order Form](#)
- The live stream will run through M Events platform: the live session interface. Faculty and company administrators, who will join the Satellite Symposium live stream (incl. Live Q&A), will access the platform with dedicated links (no need to be registered to the ESMO Congress 2021 to access the live session interface). Please find below all the technical requirements for accessing the live session interface. Please note that the access for company administrators is limited to a maximum of two people per symposium
- The M Events team will provide technical support during the satellite symposium and live Q&A streaming phase
- Companies may request the recording file of the Live Q&A to M Events. The result of the recording will be one .mp4 file. Upon request the webcast of the Live Q&A will be bolted on to the satellite symposium recording available in the dedicated virtual space within 48 hours (prior company's approval)
 - Both services need to be confirmed to satellites@esmo.org by **19 July 2021** by filling the [Satellite Symposia Services Order Form](#)

1.1 What is included in the Live Q&A service

- Live session (duration depending on the approved satellite symposium programme)
- Live Q&A rehearsal (for company administrator and for Faculty)
- Technical support
- [Q&A Chat function](#)

| OPTIONAL (NO EXTRA COST) | EXTRA (AT OWN EXPENSE) |
|--|---|
| <ul style="list-style-type: none"> • Different view setups, only one can be chosen: <ul style="list-style-type: none"> ◦ Grid View ◦ Presentation + Grid View* ◦ Video + Grid View <p>*A custom background design can be added (full HD picture – 16:9 – in picture background)</p> <ul style="list-style-type: none"> • Up to 1-hour Live Q&A rehearsal/briefing • Recording of the Live Q&A (.mp4 file) | <ul style="list-style-type: none"> • Evaluation • Lead retrieval • Polling |



Submit your [Satellite Symposia Services Order Form](#) to satellites@esmo.org by **19 July 2021** to confirm your set-up preferences and any extra service you may require

1.2 Satellite Symposium and Live Q&A process

Please find below the procedure step by step for the Satellite Symposium and Live Q&A streaming process.

| STEPS | DEADLINES | MORE INFO |
|-------|---|---|
| 1 | 19 July 2021 | Live Q&A Set-up Preferences |
| 2 | | Satellite Symposia Services Order Form |
| 3 | 1 September 2021 | Live Q&A rehearsal |
| 4 | 8 September 2021 | Live Q&A Set-up Preferences |
| 5 | 10 September 2021 | Q&A Chat function |
| 6 | | Attend the Satellite Symposium and the Live Q&A |
| 7 | 15 minutes before the Satellite Symposium streaming start | Attend the Satellite Symposium and the Live Q&A |

2 LIVE Q&A SET-UP PREFERENCES

2.1 Live Q&A view set-up and required material

One of the following set-ups needs to be required:

- Grid View (*discussion*)
- Presentation + Grid View (*discussion with a presentation slot*)
- Video + Grid View (*discussion with a video slot*)



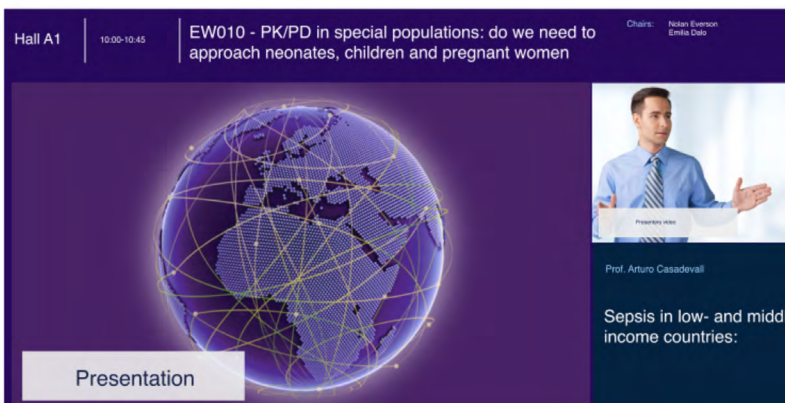
Please confirm the preferred Live Q&A view set-up by submitting the [Satellite Symposia Services Order Form](#) to satellites@esmo.org by 19 July 2021

2.1.1 Grid View



- The panel discussion will be shown in full screen
- While the panel discussion is running, the grid view will be displayed

2.1.2 Presentation + Grid view



- The presentation needs to be assigned to one speaker/chair only; his/her personal data will be shared under the video stream. The presenter data (title, first and last name) should be confirmed on the [Satellite Symposia Services Order Form](#) and submitted to satellites@esmo.org by **19 July 2021**
- Please provide M Events (industry@esmo.org) with your Live Q&A timeline by **19 July 2021**, so that the technician knows when the presentation should run. Kindly note that once the slides are running, the view cannot switch back and forth from one slide to the grid view and then back to the next slide. The presentation needs to be over and then the system can switch into the grid view
- The M Events technician will take care of the setup by switching into the agreed view
- While the presentation is running, the presentation view will be displayed

Required material

- The presentation file needs to be uploaded in the Session Upload section by **8 September 2021**; backend instructions will be available [here](#) soon
- File format required: Microsoft PowerPoint presentation in 16:9 format (.pptx extension)
- If desired, the custom background design needs to be sent by email to industry@esmo.org by **1 September 2021** as .jpg or .png file; if no background image is provided, a default design will be displayed

