

**Welcome to MGA!**  
**– MGS OPTIMIZE ATTENDEE GUIDE –**

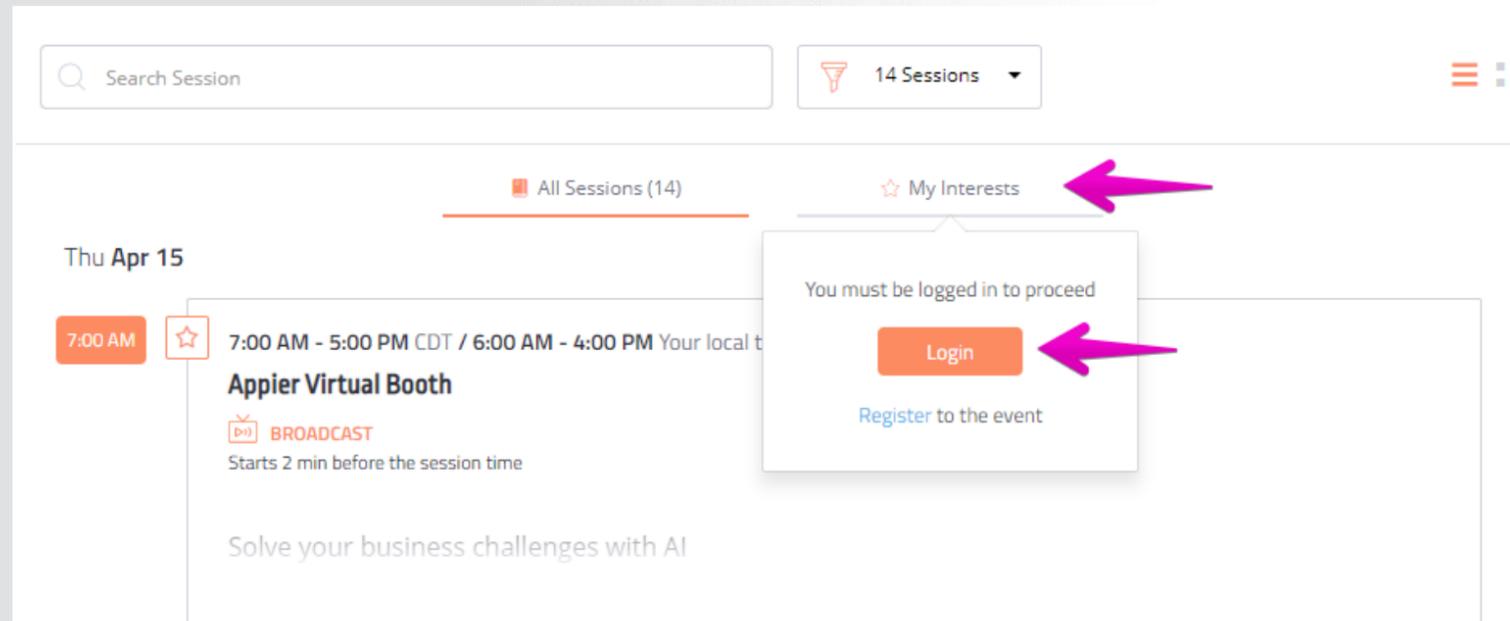
**May 13, 2021**  
**Online**

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# Logging Into The Platform

To log into the event platform, please follow the steps below.

