

VIDYARD PLATFORM TRAINING

Web Team

March 19, 2021



WHAT YOU'LL LEARN

Training

- What's Vidyard?
- Why do we need content with the videos?
- How do people find videos?
- Where do I place videos?
- Will you show me how to do it?
- How do we QC?
- Where do I get my videos from?
- Do I already have a login?

Q&A

WHAT IS VIDYARD?

Cvent has a new video platform: Vidyard.com

- We used to be on wisata.com
 - All new videos now go into vidyard.com
 - Any video that appears on cvent.com or goes to sales enablement
- Videos in Box and Zoom will need to be uploaded to vidyard.com
- Video team does not have capacity to upload, so we're asking for your help



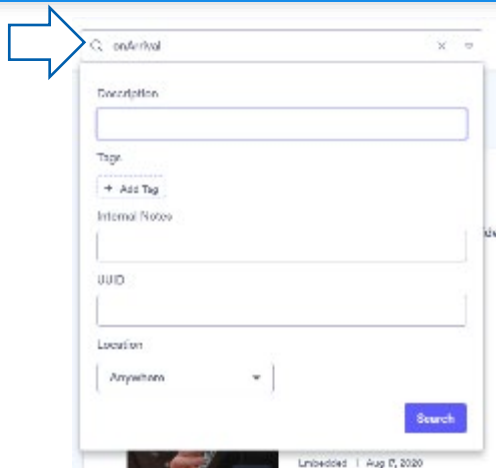
HOW DO PEOPLE SEARCH FOR VIDEOS

Today, we have many videos on vidyard.com

- Soon, we'll have 1,000. Then, we'll have thousands.
- As we upload videos, we need to give searchers content to find their videos
- **Best result:** A small # of videos in a search result

The image shows a screenshot of a video upload form. At the top, there is a search bar with a magnifying glass icon and the text "Search". A yellow arrow points to this search bar with the label "Search any field". Below the search bar are several input fields: "Description", "Tags", "Internal Notes", and "UUID". Each of these fields has a yellow arrow pointing to it from the left. The "Tags" field includes a "+ Add Tag" button. Below these fields is a "Location" dropdown menu with "Anywhere" selected. A yellow arrow points to the dropdown menu. Below the dropdown menu, the text "Anywhere" is repeated, and a yellow arrow points to it. At the bottom right of the form is a blue "Search" button. In the bottom right corner of the image, there is a timestamp: "2020-04-01T14-28-19Z UTC - Euro".

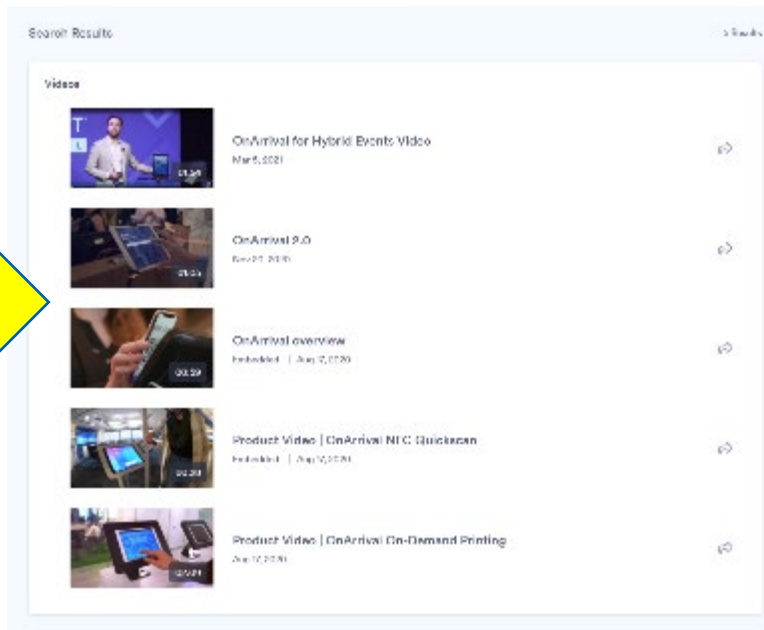
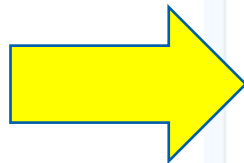
HERE'S AN EXAMPLE