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

- Custom background requirements:
 - Full HD, 1920x1080 px (16:9)
 - Do not use the fixed content areas:
 - Where slides and speakers' video are
 - Where title, presentation data, chair data are shown
 - Where the “sepsis in low...” text is shown, since there the name of the speaker will be shown
- If the presentation contains videos, companies can embed them into the PowerPoint presentation; no links should be included in the PowerPoint since they cannot be clicked during the live presentation. If companies are using PowerPoint 2007 or an older version, please send the videos separately to industry@esmo.org, as they cannot be embedded in the presentation
- PowerPoint animations and transition are only possible with the “Fade” function; presentations attached to emails cannot be processed

2.1.3 Video + Grid view



- While the video is running, the video view will be displayed full screen
- For the panel discussion, the technician will switch into the grid view (see above)
- Please provide M Events (industry@esmo.org) with your Live Q&A timeline by **19 July 2021**, so that the technician knows when the video should run

Required material

- The video needs to be uploaded in the Session Upload section by 8 September 2021; backend instructions will be available [here](#) soon
- File format required: 16:9, .mp4 format

2.2 Speaker video signal

If any speaker does not want to be video recorded during the discussion, companies can collect speakers' profile pictures and share them with M Events (industry@esmo.org) by **1 September 2021**.

3 LIVE Q&A REHEARSAL

Live Q&A rehearsals will take place from 13-16 September 2021 and can be booked through a dedicated link (available in the first week of July). It is highly recommended that both Faculty and company administrators join the rehearsal in order to get familiar with the tool. The rehearsal session will not be recorded, however company administrators may take some screenshots (if necessary).

3.1 Live Q&A rehearsal included services

- Up to 60 minutes rehearsal/preview with speakers and company representatives
- General instructions and technical check of speakers' hardware
- Show the live session interface backend view for Speakers, Chairs and company administrators
- Check the Q&A Chat function, if required
- Check polling feature (if purchased)

3.2 How to attend the Live Q&A rehearsal

On 10 September 2021, companies will receive an email with the access links to join live session interface of their Satellite Symposium and Live Q&A. The same links need to be used to access the rehearsal.

IMPORTANT

M Events will send the access links overview to the company administrators so that they have a full overview in case of need. However, in order to guarantee a smooth process, M Events will send the personal link to each speaker/chair directly too (if the company does not want M Events to contact its speakers directly, please notify industry@esmo.org by **1 September 2021**).

4 SATELLITE SYMPOSIUM AND LIVE Q&A ATTENDANCE (LIVE SESSION INTERFACE)

IMPORTANT

Links to access the live session interface (backend) of the Satellite Symposium and Live Q&A are the same ones delivered for accessing the related rehearsal.

- All speakers and chairs should be present in front of their computers, incl. headset and/or microphone and join ideally also via video
- Two company administrators can have access to the live session interface of the Satellite Symposium

M Events will provide two types of links:

- 1) One link for each speaker, chair and company administrator
- 2) Link for the chat moderator page (to be used by the company administrator)

The live session interface will be accessible 15 minutes before the start of the Satellite Symposium, allowing guests (speakers and company administrators) some time to ask the technician questions about the process.

4.1 Live session interface access step by step

• OPEN THE PROVIDED LINK

The default browser will open a tab with this link showing the following window:

Join a meeting

Your Name

Dr. John Smith

Continue

Please type your name

Click on "Continue"

