



Tips for Attending the GENESIS Symposium

March 16 – 18, 2021
& On Demand
through April 30, 2021

Introduction

Thank you for attending **the GENESIS Symposium**. We are excited to be offering this inaugural 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 GENESIS Symposium**, maximize your **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 and getting the most out of visiting the exhibits to social events and strategies for networking and interacting with colleagues. This guide concludes with the technology requirements to help avoid any potential hiccups.

“What I learned from my first online event is that the connections with whom you try 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*

Pre-Event Preparation

At **the GENESIS Symposium** you can engage with exhibitors, meet education session presenters, network via the chat function, and attend networking gatherings to connect with other conference attendees. Treat this virtual gathering as you would when attending any in-person conference.

Block out time on your calendar so you can be focused on the experience. Check out the [schedule-at-a-glance](#) and set an alarm for the events you don't want to miss.



The Advantages of a Virtual Conference

- **Watch on-demand education** at your convenience
- You can **meet attendees from around the world**
- **Minimize travel expense** and learn from the best in the comfort of your own home or office
- **Access to all sessions**, what you can't watch live you can always catch the recordings until April 30
- **Talk with other attendees during presentations** without interrupting the speaker by using the chat box
- **Connect with speakers easily** by connecting via chat, anytime
- **Meet interesting people in the networking lounge**, or by checking out who is logged into the event platform

Minimize Distractions

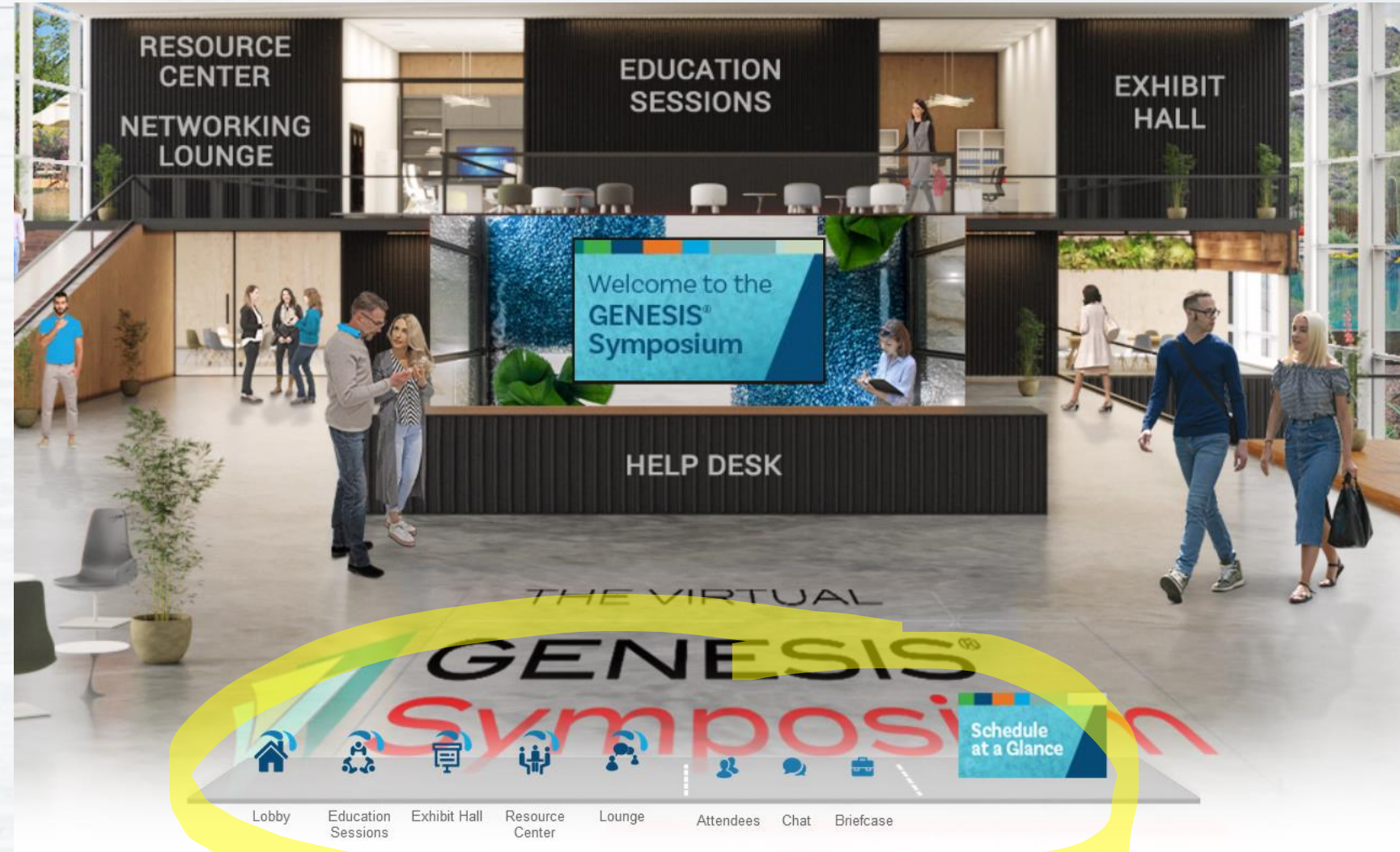
When watching an online presentation, whether on-demand to fit your schedule or a scheduled presentation, it is tempting to multi-task. Doing other things while watching a session or participating in a networking event can distract you from fully engaging in the event and ensuring you get the most out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