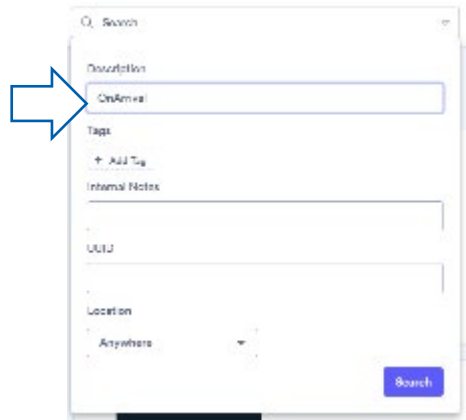
A search form with the following fields: Description, Tags (with an '+ Add Tag' button), Internal Notes, UUID, and Location (set to 'Anywhere'). A blue 'Search' button is at the bottom right. A blue arrow points to the search bar.

A Marketer is searching for a product video for **OnArrival**. They can search different fields with a keyword.

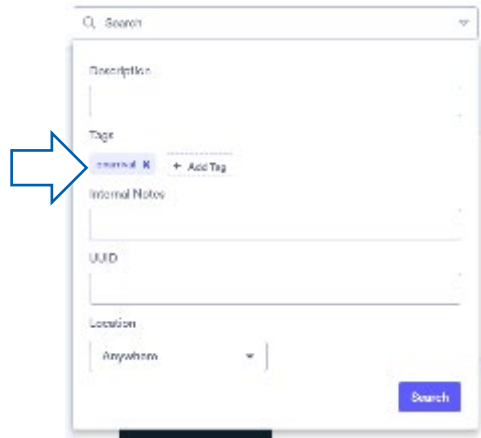
Getting content into each video is very important.



A 'Search Results' page showing a list of videos. The first video is 'OnArrival for Hybrid Events Video' from Mar 5, 2021. Other results include 'OnArrival 9.0', 'OnArrival overview', and two 'Product Video' entries. Each result has a video thumbnail, title, date, and a play button icon.



The same search form as above, but with 'OnArrival' entered in the search bar. A blue arrow points to the search bar.



The same search form as above, but with 'OnArrival' entered in the 'Tags' field. A blue arrow points to the 'Tags' field.

LET'S PAUSE FOR A MOMENT

Two important pieces of content

- Folders in which to place videos in Vidyard.com
- Tags to place inside each video

LET'S GET STARTED

Open these documents before you start:

[Vidyard wiki](#)

Folders + tags

- [Wiki](#)
- [Excel file](#)

Refer to these files while you upload videos

What do you need for a vidyard video?

How to upload your video

1. Log into vidyard.com:
2. Go to top right, find **New** button > **Upload**
 - Upload video into the correct **Folder**

Complete the following content fields

This information helps everyone find a relevant video. **Fill out this information and**

Product Family #	Sub #	Type	Year	Style
Contract Management	Contract Management	Product	2020	Virtual 2020
Accounting	Accounting	Product	2020	Virtual 2020
Travel Summit	Travel Summit	Product	2020	Virtual 2020

these are the fields you need to fill out. You need to fill out all of them.