• SELECT THE DEVICES AND JOIN THE MEETING

Select devices

Microphone

Microphone 1

Preview

Camera

Camera 1

Speaker

Speaker 1

Test

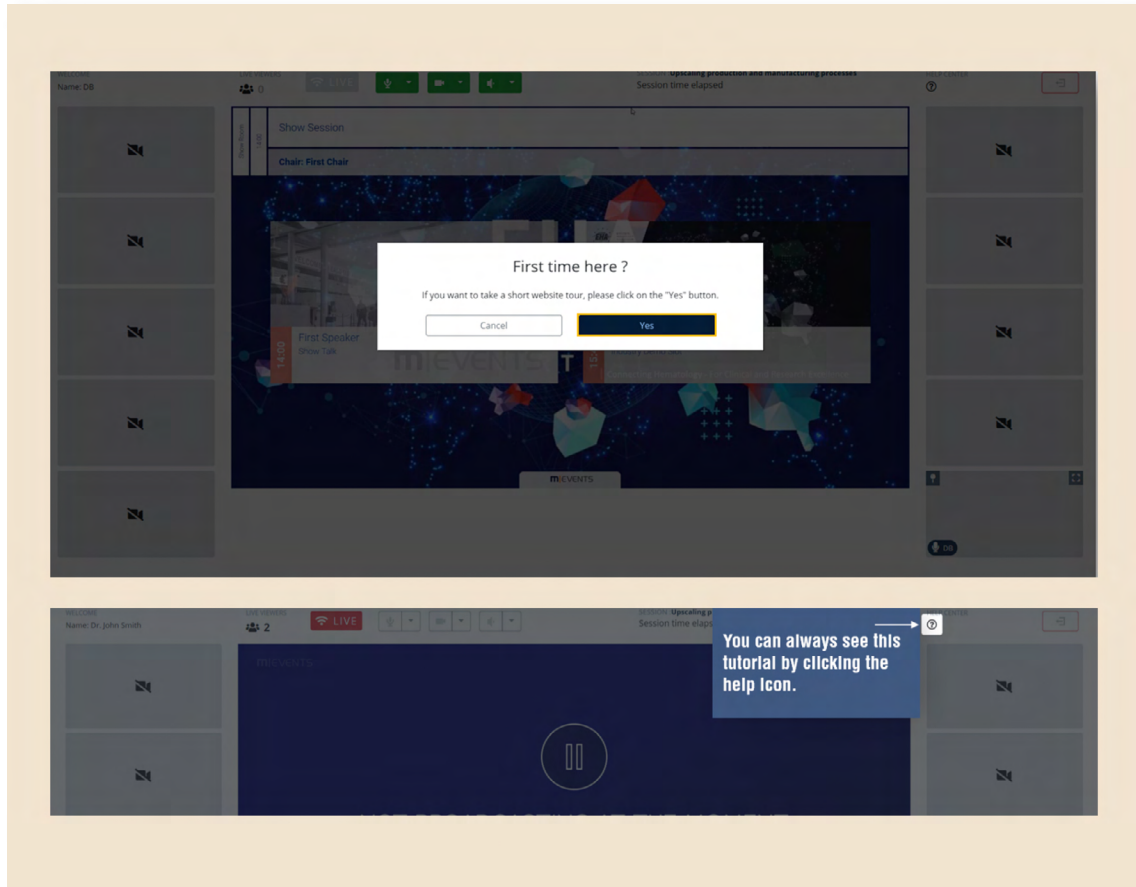
Join

Ready to join meeting Upscaling production and manufacturing processes as Dr. John Smith

Select your "Microphone" and "Camera"

Click on "Continue"

• FOLLOW THE GUIDED TOUR



• **SETTINGS OVERVIEW**

Microphone:
1. On/off*
2. Change device

Camera:
3. On/off*
4. Change device

Sound(speaker):
5. On/off
6. Change device

NOT BROADCASTING AT THE MOMENT
we will come back soon

***Important:** microphones shall be turned off when not speaking. Company administrators shall keep their camera switched off.

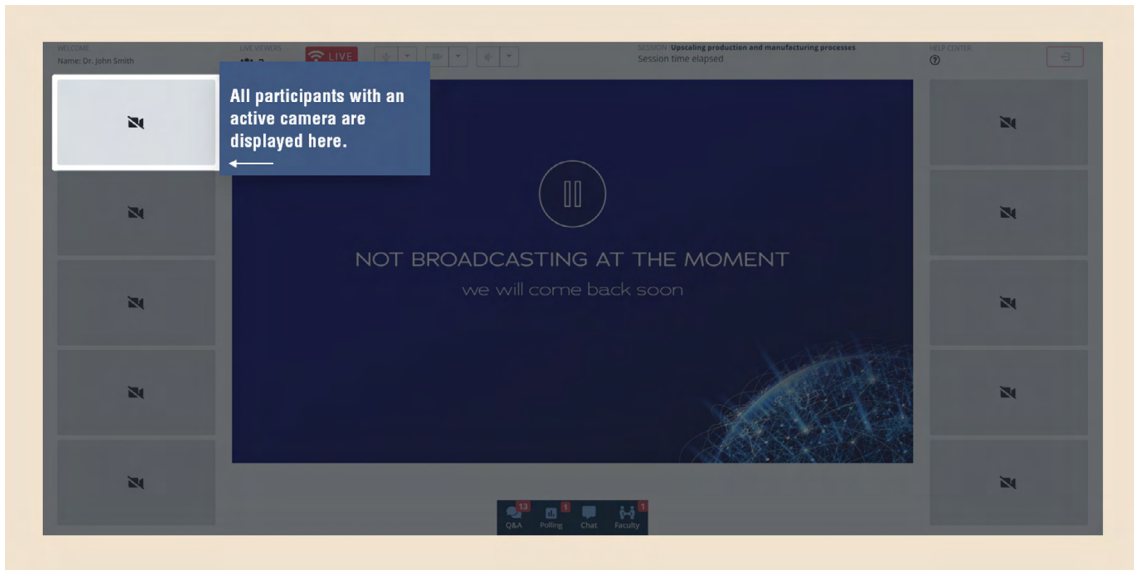
• **LIVE PRESENTATION (FOR PRESENTERS ONLY)**

Once you have been given control of the presentation, this icon will light up.

