Filene

CULTIVATING INNOVATION & HUMANIZING TECHNOLOGY

AUGUST 9–10, 2021
VIRTUAL EVENT + IN-PERSON EVENT IN NAPLES, FL

Welcome to Cultivating Innovation and Humanizing Technology

The purpose of this guide is to help navigate your virtual experience leading up to the live sessions on August 9-10, 2021. If you have any questions, please do not hesitate to reach out to Sarah Bewitz, Membership Manager at sarahb@filene.org

THE VIRTUAL EVENT EXPERIENCE

The Filene Event App can be accessed on both a desktop and mobile device. Picture the event app as the hotel conference center. This will be your home base for accessing the virtual sessions, engaging with attendees, and participating with live Q&A.

Be sure to allow notifications to receive the latest updates and reminders for the virtual event.

- To view the event live, we recommend logging in to the desktop browser at http://eventmobi.com/filene_fall21
    - *Please note that Internet Explorer does not support the EventMobi platform.** We recommend Chrome for the best viewing experience.
- To download the app to your mobile device, search 'Filene Events' in your respective app store.

AGENDA DETAILS

This event is a 2-day hybrid research event with live engagement across both audiences. As a virtual attendee, you are strongly encouraged to engage with us in real-time over both days to take advantage of the opportunity to connect and communicate with our presenters and your fellow attendees. We recognize this might not be realistic for everyone, so **all sessions will be recorded and shared following the event.**

LOGIN EARLY

We encourage you to login to the event app at least one day prior to the event to ensure you have no issues accessing the event space. Filene team members will be available to help problem-solve if needed. **Connect with support@filene.org for technical assistance.**
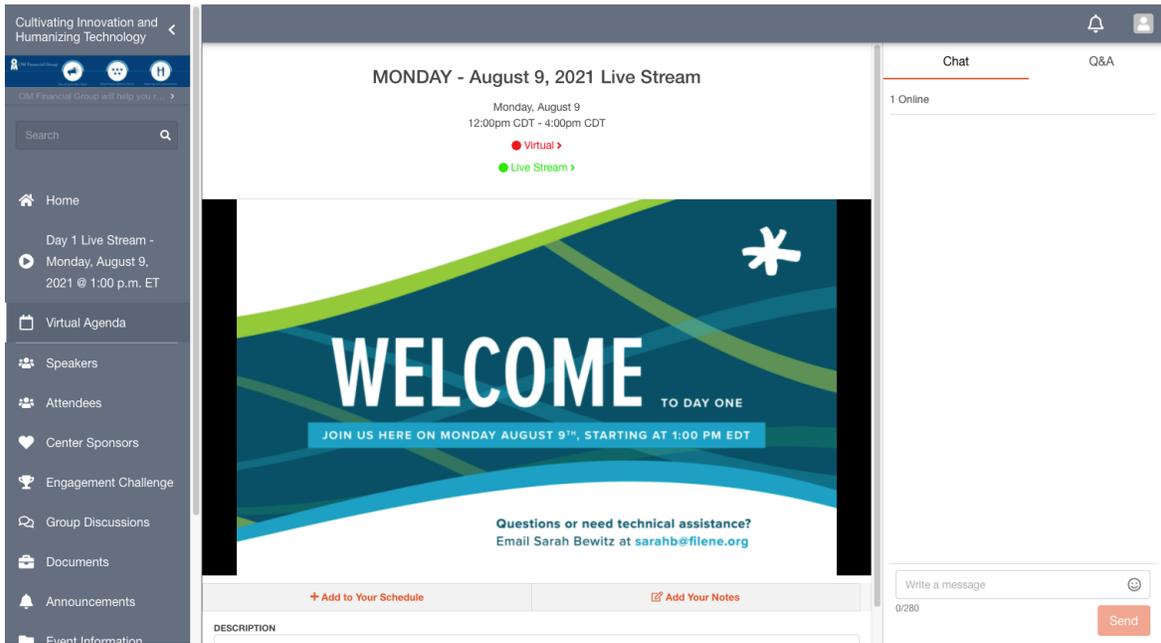
ACCESSING THE SESSIONS

The sessions will be shared live using the 'Watch Live Stream' link on the left toolbar of the event app.