1. Title

- Should be brief and descriptive
- < 60 characters
- Sentence case
- You can get more information
- Should **not** include delivery

2. Description: This should read like

3. Tags

- You need to type this in
- It can't be whatever you want
- Check out the tags we've already used
 - Use only lower case letters
 - Use singular as a default
 - You can use multiple choices within a category
 - You can use multiple categories
 - These tags will not appear on any website. They're for internal use

4. Internal notes: Write as much as you'd like. Use information that someone else

Folder	sub-folder	sub-sub-folder	sub-sub-sub-folder	sub-sub-sub-sub-folder
General Events	tier 1	Event.CONNECT	US	
General Events	tier 1	Event.CONNECT	US	2015
General Events	tier 1	Event.CONNECT	US	Virtual 2020
General Events	tier 1	Event.CONNECT	US	Virtual 2021
General Events	tier 1	Event.CONNECT	Europe	Third Party Embeds
General Events	tier 1	Event.CONNECT	Europe	2015
General Events	tier 1	Event.CONNECT	Europe	Product Showcase 2020
General Events	tier 1	Event.CONNECT	Europe	Product Showcase 2021
General Events	tier 1	Event.CONNECT	Europe	Virtual 2020
General Events	tier 1	Event.CONNECT	Europe	Virtual 2021
General Events	tier 1	Event.CONNECT	APAC	Virtual 2021
General Events	tier 1	Event.CONNECT	APAC	Virtual 2021
General Events	tier 1	Travel Summit		Third Party Embeds

Category	Subcategory
Contract Management	Contract Management
Accounting	Accounting
Travel Summit	Travel Summit

PROCESS / FINDING YOUR FOLDER

We have four large folders in the Cvent folder.

1. External Events
2. Internal Events
3. External
4. Internal

After that, we get specific.

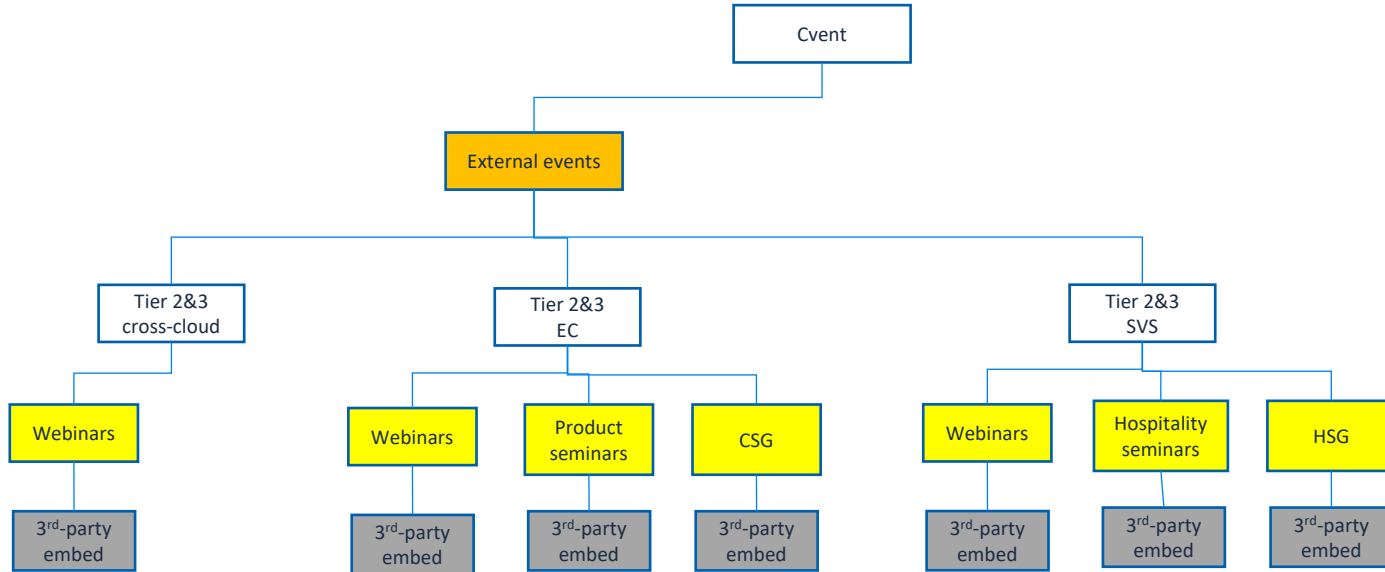
Folders are important for when we run Reports in vidyard.com, to see how many plays each video gets.