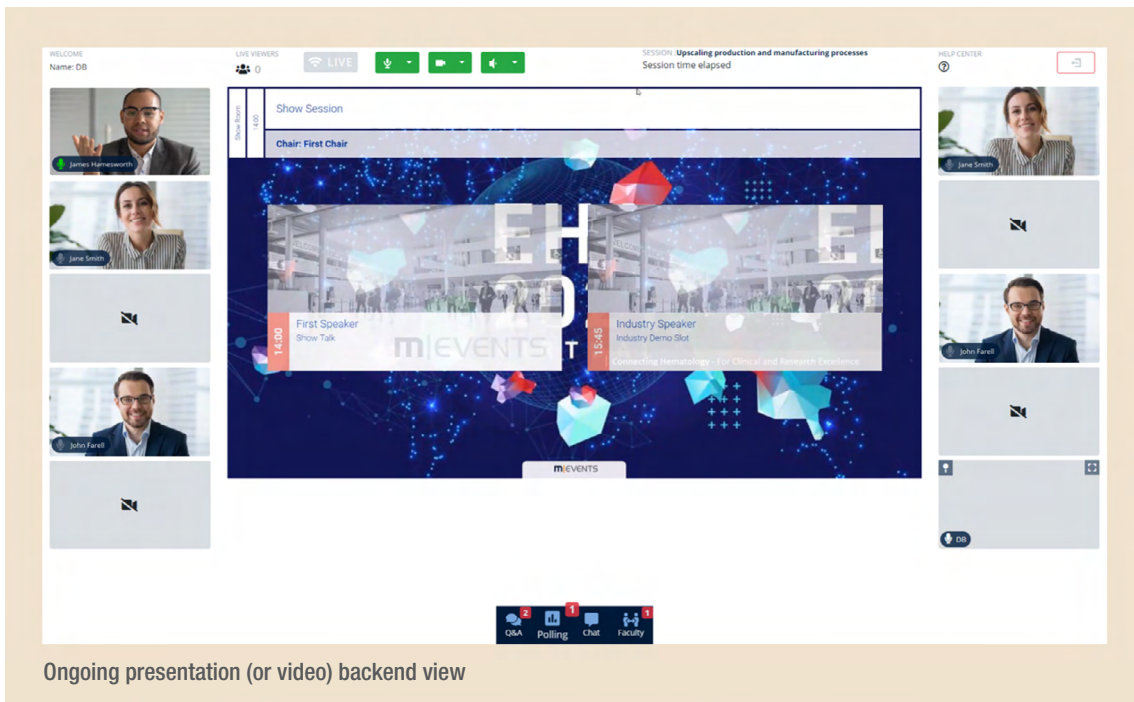
This applies only to presenters during Live Q&A. Companies need to confirm such presenters by **19 July 2021** to industry@esmo.org (only for presentation + grid view set-up).

Here you will see the currently running presentation and you can advance it if you have been given control.