Be sure to request the necessary time if you need supervisor approval to take hours out of your day to attend this virtual event.

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 the newest industry information and interact with exhibitors and other attendees.

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, visit a booth, or check out the PHTA Resource Center. For example, enter the exhibit hall by clicking on the “Exhibit Hall” icon.

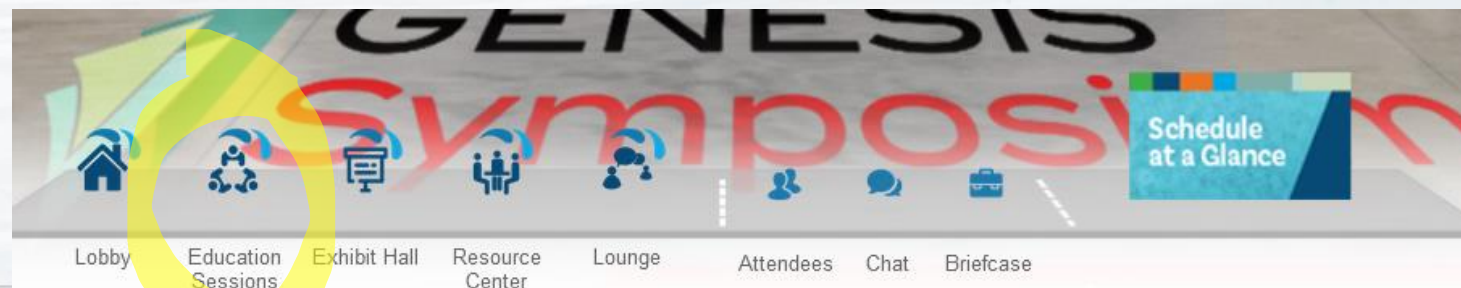
Quality Education at your Fingertips

Join us to learn industry best practices with your registration.

Enter **Education** to access all **education sessions**. Once **the GENESIS Symposium** live activities are complete, you'll still be able to access the on-demand and recorded live sessions from this same virtual location. **The GENESIS Symposium** platform will be available to all registered attendees until **April 30, 2021**.

Accessing Education Sessions

1. Click on the Education Session icon from the navigation bar .



Accessing Education Sessions (Continued)

2. Once in the education session auditorium, 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 live session, or a new screen will pop up to play the on-demand session. You can also save the session to your briefcase.

Education Sessions Access

Live Sessions

Live education sessions will be presented in the Main Ballroom starting at 9:30 am on Wednesday with the keynote session. These engaging 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 for all GENESIS Symposium attendees.

Recorded / On-Demand Sessions

Check out the [schedule-at-a-glance](#) to find out when and where to attend pre-recorded sessions. These sessions will offer you the opportunity to chat with the presenter during the launched time, other attendees, or leave your questions in the chat box. Once presented, these sessions can be watched at your convenience through April 30.

To access an on-demand session, click on the **“Education Sessions”** icon on the navigation bar. When you arrive in the room, click on the on-demand session screen and a list of available sessions will be shown. You can click to watch the on-demand session, or you can save it to your briefcase to watch later.