They'll be organized by Folders.

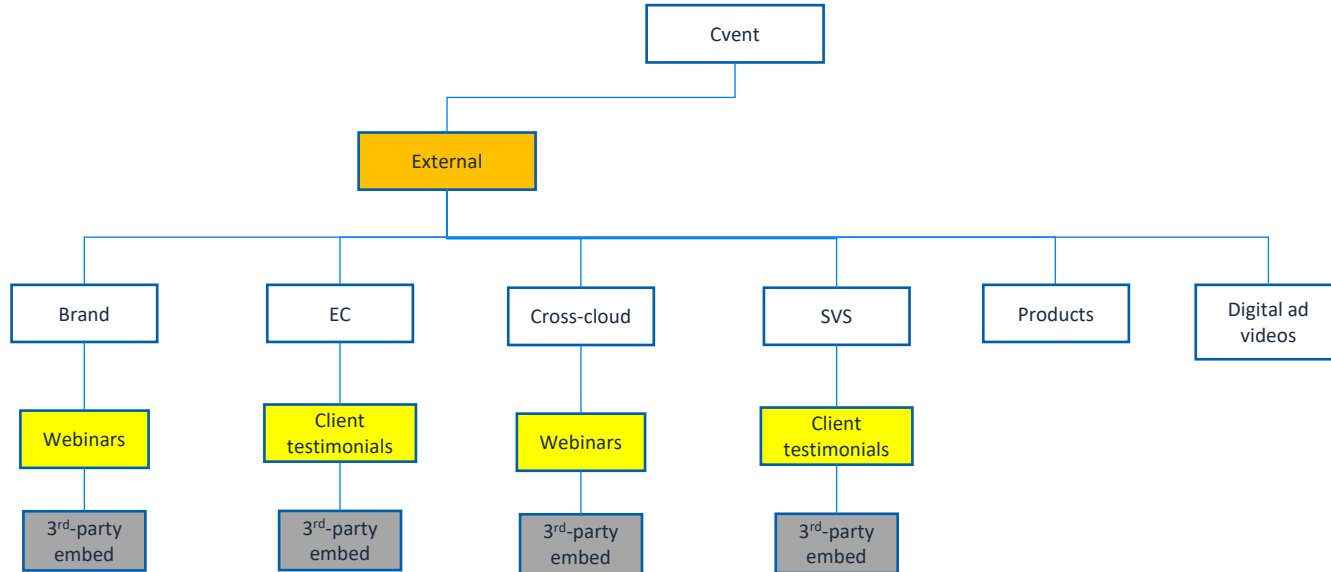
Let me show you another way to look at Folders