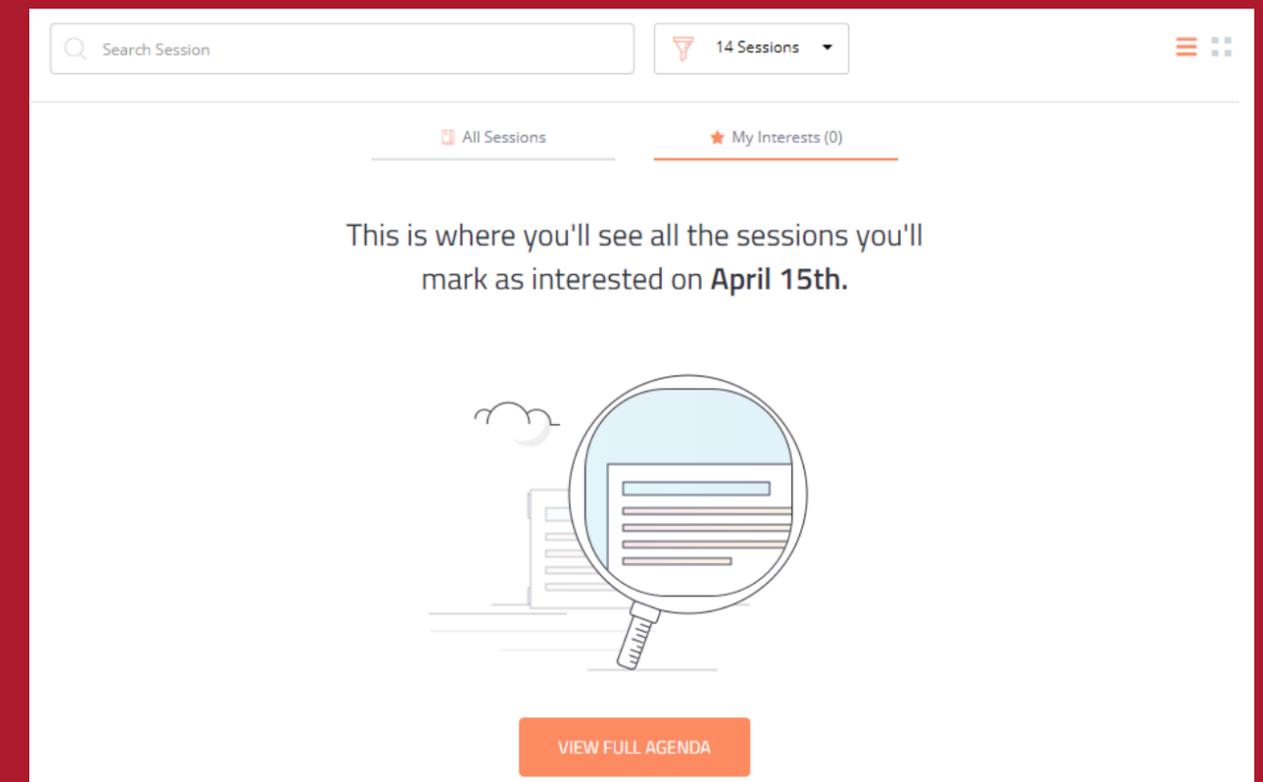
1. Go to <https://www.mobilegrowthassociation.com/platform/optimize>
2. Go to the agenda and click “My Interests”. Then click “Login”.



3. Follow the prompts and enter the email you used to register for the show. You will be sent a verification email.
4. Click the button in the registration email and you'll be redirected back to the website fully logged in!

## Already Logged In?

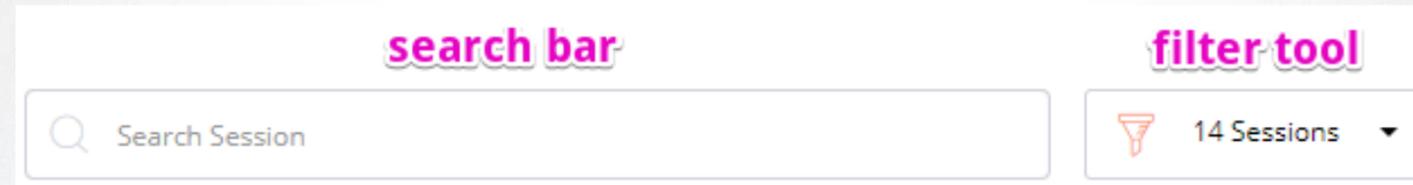
Once you're logged in for the first time, the “My Interests” section will look something like the image below. Any sessions you mark “interest” in will be shown in this pane. **(Learn more about that on the next page!)**