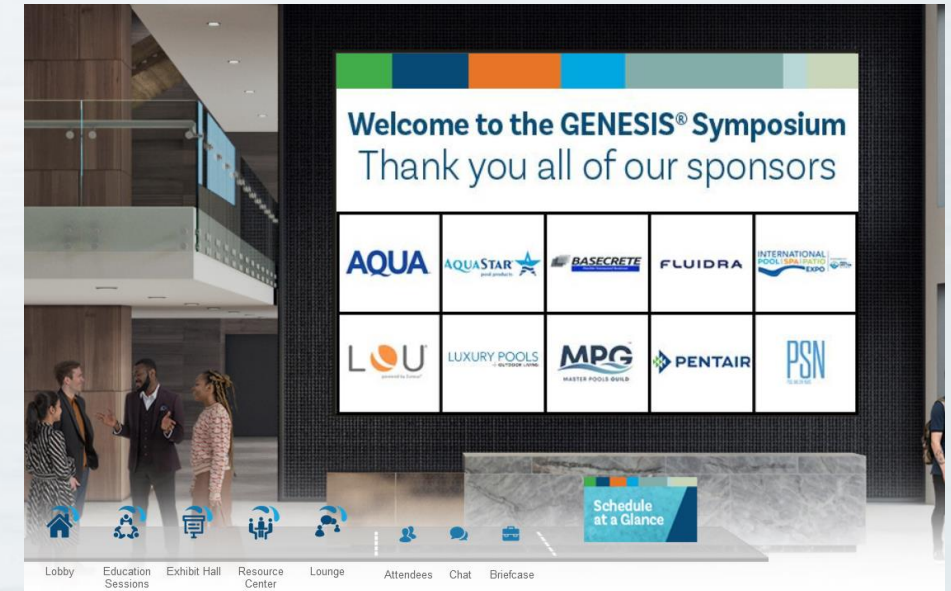
Visiting an Exhibitor

Once you get to the exhibit hall directory, **you can find exhibitors by:**

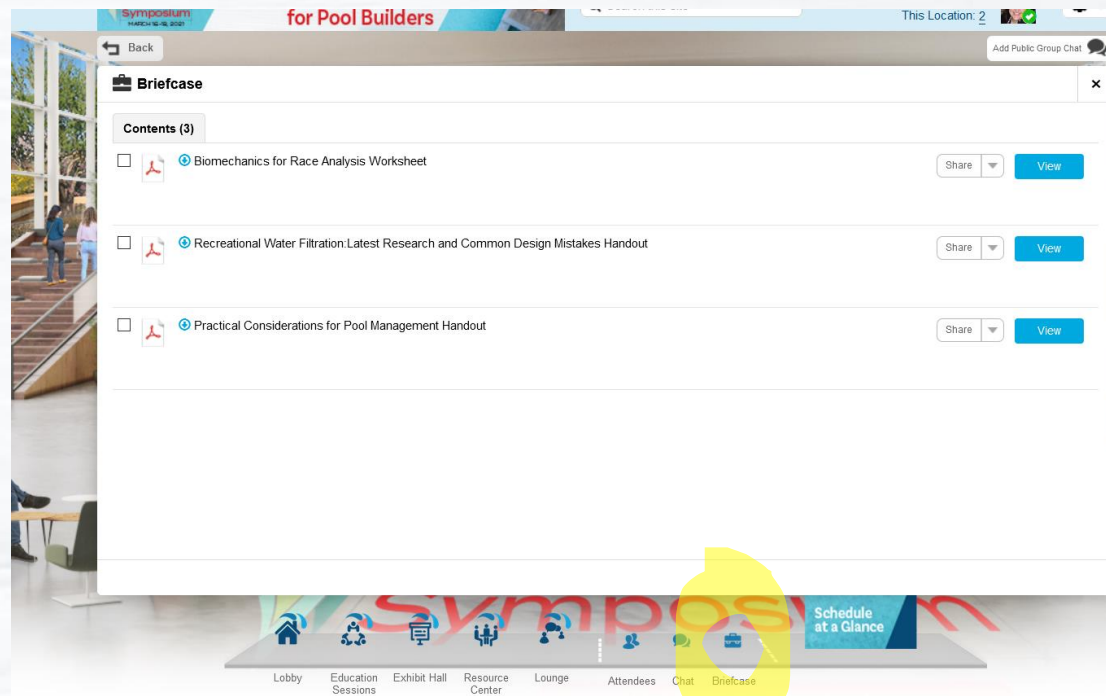
1. Clicking on their logo
2. Scrolling through the booths using the “Next” and “Previous” buttons in the top left corner

Click on that exhibitor logo or name and it will take you to their booth. The Booth Representative will be notified you have arrived in the booth. Should the booth not have a representative available, you can send them an email indicating you would like to speak with someone.

You will find different booth styles in the exhibit hall. Each booth will have content you can click on, such as videos, links to brochures or catalogs, a chat room to have a conversation, and more. Some booths may have a video start playing upon your entry. **When you find the information you want to save for future reference, you can add it to your virtual briefcase.**



Your Virtual Briefcase



As you navigate throughout the exhibit hall, you will be able to see exhibitors' product or service information. You can save this content to your briefcase. It will appear as a listing like the example to the left.

You will be able to access the content in your virtual briefcase until **the GENESIS Symposium** closes on April 30.

When you enter Education Sessions and click the **“Click to View”** button on the stage screen, a frame will open listing all the education sessions. You can add on-demand sessions to your briefcase to watch at your convenience and you can click on the live sessions, even if they have not occurred yet, to add to your briefcase to help you plan your show schedule.