Cvent	Folder	sub-folder	sub-sub-folder	sub-sub-sub-folder	sub-sub-sub-sub-folder	
Cvent	External Events	Tier 2	Cvent CONNECT	US		
Cvent	External Events	Tier 2	Cvent CONNECT	US	2019	
Cvent	External Events	Tier 2	Cvent CONNECT	US	Virtual 2020	
Cvent	External Events	Tier 2	Cvent CONNECT	US	Virtual 2021	Third Party Embeds
Cvent	External Events	Tier 2	Cvent CONNECT	Europe		
Cvent	External Events	Tier 2	Cvent CONNECT	Europe	Product Showcase 2020	
Cvent	External Events	Tier 2	Cvent CONNECT	Europe	Product Showcase 2021	Third Party Embeds
Cvent	External Events	Tier 2	Cvent CONNECT	Europe	Virtual 2020	
Cvent	External Events	Tier 2	Cvent CONNECT	Europe	Virtual 2021	Third Party Embeds
Cvent	External Events	Tier 2	Cvent CONNECT	APAC	Virtual 2021	
Cvent	External Events	Tier 2	Cvent CONNECT	APAC	Virtual 2021	Third Party Embeds
Cvent	External Events	Tier 2	Travel Summit			
Cvent	External Events	Tier 2 & 3 - Cross-Cloud				
Cvent	External Events	Tier 2 & 3 - Cross-Cloud	Webinars			
Cvent	External Events	Tier 2 & 3 - Cross-Cloud	Webinars		Third Party Embeds	
Cvent	Internal Events	Tier 2 & 3 - EC	Webinars			
Cvent	Internal Events	Tier 2 & 3 - EC	Webinars			
Cvent	Internal Events	Tier 2 & 3 - EC	Webinars		Third Party Embeds	
Cvent	Internal Events	Tier 2 & 3 - EC	Product Seminar			
Cvent	External Events	Tier 2 & 3 - EC	Product Seminar		Third Party Embeds	
Cvent	External Events	Tier 2 & 3 - EC	CSG			
Cvent	External Events	Tier 2 & 3 - EC	CSG		Third Party Embeds	
Cvent	External Events	Tier 2 & 3 - SVS				
Cvent	Internal Events	Tier 2 & 3 - SVS	Webinars			
Cvent	Internal Events	Tier 2 & 3 - SVS	Webinars		Third Party Embeds	
Cvent	External Events	Tier 2 & 3 - SVS	Hospitality Seminar			
Cvent	External Events	Tier 2 & 3 - SVS	Hospitality Seminar		Third Party Embeds	
Cvent	External Events	Tier 2 & 3 - SVS	MSG			
Cvent	External Events	Tier 2 & 3 - SVS	MSG		Third Party Embeds	
Cvent	Internal Events					
Cvent	Internal Events	Companywide		2021		
Cvent	Internal Events	Companywide				
Cvent	Internal Events	900		India 2020		
Cvent	Internal Events	900		India 2021		
Cvent	Internal Events	900		US 2021		
Cvent	Internal Events					
Cvent	Internal					
Cvent	External	Brand				
Cvent	External	Client Testimonials				
Cvent	External	EC	Client Testimonials			
Cvent	External	EC	Client Testimonials		Third Party Embeds	
Cvent	Internal	Cross-Cloud	Client Testimonials			
Cvent	Internal	Cross-Cloud	Client Testimonials		Third Party Embeds	
Cvent	External	SVS	Client Testimonials			
Cvent	External	SVS	Client Testimonials		Third Party Embeds	
Cvent	External	Products	Client Testimonials			
Cvent	External	Products	Client Testimonials		Third Party Embeds	
Cvent	Internal	Digital Ad Videos				
Cvent	Internal					
Cvent	Internal					
Cvent	Internal	Trainings				