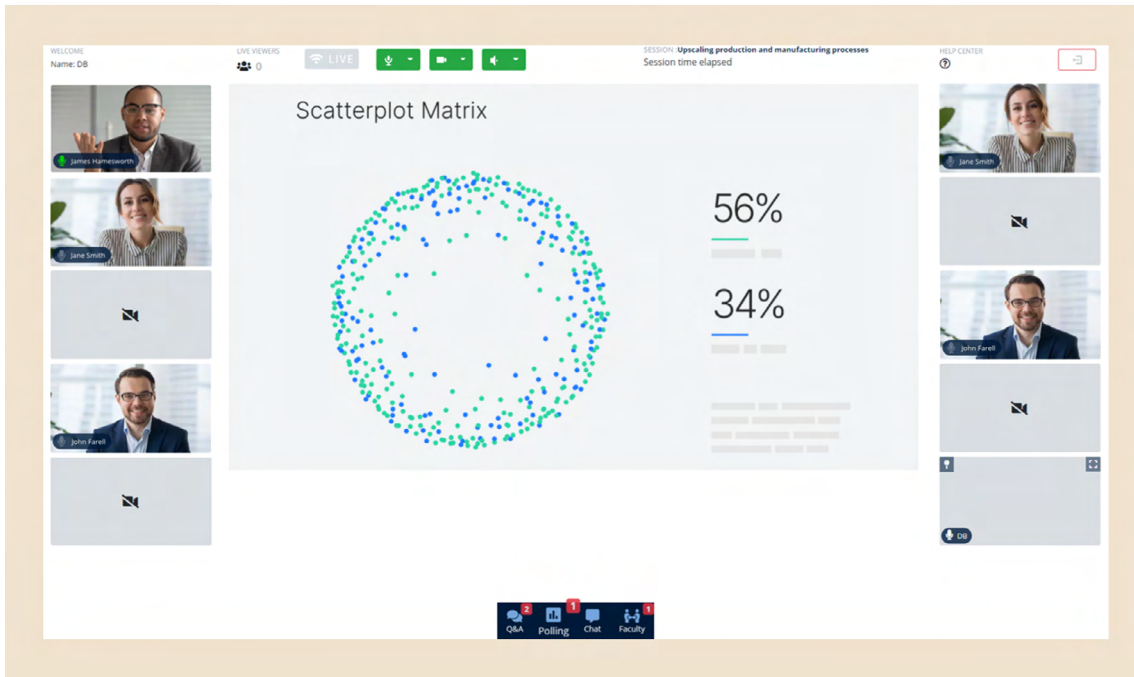
• PARTICIPATING SPEAKERS/CHAIRS



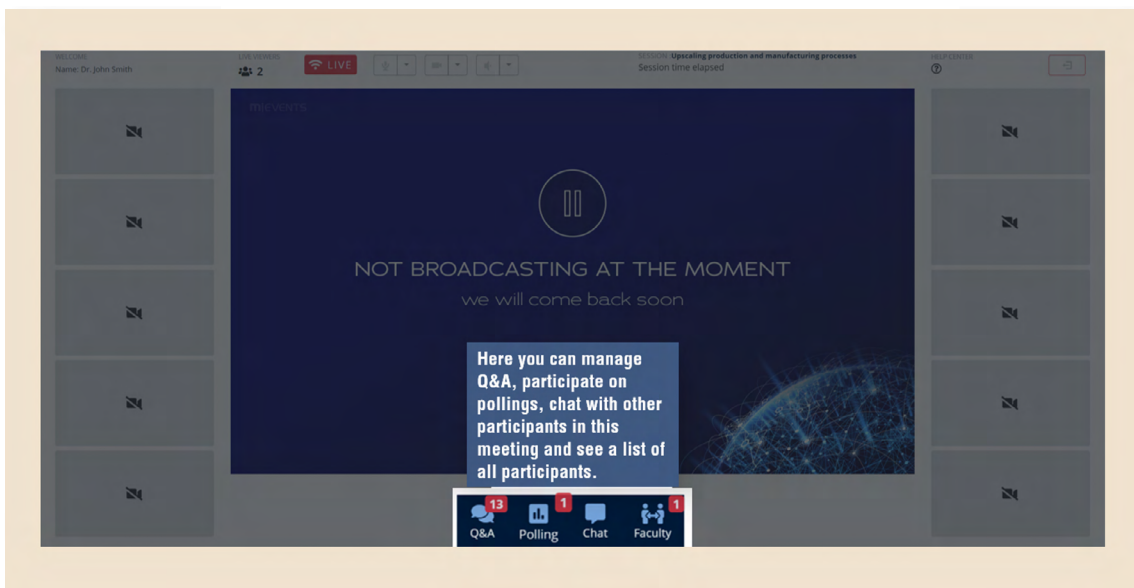
• FULL SESSION BACKEND VIEW (VIRTUAL STAGE)



Ongoing presentation (or video) backend view



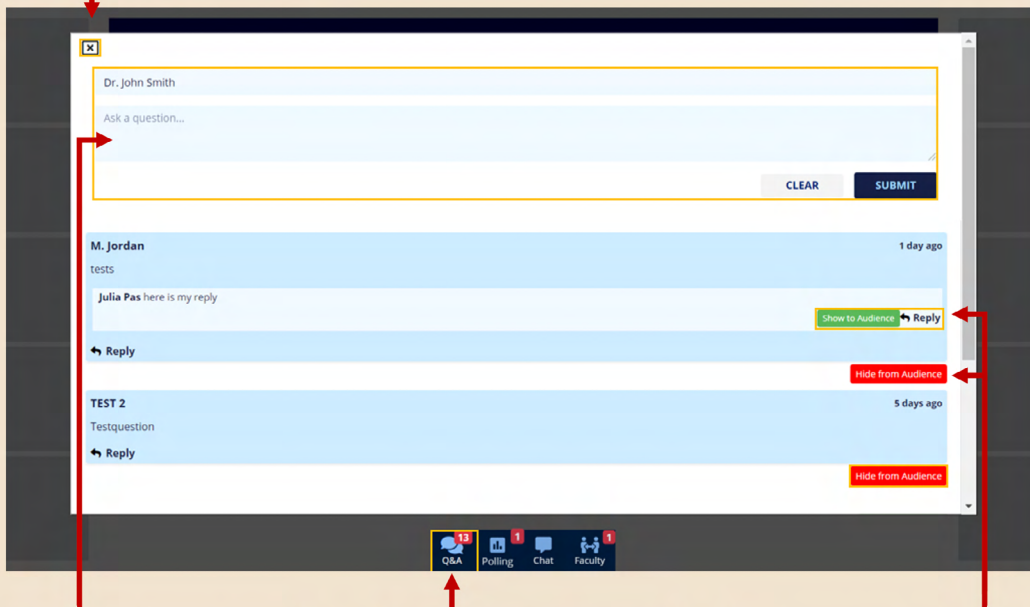
• FEATURES OVERVIEW



• Q&A CHAT FUNCTION

Speakers and Chairs may use this Q&A Chat to interact with the delegates. Company administrators may moderate the Q&A chat function via the moderator page (please refer to paragraph 5.2 for complete instructions).

4. Click on "x" to go back to the live stream



2. Here you can reply or ask a question and send it to the audience by clicking on "Submit"

1. By clicking on the "Q&A" symbol at the bottom of the session window, the Q&A window pops up

3. "Show to audience" and "Hide from audience" options

• POLLING

This feature is available only if the company purchased it. Complete instructions are available [here](#).

3. Click on “x” to go back to the live stream

Interactive Polling

Test

| | |
|-----------|--------|
| A. Test 1 | 66.67% |
| B. Test 2 | 33.33% |
| C. Test 3 | 0% |

Q&A 19 Polling 1 Chat Faculty 1

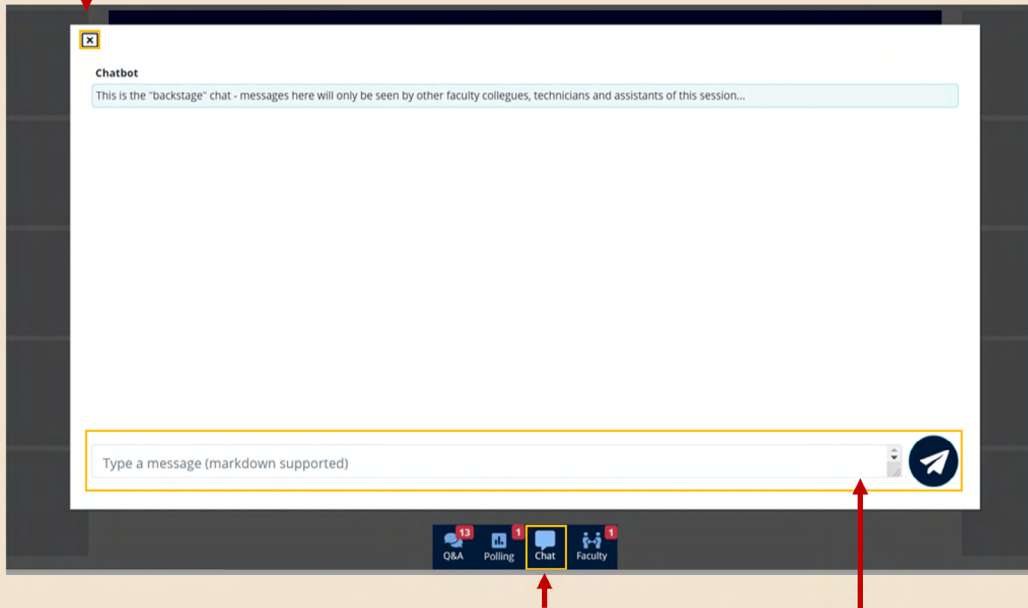
2. Here you can participate in pollings and see the results in real time

