Tips for Attending a Virtual Conference
- A Guide for Attendees -
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Thank You to our Sponsors!
Thank you for attending the AmericanHort DIG Conference! We are excited to be offering this online conference format to provide important information, best practices, and tools to help make our industry businesses stronger than ever. This guide is designed to help you, an attendee of the DIG Conference have a great online experience.

Virtual conferences present new challenges as an attendee. In this guide, we will share tips on how to get the most from your participation. From how to prepare before the event, getting the most out of live and on-demand education sessions, to strategies for networking and interacting with the industry. This guide concludes with the technology requirements to help avoid any potential hiccups.

“What I learned from that event is that the connections with whom you make an effort to create and nurture during that virtual experience become exponentially stronger when you do get the chance to meet in person at another event. Do not participate passively in the virtual conference — be active.”

– Virtual Trade Show Attendee

Helpful Tip

You can participate in the AmericanHort DIG Conference on a desktop, laptop, smartphone, or tablet. The optimal experience will be accessing the event from a desktop or laptop.
At the AmericanHort DIG Conference you can engage in education sessions, network in the chat, and attend networking events to connect with other conference attendees. Treat this virtual gathering as you would when attending an in-person event.

Mark **November 3-5, 2020** on your calendar. Carve out this time to attend and be focused on the experience. Check the [show schedule](#) and mark your calendar for the events you don’t want to miss.

### Things you Gain from a Virtual Conference

- Watch on-demand education at your convenience
- Anyone from around the world can sign up
- Learn from the best in the comfort of your own home or office
- You don’t have to choose between sessions because you can watch the recordings
- Talk with other attendees during presentations without interrupting the speaker by using the chat box
- Connect with speakers
- Meet interesting people in the networking lounge, at social gatherings, or by checking out who is logged in to the event platform

### Helpful Tip

Mark your calendar for **November 3-5** from **10:30 AM to 5 PM ET** to take advantage of all the events and networking opportunities available during **DIG**.
Minimize Distractions

When watching an online presentation, whether on-demand to fit your schedule or a live presentation at a scheduled time, it is tempting to multi-task. Doing other things while watching a session or participating in a networking event can distract you from fully engaging in the event and ensuring you get the most out of your DIG Conference experience.

Not only do you want to set aside the time on your calendar, you need to carve out the mental space to attend a virtual event. If you are not used to sitting at a computer all day, it can be mentally draining. Take breaks, stand up, stay hydrated and stretch to keep your blood flowing. This will help you stay alert as you learn new information and interact with exhibitors and other attendees.

Helpful Tip

To reduce interruptions while attending the conference, place a sign on your door or desk. Download one of our DIG Conference signs here.

Currently Attending the DIG Conference
Disease, Insect & Growth Regulators

Please Do Not Disturb
Entering the Event

To get started you need to log in to the virtual environment. When you register, you will receive an email with your login information and instructions. When you log in, you will arrive at the event lobby.

Use the navigation bar or wall icons in the lobby to find a room or booth you wish to visit. For example, enter the main stage by clicking on the “Main Stage” icon.
View **Education Sessions** through the **Main Stage** to access both **on-demand** and **live sessions**. Once the **DIG Conference** live activities (November 3-5) are complete, registered attendees can access the on-demand and recorded live sessions from this same virtual location until **December 31**.
Accessing Education Sessions

1. Click on the Education Sessions icon from the navigation bar or sign in the lobby.

2. Once in the Main Stage, click on either on-demand or live sessions to access the list of sessions available. A screen like this will pop up:

This shows a countdown timer to indicate how long before a session starts. The red “LIVE” indication below the blue video screen icon indicates the live session is currently taking place.

3. Click on the session of your choice and you will be entered into the Zoom room for the session. You can also save the session to your briefcase.
On-Demand Sessions

Nearly a dozen on-demand education sessions will be available starting at 9 AM, ET on November 3. **On-demand sessions** are pre-recorded so you can watch them at your convenience. Click on the on-demand session screen in the Main Stage to view a list of available sessions. You can click to watch the on-demand session, or you can save it to your briefcase to watch later.