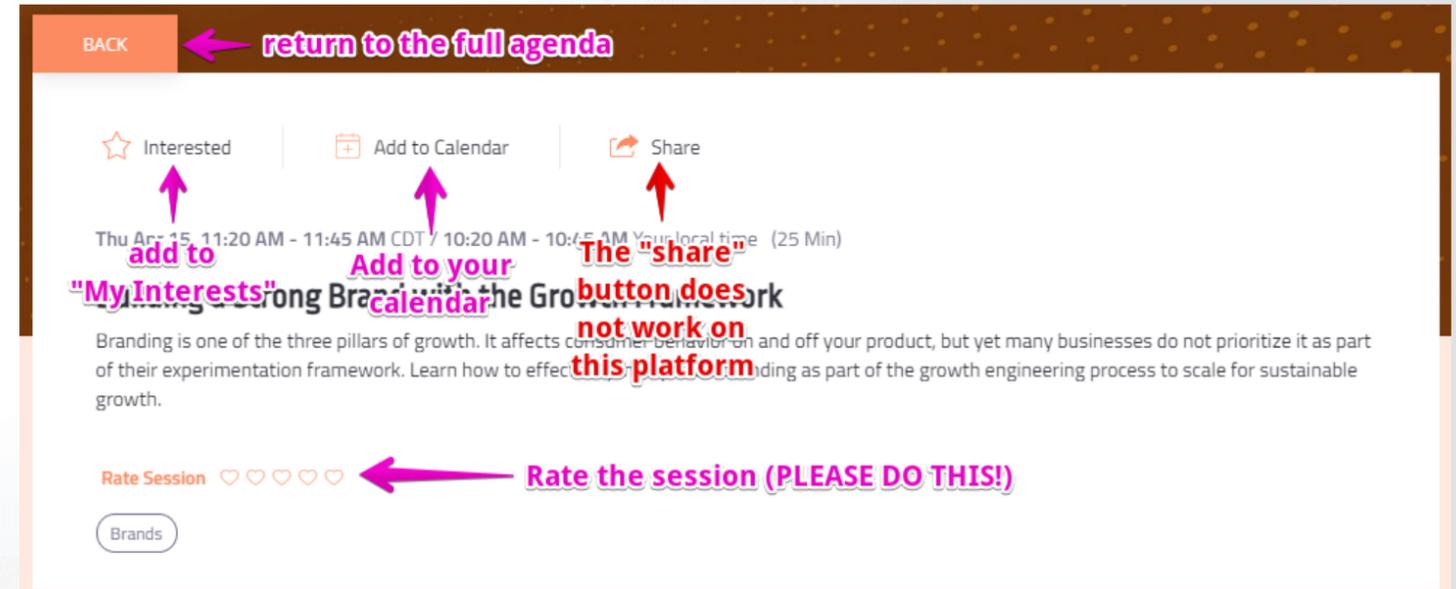
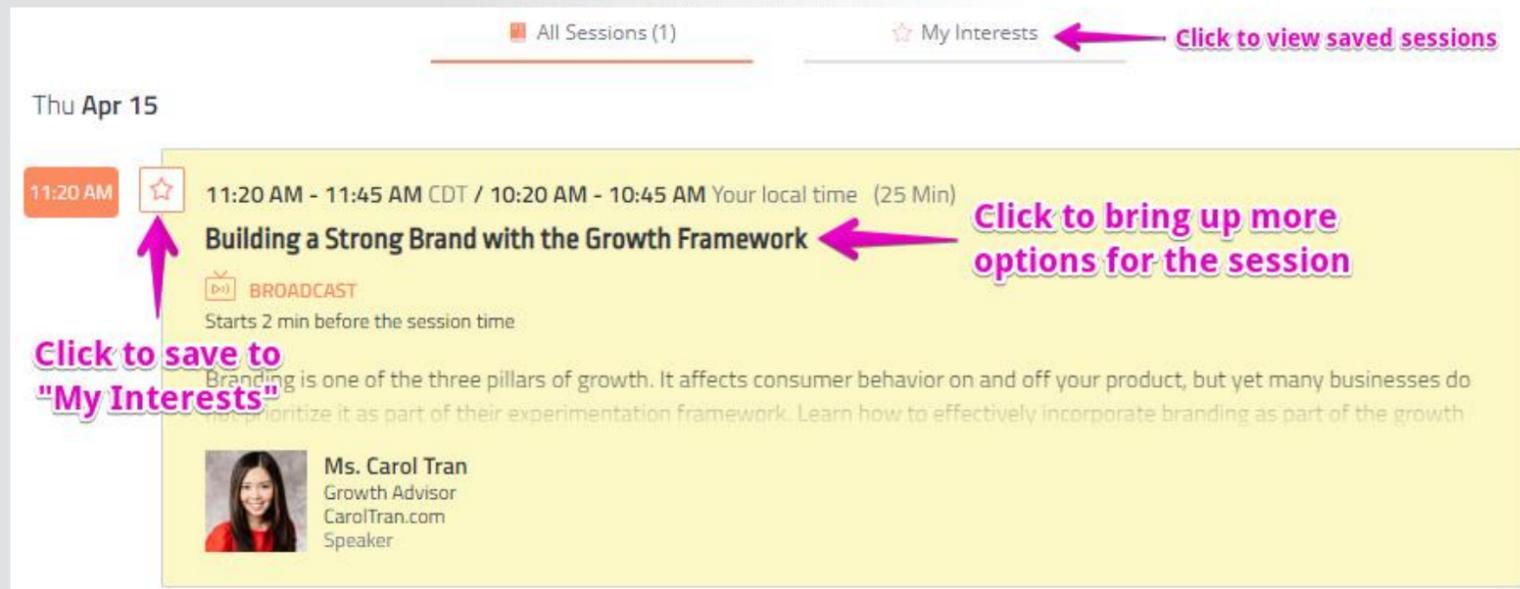
# Using The Agenda