1. By clicking on the “Polling” symbol at the bottom of the session window, the polling window pops up

• (INTERNAL) CHAT

While the live session is running, speakers, chairs and company administrators can use an internal chat to communicate with each other and with the M Events technician.

3. Click on "x" to go back to the live stream



1. By clicking on the "Chat" symbol at the bottom of the session window, the chat box window pops up

2. Here you can chat with the other speakers/chairs, the company administrator and the technician involved in the current session; the chat is hidden from the audience

• FACULTY

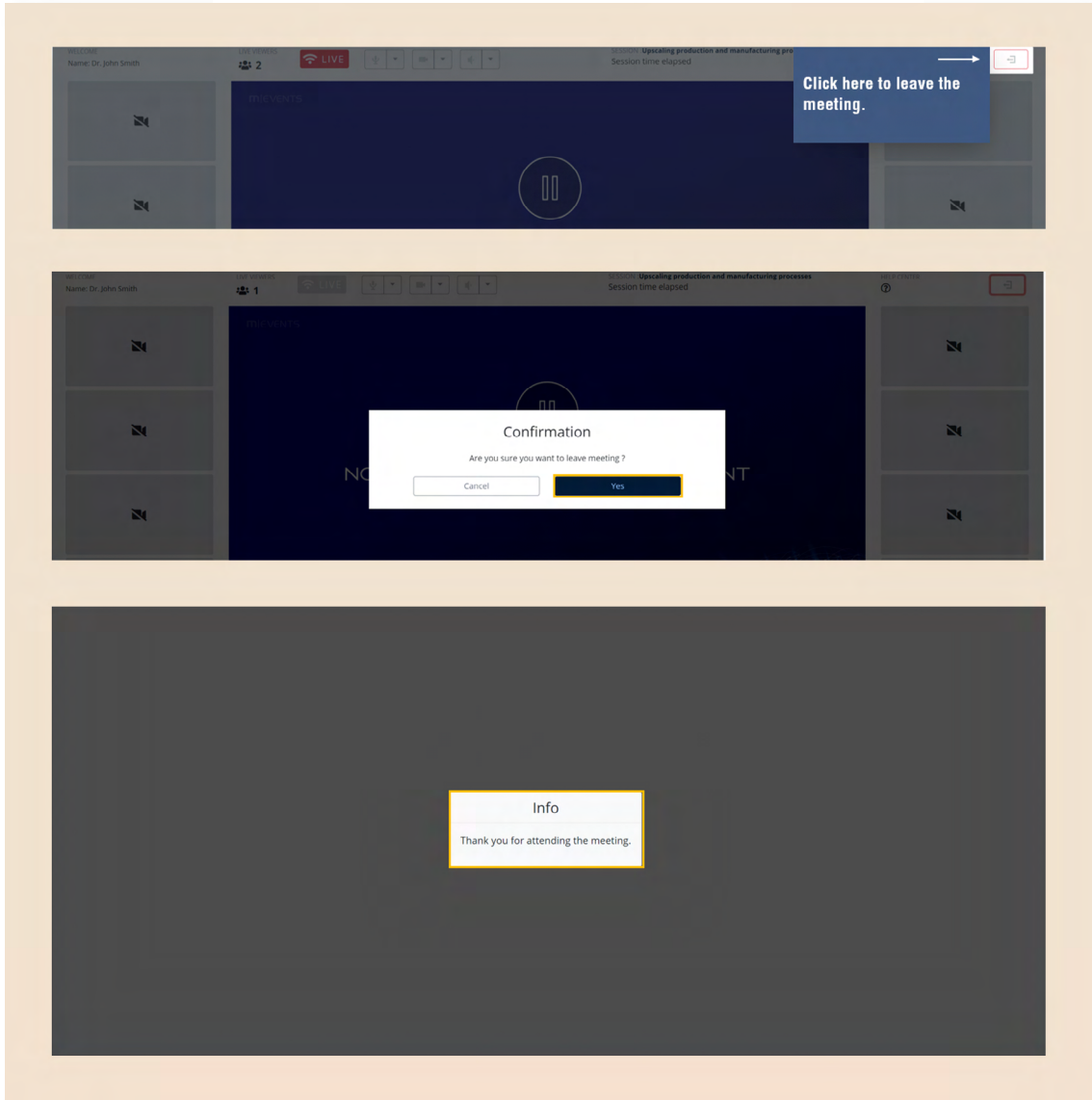
The screenshot shows a live stream interface with a 'Session participants' window and a bottom toolbar. The participants window lists: Falk Speaker (MUTED), Tamara (MUTED), (Me) DB, and Julia Pas (MUTED). The bottom toolbar includes icons for Q&A (13), Polling (1), Chat, and Faculty (1). Red arrows point from text boxes to the 'x' close button, the participants list, and the Faculty icon.