Live Sessions

**Live education sessions** will be presented each day on important topics in diseases, insect and mite pests, plant growth regulators, and hemp pests and diseases. These fast-paced sessions, led by our industry’s best instructors, are developed specifically for our virtual learning platform. Sessions are designed for attendees to interact with presenters. Recordings of these sessions will be made available after the live days conclude for registered attendees.

**Helpful Tip**

You can watch and re-watch both on-demand and recorded live sessions until **December 31**. You don’t have to worry about missing a slide or forgetting what the presenter said. You can rewind and watch as many times as you would like.
Connecting with Other Attendees

You can easily view and connect with others in the virtual environment, whether it be exhibitor staff or other attendees. Simply click on either the “Now Attending” or “This Location” numbers at the top of the environment or click on the “Attendees” or “Chat” icons in the bottom navigation bar.

Once you hit the Attendee list:

- Click the green chat bubble to initiate a 1:1 chat
- Click the LinkedIn icon to view a public profile (if available)
- Click the download icon to download profile attachments (like attendee name and information)
- Click on an attendee’s name for an expanded view and an option for email
Knowing Who is Attending

There are a few ways to know who is attending the event.

In the top right navigation area of your screen you will see a headshot and two lines:

- **Now Attending**: 2
- **In this Room**: 2

When you click on “**Now Attending**” a list of everyone logged into the platform will appear. The number indicates the number of people logged in to the event.

The “**In This Room**” number indicates who is on the same page or in the same virtual room as you are at that moment. When you see these lists of people, you can strike up a chat by clicking on the chat box.
Attendee Profile Card

Each attendee has an **Attendee Profile Card** populated with information provided during the registration process. This virtual card has your contact information which you can share with other attendees for post-event follow-up and communication.

### Profile

Karen Limbert

- **Company Name:** AmericanHort
- **City:** Columbus
- **State/Province:** Ohio - OH

**Position**
- Business/Finance

**Primary Business Type**
- Educational Institution/Association

**Additional Business Types**

#### Helpful Tip

When you are logged in, the chat bubble next to your name in the top right corner of your screen will be green.

You can click on the Attendees button in the navigation bar to see other attendees present at the show. You can click on their name to strike up a chat.

- A green circle with a check mark indicates someone is online
- An orange box with a clock symbol indicates that person is logged in but may be away from his/her desk.
- The red circle with a “-” sign indicates that person is not available. They may be in a meeting, chatting with someone else, or attending other activities like an education session or networking event.
Chat Options

There are a few options for chatting with others who are attending the event.

Regardless of which type of chat you engage in, you can start a chat conversation by inviting someone to chat by clicking on the green chat icon by their name. If the chat icon is yellow or red, that person is not available to chat at that time.

**1:1 Private Chat**
This is a chat between two people, one on one. You can have multiple 1:1 chats taking place at a time in a booth or room.

**Small Group Chat**
This is a chat between a few people. It may start as a 1:1 private chat, and you can add people to a chat one at a time to create a small group conversation.

**Public Chat**
If a Public Chat is available in a room, click on the relevant sign or click the public chat button in the upper right of the page and you can see the public chat that is taking place. You can browse up through the chat stream to see what people have been talking about. You can see the list of people who are participating in the chat, and can post a comment for all to read.

Regardless of which type of chat you participate in, be sure to leave any chat when you are finished.

In any chat, you can translate the conversation to the language of your choice by checking on the translation box and selecting the language to translate to in the dropdown menu.
Networking Strategies

There are several opportunities to build your network during the *AmericanHort DIG Conference*. You can attend any of the following online networking events to meet and interact with other event attendees:

- **Morning Coffee Chat** in the Main Stage
- Attending **Education Sessions** and participating in the concluding Q&A
- Attending an **DIG Deeper Panels** held each day
- Participate in morning **Industry Interaction Roundtable Discussions**
- **Visiting sponsors** in the Sponsor Hall
- Participating in **networking events**

For a more detailed schedule on these networking opportunities, [check our website 🌞](AmericanHort.org/DIG) or click on the agenda when logged in to **DIG**.
Networking Events & Show Features

**Education Sessions** – Learn industry best practices by attending one of the more than 20 education sessions made available through on-demand and live education. Live education sessions will be held each afternoon. Recordings of the live sessions will be available after the event for registered attendees to access until **December 31**.