Once logged into the platform, use all the tools the agenda has to offer you to make the most of the event!

Use the search and filter tools to focus in on the content you're interested in. You can enter keywords, speaker names, companies, or really anything you want into the search bar to find relevant hits. The filter tool will allow you to filter by time range or track.



You can click the star on a session listing to save it to "My Interests" – which can always be accessed at the top of the agenda. You can also click the session title to access more session options or view the session (if it is currently live or on-demand). **We highly encourage you to rate the sessions and leave feedback!**



Need help? Contact [support@mobilegrowthassociation.com](mailto:support@mobilegrowthassociation.com)!

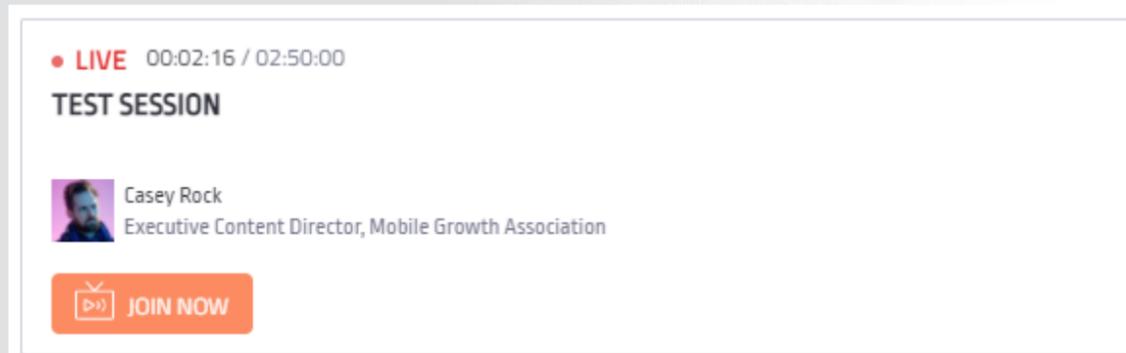
# Attending A Live Session

We highly encourage our attendees to attend sessions live to get the most out of our event. This provides them with the opportunity to ask any questions they have directly to our speakers as well as engage with fellow attendees around the session topic. **We also reward those who view the most sessions and ask the most questions (see our Engagement Contest on the next page).**

To watch a session live, simply click the “Join Now” button on the session in the agenda.

To engage in Q&A, click the “?” icon in the chat pane inside a session and type your question.