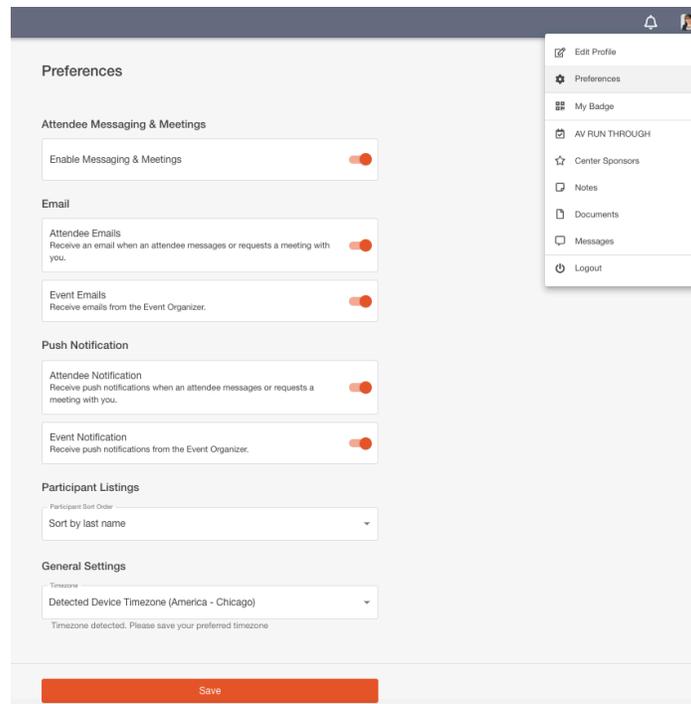There are two places you can go to access the live stream:
1. Click 'Watch Live Stream' on the left toolbar of the event app
2. Directly from the 'agenda' section of the app, under the sessions titled 'Live Stream'
    - General sessions will be broadcast in a single live stream via the virtual app experience. (See below for how to navigate to the live stream)
    - Engage with attendees via the 'Chat' pictured below
    - Ask your pressing questions or 'upvote' existing by clicking the 'Q&A' tab next to 'Chat'

ACCOUNT PREFERENCES

- Be sure to add your profile picture and share more about yourself by updating your account by clicking the small icon in the upper right corner.
- You can also export your added sessions to your calendar here by clicking 'Agenda' and the 'Export to Calendar' button at the top of the new screen.
- Update your preferences and update your time zone for the optimal experience.

FREE STUFF ALERT!
We are excited to bring back the virtual Engagement Challenge! This is your chance to engage for the opportunity to win some great prizes. Prizes up for grabs include Filene swag. One lucky winner will receive a $250 gift card from our friends at [Exagen.](#)

Check out the Engagement Challenge section of the app for more information.

STAY TUNED
Be sure to allow notifications and keep an eye in your inbox for future announcements and updates.

See the next page for helpful tips on navigating the event app.

Questions? Email [Sarah Bewitz](#)
Technical Support? Email [Filene Support](#)

NAVIGATING THE APP

1 – Direct access to the current day's live stream will be linked on the left toolbar of the event app. The tool bar quick links will be updated in real-time for easy access to sessions. Be sure to refresh (#5) to keep your app up to date.

2 – Engage with attendees directly through the in-app chat feature and group discussions by joining in or starting your own discussion in the event app. Check back often!

3 – Play along with the Engagement Challenge for your chance to win exciting prizes!

4 – Don't miss out on important real time alerts! Be sure to enable notifications and check event announcements for the latest and greatest.

5 – IMPORTANT! The event app will be continually updated with alerts and announcements. Be sure to refresh your app periodically to make sure you have the latest and greatest.

6 a– All alerts and messages can be accessed quickly through the Event Feed.

6 b– Be sure to update your profile so you can connect easier with your friends and peers. You can also add sessions to your agenda and export through your profile to add to your calendar. (See Above)

Questions? Email Sarah Bewitz
Technical Support? Email Filene Support