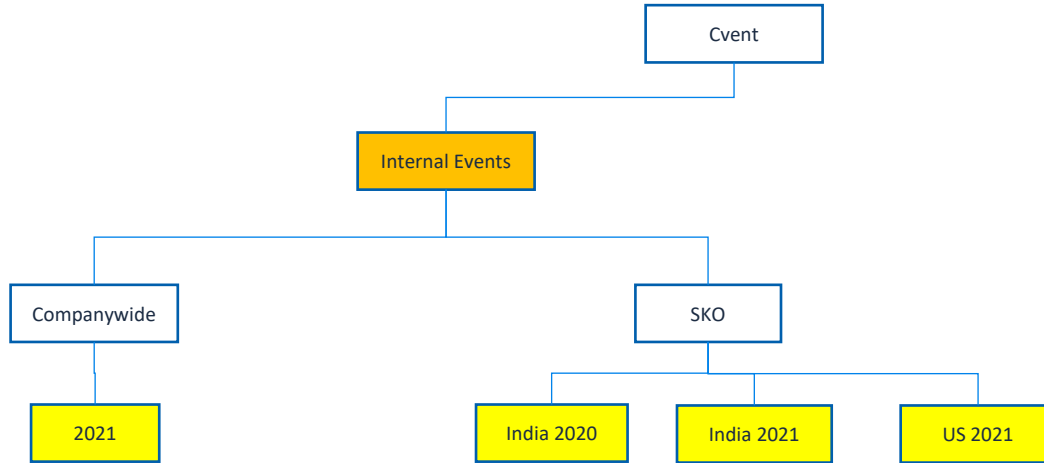
PROCESS / FINDING YOUR FOLDER



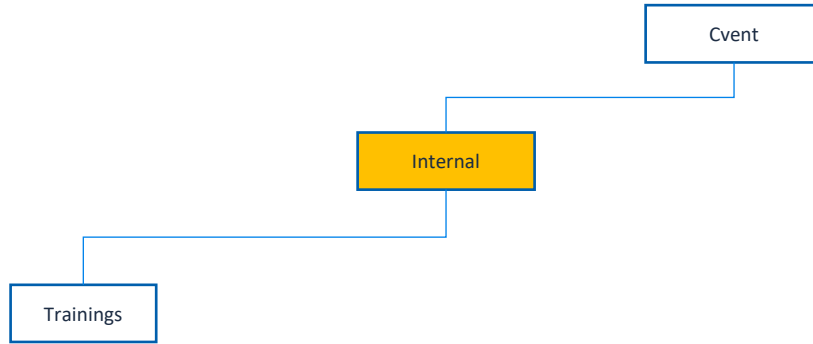
PROCESS / FINDING YOUR FOLDER



PROCESS / FINDING YOUR FOLDER



PROCESS / FINDING YOUR FOLDER



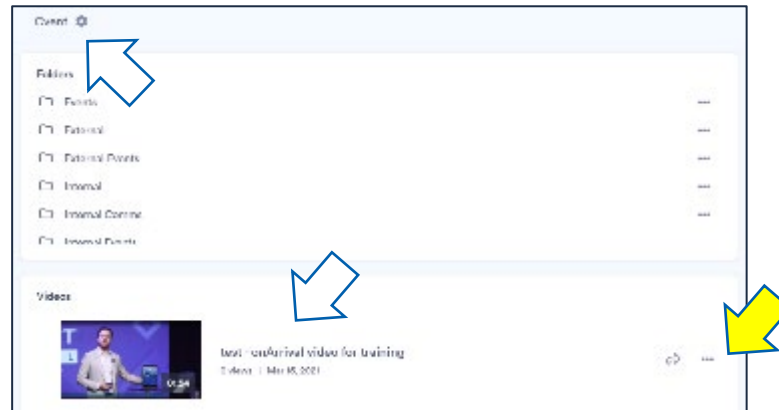
PROCESS / HOW TO UPLOAD

Requirements

- Videos must be in mp4 format
- No size restriction

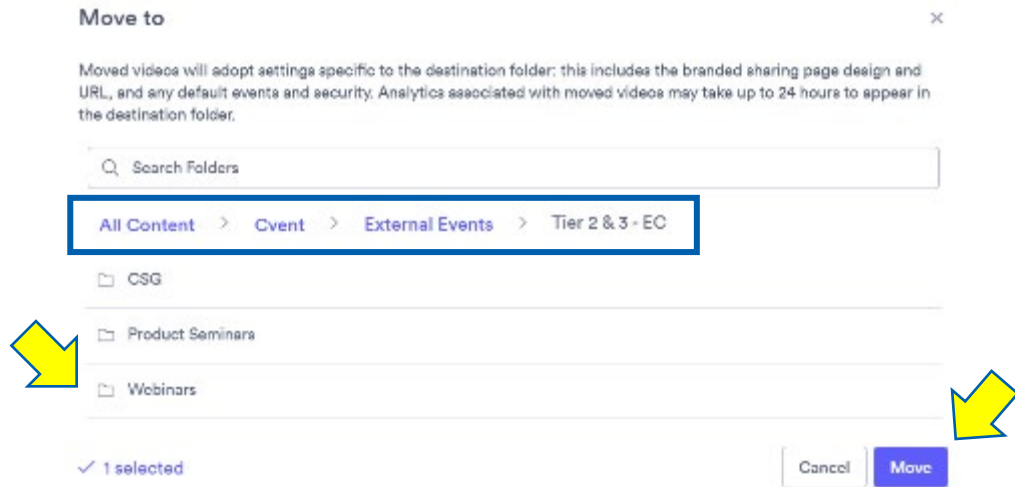
Let's get started

- Get yourself to the top level of the **Folders**
- Click **New > Upload**
- I'm uploading from my desktop
- Click **Open**
- Your video now appears at the top level of the **Cvent folder**
- ...so let's get ready to move it to the right folder (look for the **three dots** on the right side of the video)



PROCESS / HOW TO MOVE A VIDEO