## What a live session looks like on the agenda

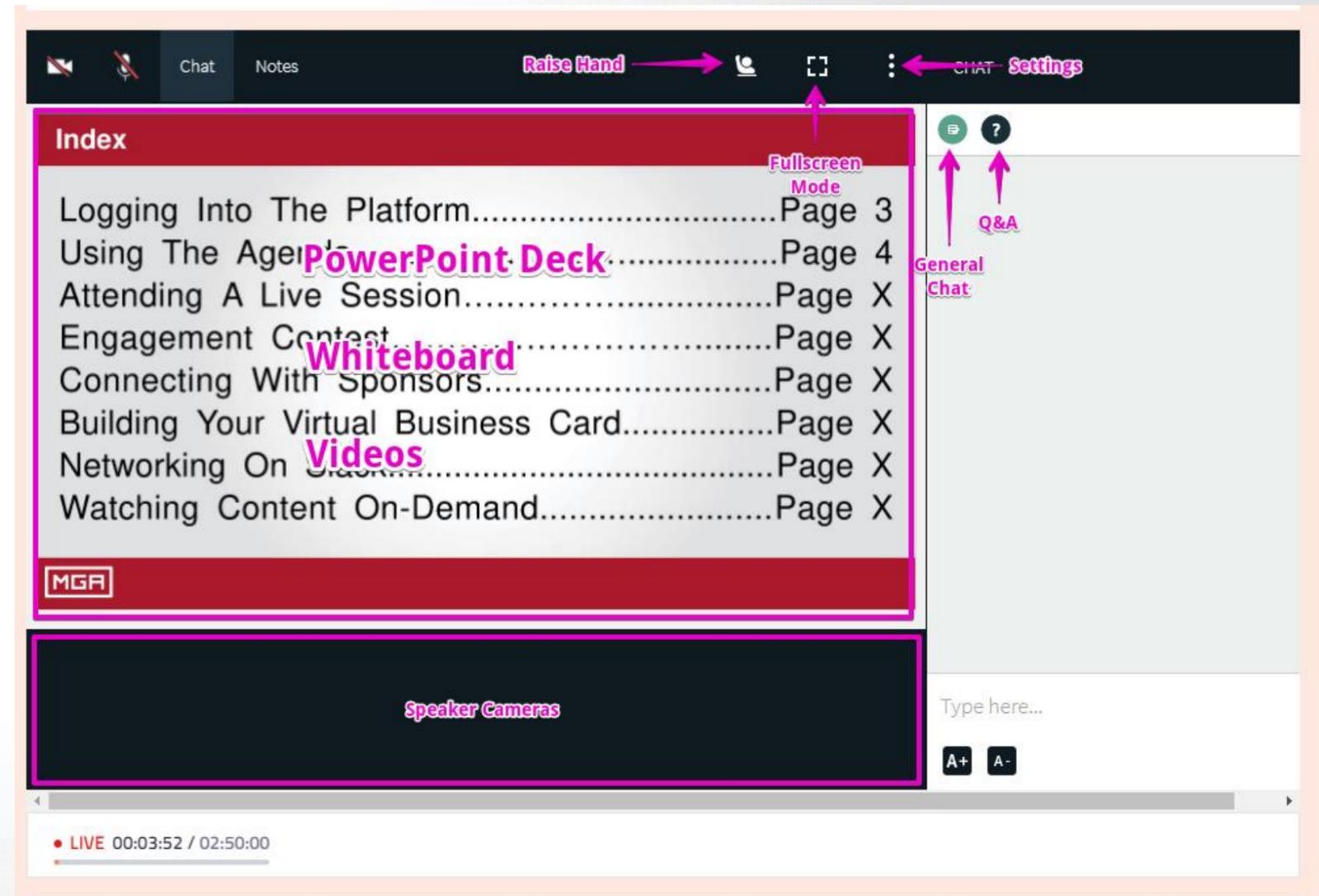


• LIVE 00:02:16 / 02:50:00  
TEST SESSION

 Casey Rock  
Executive Content Director, Mobile Growth Association

 JOIN NOW

## Components of a live session



The screenshot shows a live session interface with several components highlighted by pink arrows and text:

- Index:** A table of contents for the session, including items like "Logging Into The Platform... Page 3", "Using The Age... PowerPoint Deck... Page 4", "Attending A Live Session... Page X", "Engagement Contest... Whiteboard... Page X", "Connecting With Sponsors... Page X", "Building Your Virtual Business Card... Page X", "Networking On... Videos... Page X", and "Watching Content On-Demand... Page X".
- Fullscreen Mode:** A button in the top right corner of the index pane.
- General Chat:** A chat pane on the right side of the screen.
- Q&A:** A question mark icon in the chat pane.
- Speaker Cameras:** A dark area at the bottom of the screen.

At the bottom of the screen, there is a progress bar showing "LIVE 00:03:52 / 02:50:00".

# Engagement Contest

We want to reward those who attend the sessions live and engage with our speakers. To that end, we've built an engagement contest with two categories: The Watcher and The Ponderer. The Watcher category focuses on those who watch the most sessions live. The Ponderer focuses on those who ask the most questions.



**The Watcher**

- **First Place: \$100 Amazon Gift Card**
- **Second Place: \$50 Amazon Gift Card**
- **Third Place: \$25 Amazon Gift Card**

Watch and learn! These prizes will be awarded to the top three people who watch the most sessions live.

**To qualify: At least seven sessions must each be watched 75% or more of the way through - including all sponsor sessions.**



**The Ponderer**

- **First Place: \$100 Amazon Gift Card**
- **Second Place: \$50 Amazon Gift Card**
- **Third Place: \$25 Amazon Gift Card**

Ask those burning questions! These prizes will be awarded to the top three people who ask the most questions throughout the show.