4. Click on "x" to go back to the live stream

2. Here you can see who else is participating as speaker/chair

1. By clicking on the "Faculty" symbol at the bottom of the session window, the Faculty window pops up

• LEAVE THE LIVE SESSION INTERFACE



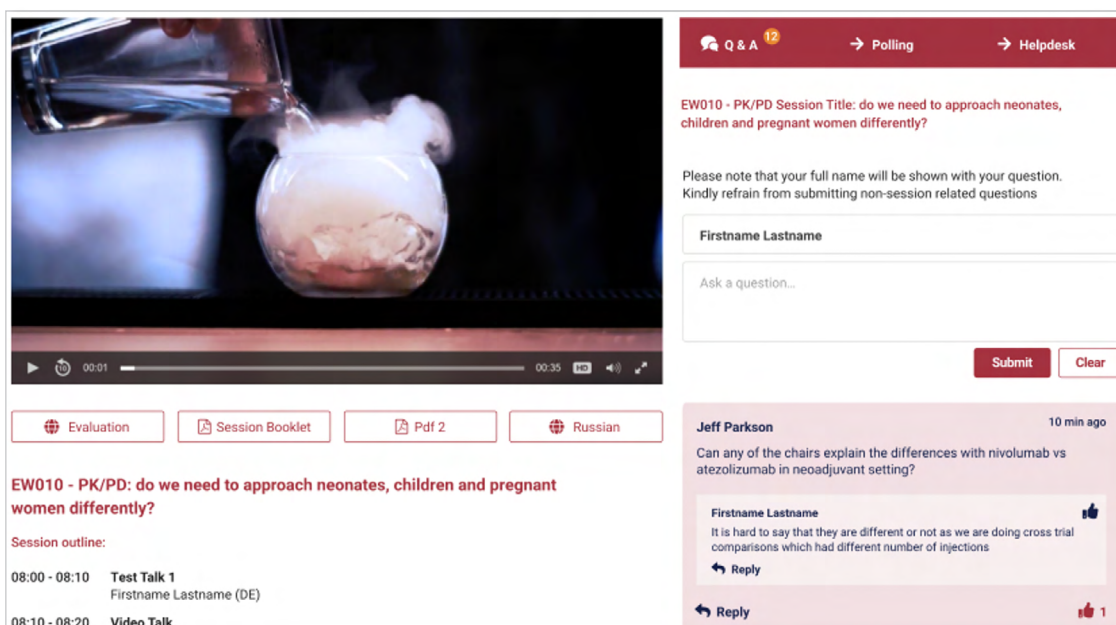
5 Q&A CHAT FUNCTION

The ESMO Congress 2021 attendees can send questions via the “Questions & Answers” chat function. Q&A chat is optional and should be confirmed to ESMO (satellites@esmo.org) by **19 July 2021** via the dedicated [Satellite Symposia Services Order Form](#).

- Available during the Satellite Symposium and Live Q&A streaming
- Comments can be managed (hide, answer) via the chat moderation page
- Speakers are free to discuss any topic or choose to discuss the topic raised by comments (please refer to the [dedicated paragraph](#) for the speakers' view)

5.1 Audience view

Participants will be able to ask questions (by typing in) using the chat box next to the streaming video.



The screenshot displays the audience view of the Q&A chat function. On the left, a video player shows a close-up of a glass being poured into a small, round, bubbling container. Below the video are navigation buttons for 'Evaluation', 'Session Booklet', 'Pdf 2', and 'Russian'. The session title is 'EW010 - PK/PD: do we need to approach neonates, children and pregnant women differently?'. The session outline includes a 'Test Talk 1' from 08:00 to 08:10 by 'Firstname Lastname (DE)' and a 'Video Talk' from 08:10 to 08:20. On the right, the chat interface features a 'Q & A' header with a notification badge for 12 questions, and options for 'Polling' and 'Helpdesk'. A note states: 'Please note that your full name will be shown with your question. Kindly refrain from submitting non-session related questions'. Below this is a form for 'Firstname Lastname' and 'Ask a question...'. A 'Submit' button is present. A question from 'Jeff Parkson' (10 min ago) asks: 'Can any of the chairs explain the differences with nivolumab vs atezolizumab in neoadjuvant setting?'. The answer from 'Firstname Lastname' states: 'It is hard to say that they are different or not as we are doing cross trial comparisons which had different number of injections'. There is a 'Reply' button and a thumbs-up icon with the number '1'.

*Indicative example, all visuals/graphics of this document are subject to change according to the ESMO 2021 design.