**Coffee Chat** – Join us to kick off the conference, get a preview of events, and meet other attendees at this virtual meet & greet.

**DIG Deeper Panel Discussions** – Held daily at 11:30 AM ET, these panels will discuss current IPM strategies, PGR challenges, and current issues in plant health around advocacy, regulations, and research.

**Industry Interaction Roundtables** – On November 4 and 5 at 10:30 AM ET, come network at this topical, grower-to-grower roundtable discussion on issues related to Disease, Insect, and Growth Regulators.

**Networking Events** – Join us November 4 and 5 at 4 PM ET for evening online socials. Participate in DIG Jeopardy! or network at the Conference Wrap Up event. Check the event schedule for more details.

**AmericanHort Resource Zone** – Enter the AmericanHort Resource Zone to get more information about AmericanHort, the premier trade association for the green industry. You can renew your membership, become a member, access the **DIG Conference** agenda, download the attendee guide, and more.

**Help Desk** – Should you have any technical issues while in the **DIG** platform, click on the Help Desk in the Main Stage to get technical assistance.
Virtual Backgrounds

AmericanHort created several virtual backgrounds for you to use to customize the background of your video screen for networking sessions and social events. These can be used when your video is turned on, which will happen during the morning coffee chat, select education session discussions, afternoon Industry Interaction roundtable discussions, and the evening social gatherings, all of which are conducted in Zoom.

If you would like to use one of the virtual backgrounds available [here](#) from AmericanHort, download these images to your computer first.

Then follow these [step by step directions](#) for setting your background when in Zoom.

**Helpful Tip**

Have some fun with our virtual backgrounds. If you are participating in the coffee chat, Industry Interaction, or evening social event, choose one of the fun virtual backgrounds to personalize how others will see you when your video is turned on.
Technology Requirements

Here are the Minimum System Requirements:

- 1024 x 768 screen resolution minimum
- 1.4 Mbps internet connection minimum
- Allow Flash
- Disable Pop Up Blockers
- Disconnect from a VPN (if possible)

If you have technical questions during the event, go to the Main Stage and click on Help Desk to ask your technical questions.

Click here for the full technology requirements.

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<th>Operating System</th>
<th>Processor</th>
<th>RAM</th>
<th>Internet Browser</th>
<th>Hardware</th>
<th>Media Playback</th>
<th>Internet Connection</th>
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<td>1GB</td>
<td>Internet Explorer 8+</td>
<td>Audio: Sound Card with Speakers</td>
<td>HTML5 Streaming enabled browser</td>
<td>Dedicated high speed connection of 900kbps+</td>
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<td>Windows 8.1 + Pro</td>
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<td>All recent versions of Google Chrome</td>
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<td>Safari 5.0+</td>
<td>Android Phone/Tablet – OS 2.3 or higher, Chrome, Native Brower 2.3+</td>
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We hope this guide helps you better understand how to navigate the DIG Conference and helps you plan and prepare to have a great experience at this year’s online event.

This attendee guide will be available in the AmericanHort Resource Zone on the event platform.

If you have technical questions during the event, go to the Main Stage and click on Help Desk to ask your technical questions.

If you have any questions prior to, during, or after the event, please do not hesitate to contact AmericanHort. During the event, you can search for AmericanHort when you pull up the attendees on the platform, stop at the AmericanHort Resource Zone, or go to the Help Desk. Before or after the event, please contact AmericanHort by email: Hello@AmericanHort.org or by phone 614-487-1117. Our staff will be available to assist you.

Need Help?

For technical questions, click on the “Help Desk” sign in the Main Stage.

For questions about AmericanHort or DIG, enter the Resource Zone to speak to AmericanHort representatives.

This assistance is available during the show hours of 10 AM ET - 5 PM ET Monday July 13 - Thursday July 16.
This guide is provided to attendees of the AmericanHort DIG Conference to help ensure you have a great experience.

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