**To qualify: At least seven questions must be asked in seven different sessions - including all sponsor sessions.**

# Connecting With Sponsors

Not only are our sponsors valuable to MGA – they make our shows possible – but they offer products and services that are valuable to you and your company. We've provided two easy ways to connect with them!

## Via The Event Platform

Simply go to the [Sponsors section](#) of our event platform and scroll down to the Sponsor Hall. Each sponsor has a virtual booth you can access to talk to them directly, check out their webpage, and more.

## Via The Slack Workplace

Each sponsor also has their own Slack channel in our [Slack workspace](#)! Connect with sponsors directly in their channels – including with video calls (at the sponsor's discretion, of course). **Learn more about our Slack workspace on the next page!**

# Networking On Slack

We use Slack for networking at our events. Attendees will be added to the Slack workspace the Monday before showtime. The Slack workspace is taken down the following Monday – **which means the major time for networking is during the live event.** Make sure you're active during this time to get the full benefit of the conference and networking! [You can also join the workspace HERE.](#)

## WORKSPACE CHANNELS

Each event has both standard and custom channels. Standard channels include:

### #00-code-of-conduct

Learn the rules of the workspace.

### #announcements

MGA announcements.

### #deal-making

Pitch your products and services.

### #help

Get help from MGA staff here.

### #job-board

Share work opportunities or seek jobs.

### #meet-greet-chitchat

Meet fellow attendees in this general chat.

Custom channels include sponsor-specific channels and channels dedicated to show topics.

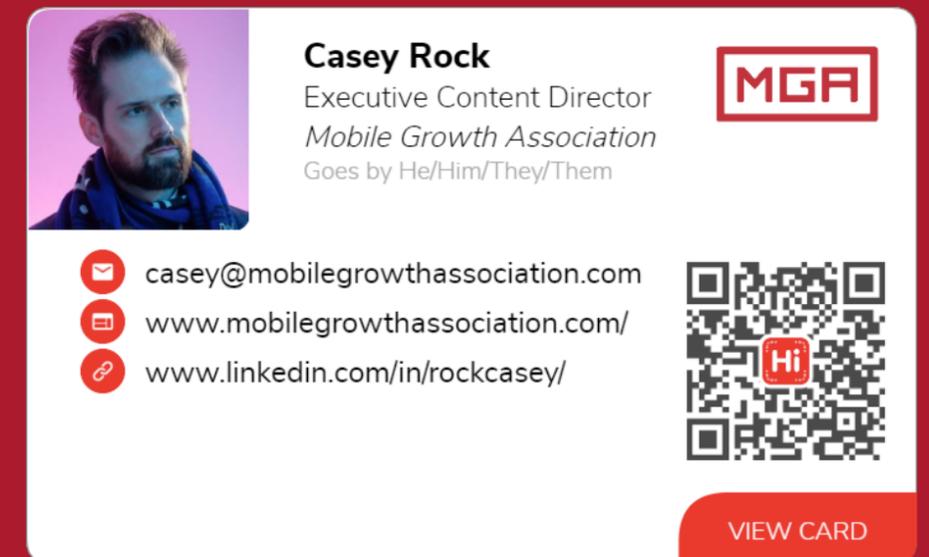
## BUILD YOUR VIRTUAL BUSINESS CARD

To get the most out of networking on Slack and meeting new people, we recommend building a HiHello business card. Not only will this allow people to easily grab your details in Slack, but anyone who scans your card's QR code or whose QR code you scan with the **HiHello mobile app** will be added to the contacts list on your HiHello dashboard – making it easy to stay in touch with those you met during the show. **The service is free, so be sure to take advantage of it!**

### DIRECTIONS FOR BUILDING YOUR CARD

1. Go to <https://hihello.me/app/cards>.
2. Follow the prompts to create an account.
3. Build your card in the card creator (make sure to see all the options available by clicking the "edit" icon).
4. Go to "Email Signatures" and download the QR CODE card by right-clicking on the image and clicking "Save Image As".
5. Share the card image in Slack for all to see and scan!

Contact [support@hihello.me](mailto:support@hihello.me) if you encounter issues with the platform.