5.2 Moderation (company administrators)

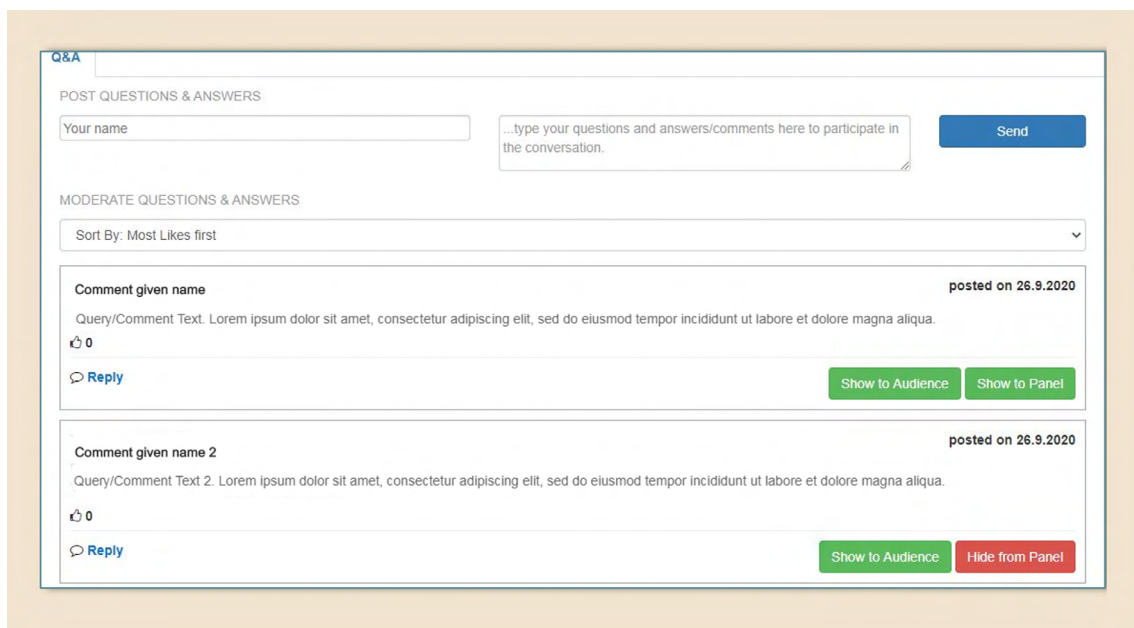
IMPORTANT

Each company will receive a dedicated link to access the Q&A chat moderation page.
It is highly recommended to have one dedicated user moderating the queries sent by the audience.

Although, companies can use the same link in multiple pages on the same or different browsers, it is recommended to have only one person actively managing the queries. In case of need, a second user connected with the same link who will not take any action (the second user should avoid refreshes of the page and actions on comments) but can still see the actions and have an overview. Simultaneous actions made by multiple users can be lost due to the same access. In case of simultaneous multiple active users, we cannot guarantee proper saving or any recovery of unsaved data.

The Q&A chat moderation page (see images below) manages the queries visibility for the Audience and for the Faculty panel. **By default, all comments/queries coming from the audience are hidden from the Audience and the Faculty Panel.** Only the moderator can decide what to show and to whom.

• MODERATION PAGE OVERVIEW



• SHOW TO AUDIENCE

When clicked, the question will be shown to the Audience and to the Faculty Panel.
This action can be reverted by clicking on *Hide from Audience*.

The screenshot shows a white question card with a light gray border. At the top right, it says "posted on 26.9.2020". Below that is a line of placeholder text: "d tempor incididunt ut labore et dolore magna aliqua.". At the bottom of the card, there are two green buttons with white text: "Show to Audience" and "Show to Panel".

• SHOW TO FACULTY

When clicked, the question will be displayed only in the Faculty Panel (i.e. still hidden from the Audience).
This action can be reverted by clicking on *Hide from Panel*.

The screenshot shows a comment form with a white background and a light gray border. At the top left, it says "Comment given name". At the top right, it says "posted on 26.9.2020". Below that is a line of placeholder text: "Query/Comment Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.". Below the text is a small icon of a speech bubble and a "0". Below that is a "Reply" button with a speech bubble icon. At the bottom right, there are two green buttons with white text: "Show to Audience" and "Show to Panel".

• REPLY

If needed, the chat moderator can enter his/her name and type the answer or post a new question to the Audience.

The screenshot shows a chat input form with a white background and a light gray border. At the top right, there are two buttons: "Show to Audience" (green) and "Hide from Panel" (red). Below that is a section titled "POST QUESTIONS & ANSWERS". On the left, there is a text input field labeled "Your name". To the right of this field is a larger text area with the placeholder text "...type your questions and answers/comments here to participate in the conversation.". To the right of the text area is a blue "Send" button. Below this section, there is another similar section, but the text area is highlighted with an orange border.

6 TECHNICAL REQUIREMENTS FOR LIVE Q&A

Before starting, it is highly recommended that speakers/chairs/moderators have the e-mail with the access link ready and follow the instructions below.

6.1 Room

The choice of the live stream room has a significant impact on the audio quality of your presence within the live Q&A. If possible, a small and quite room is recommended. Please also make sure that you are not disturbed by background noises such as birds singing, etc.

- Choose a room with enough daylight, but make sure that you do not have direct sunlight in your back; it is best to position yourself with your face towards the window
- Position yourself against a neutral background
- It is best to position your laptop/webcam so that you are at eye level with the camera and can sit upright

6.2 Hardware

Use high-quality equipment wherever it is possible:

- A desktop computer or laptop
- A headset (a microphone can also be used)
- An integrated or external webcam (required for video recordings)

6.3 Software

The live stream will run through M Events platform.

Recommendations:

- The current Google Chrome browser needs to be installed ([Get it here](#)).

6.4 Internet connection

A LAN (cable) internet connection with at least 5mbit is recommended.

ESMO - European Society for Medical Oncology would like to thank all of our industry partners for their continued support at our congresses and we look forward to bring the best of the science together with you.

