

# iLinc General Overview



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APCUG can utilize iLinc in many possible ways

- With the Speakers Bureau service
- Advisors can use it to hold Brainstorming sessions within their region
- Virtual Conferences
- Virtual Attendee at Physical Conferences
- Vendors can use it for Webinars for the General Public

# Speakers Bureau Service

- Presenter is set up as an “Assistant” for a session and he/she can set up tabs in advance for their presentation
  - Power Point Presentation
  - White Board
  - WebSync for Website(s)
  - Set up media sites to be visited
- The night of the presentation the UG just goes to a specific URL
  - They set up their computer ahead of time with the setup link provided by iLinc
- iLinc provides Speaker’s Audio by VOIP
- But there are other advantages besides these for using iLinc in the Speakers Bureau service

# Speakers Bureau Service

## Other Advantages

- Can provide link to UG to allow their traveling or “at home” members to watch
- Can record the presentation
  - UG can post on their website to show what sort of presentations they have
  - APCUG can post to promote Speakers Bureau service
- Use Social Media to promote the presentation and allow general public to watch
  - Within the city of the hosting UG this publicity encourages new members for the UG
  - Elsewhere it lets general public to know about UGs
    - Find an APCUG member group in their area
    - Form a User Group if none in their area, and have it join APCUG

# Advisor Brainstorming Sessions

- Get to know officers and SIG leaders of groups in their regions
- What problems are the groups having?
- Does anyone have any solutions to those problems?
- What innovative ideas are UGs trying and how are they working out?
- Inform UGs of various services APCUG has to offer
- What additional services would UGs like to see APCUG offer?
- Who would be willing to help APCUG offer those new services?

# Virtual Conferences

- Provide many (but not all) of the advantages of physical Regional Conferences
- People from all over the country (and even all over the world) can attend without incurring large travel expenses
- Multiple tracks – attendees can jump from one presentation to another to find one that interests them
- Can charge a small fee (revenue to APCUG) and have door prize drawings from people registered to receive products provided by vendors

# Virtual Attendee

- For a physical Regional Event held at a location with robust internet access
- Can allow people outside the area to view the presentations
- Virtual Attendee would pay a small fee (revenue to APCUG) less than physical attendees since they would not be getting any free meals and would not benefit from face to face interaction with attendees
- But they would participate in door prize drawings

# Vendors Webinars for the General Public

- In return to working with APCUG for physical Regional Conferences and Virtual Conferences vendors would be allowed to pay a fee (revenue to APCUG) which would be less than if they signed up for monthly service on their own, to present a Webinar for the General Public
- APCUG would publicize using all assets at its disposal
- Vendor would publicize using all assets at its disposal

# For more information

- Watch our PPT on iLinc Attendee Overview
- Watch our PPT on iLinc Presenter Overview
- Watch one of the training videos at <http://www.ilinc.com/services/training/session-participants>