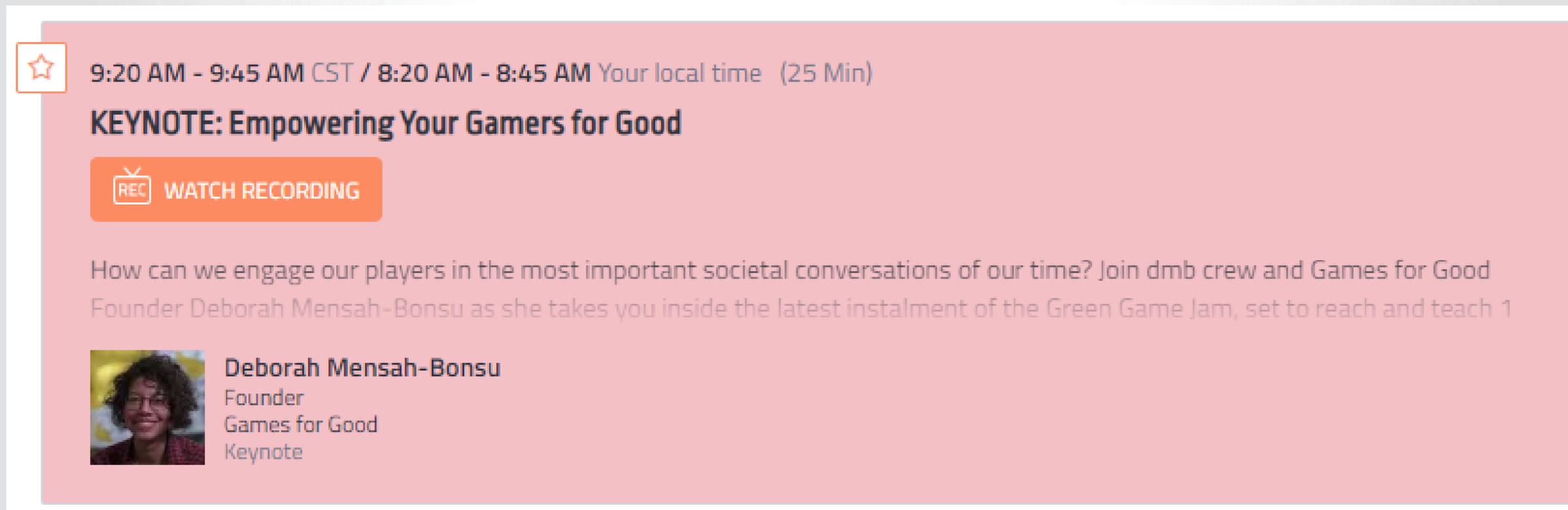


Need help? Contact [support@mobilegrowthassociation.com](mailto:support@mobilegrowthassociation.com)!

# Watching Content On-Demand

**We highly encourage you to attend our event live to take advantage of networking, speaker Q&A, our engagement contest, and more.** However, content is available on-demand after the show as well (though we suggest using it more for review than in place of the event itself). To watch a session on-demand, simply go to the agenda and click “Watch Recording” on the session you’d like to view!

**Don’t forget to rate the session and leave feedback once you’ve watched it!**



The screenshot shows a recording card for a keynote session. At the top left, there is a star icon in a square box. To its right, the time is listed as "9:20 AM - 9:45 AM CST / 8:20 AM - 8:45 AM Your local time (25 Min)". Below the time, the title "KEYNOTE: Empowering Your Gamers for Good" is displayed in bold. Underneath the title is an orange button with a white "REC" icon and the text "WATCH RECORDING". Below the button, a short description reads: "How can we engage our players in the most important societal conversations of our time? Join dmb crew and Games for Good Founder Deborah Mensah-Bonsu as she takes you inside the latest instalment of the Green Game Jam, set to reach and teach 1". At the bottom left, there is a small circular profile picture of Deborah Mensah-Bonsu. To the right of the photo, her name "Deborah Mensah-Bonsu" is listed, followed by her title "Founder Games for Good" and the word "Keynote" below it.

# Leave Your Feedback

One of the most important things you can do as an attendee is to leave us feedback. There are a couple of easy ways to do this.

- 1. Rate our sessions.** This takes only a few seconds. You can also leave detailed feedback if you'd like. (See Page 4 for details.)
- 2. Take our Attendee Survey.** This takes 2-4 minutes. Simply click the "Survey" button at the top of the platform page or [click here](#).

Thank you for helping us make our events even better for you!

# Thank You!

## Contact information

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