- Your video will be in the root of the Cvent folder. That means, the very top of the folder structure. You need to Move it into its new home.
- Identify where your video's supposed to be. In this example, we're moving the video to the Webinars folder (Under Tier 2&3) - EC
- Find that folder. Click on the folder, then
- Click **Move**



SUCCESS!

Your new video now has a new home

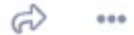
Cvent > External Events > Tier 2 & 3 - EC > Webinars

Videos



test - onArrival video for training

0 views | Mar 16, 2021



BACK TO ADDING CONTENT

Now that we understand Folders and Tags, let's add content to a video

Title

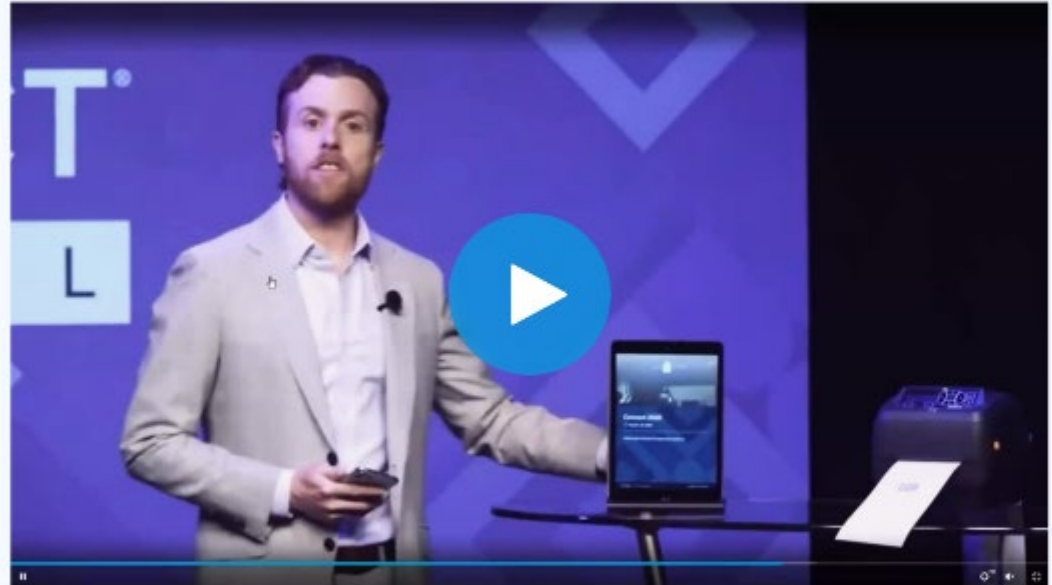
- Appears in Vidyard search
- Appears atop Share pages Sales uses
- Copy/paste from your request

Description, etc.

- Click to open this area



Title 35/100
test - onArrival video for training



CREATED
March 16, 2021

Trim

Move

Download

Delete

Description, Tags and Internal Notes



ADDING CONTENT

Description

- Appears in Vidyard search
- Appears in Share pages that Sales uses
- Can appear in Google Search (w/ Schema)
- Copy/paste from your request

Tags

- Appears in Vidyard search
- Type your tag + Enter
- No typos, please! 😊

Internal Notes

- Appears in Vidyard search
- Provides key information for governance, finding video owners, making different versions of a video

CREATED
March 16, 2021

Trim Move Download Delete

Description, Tags and Internal Notes

Description 184/5000

This description comes directly from your request form. For SEO, get your best information in the first 160 characters. Also, this information will appear in Share pages used by Sales

Tags

Type your tag + Enter

Internal Notes 989/5000

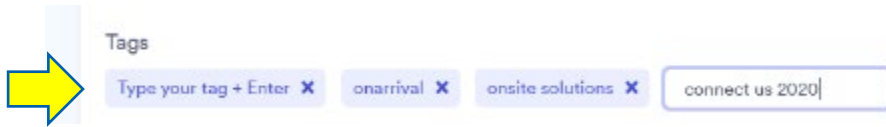
These notes will only be seen by people that have access to edit this video.

Stakeholder: Who requested this video. You must have the business owner here.
Video uploader: You

ONE MORE LOOK AT TAGS

Tags

- Type multiple tags
- Type your tag + Enter
- No typos, please! 😊
- No **new** tags



LIVE EXAMPLE

Let's do one together (switch to other screen)

GETTING YOUR REQUESTS

Avrajeet

- Here's how you'll receive your video upload requests

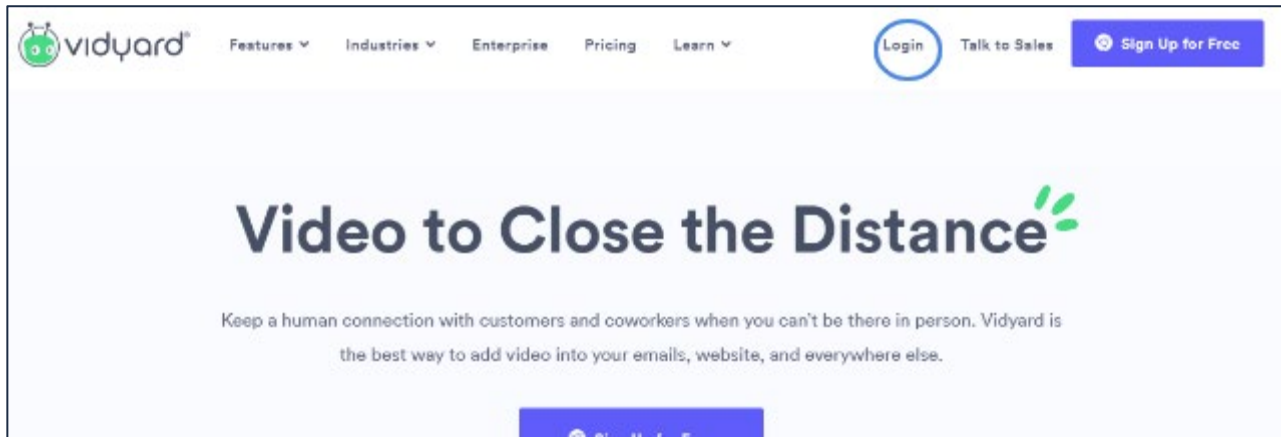
ACCESS TO VIDYARD

Christine

- Do you have a log in today (I bet you do!)
- Here's how you log in

Video upload team

Chandra, Neha
Chauhan, Gaurav
Gupta, Tamanna
Kumar, Hemant
Seth, Pooja
Sharaff, Asish
Taneja, Sakshi
Tripathi, Rishabh



The screenshot shows the Vidyard website homepage. At the top left is the Vidyard logo, followed by navigation links: Features, Industries, Enterprise, Pricing, and Learn. On the right side of the header, there are buttons for Login, Talk to Sales, and Sign Up for Free. The main heading is "Video to Close the Distance" with a green leaf icon. Below the heading is a sub-headline: "Keep a human connection with customers and coworkers when you can't be there in person. Vidyard is the best way to add video into your emails, website, and everywhere else." At the bottom, there is a blue button with a white icon and the text "Get Started".

Q&A



Thank you!