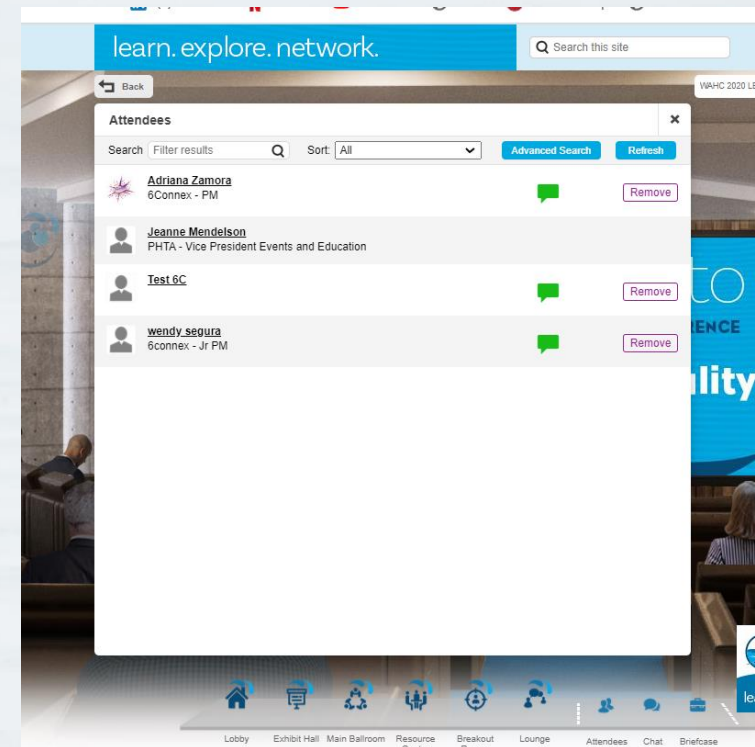
Connecting with Other Attendees

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 Attendees 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

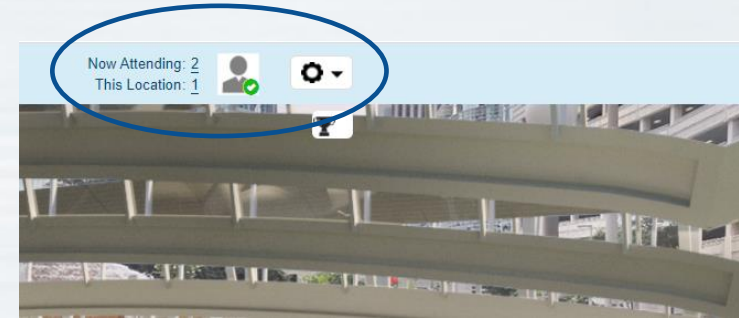
There are a few ways to know who is attending **the GENESIS Symposium**.

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 in to **the GENESIS Symposium** platform will appear. The number indicates the number of people logged in to the event.

The “This Location” number indicates who is 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.



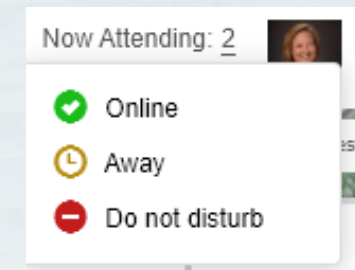
Helpful Tip

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.



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 and booth representatives for post-event follow-up and communication.

When you enter an exhibit booth, a Booth Representative from an exhibiting company can view your Attendee Profile Card to:

- Initiate a chat with you and keep notes on your chat
- Email you any information you request
- Make notes that are viewable by all representatives



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.

Networking Opportunities

There are several opportunities to build your network during **the GENESIS Symposium**.

You can attend any of the following online networking events to meet and interact with other event attendees:

- **Attending the Opening Night Kick-off** event
- **Visiting exhibitors** in their booth
- Attending the daily **Education Sessions** and chatting with an attendee via the chat function
- Attending the **Power Hour chats** in the **Networking Lounge**

For a more detailed schedule on these networking opportunities, click on the Schedule-at-a-Glance when logged in to **the GENESIS Symposium** or visit genesis.phta.org.



Show Features

Exhibit Hall – Visit the conference sponsors showcasing their latest innovations during *the GENESIS Symposium*.

PHTA Resource Center – Enter the PHTA Resource Center to get more information about PHTA membership, education, certification, and so much more. Staff will be available to answer all your questions throughout the day, both Wednesday and Thursday.

Help Desk – Should you have any technical issues while in *the GENESIS Symposium* platform, click on the Help Desk in the Lobby to get technical assistance.

Thank you to our Symposium sponsors

Welcome to the GENESIS® Symposium
Thank you all of our sponsors

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
- Set your screen zoom to 80%
- Disconnect from a VPN (if possible)

Operating System	Processor	RAM	Internet Browser	Hardware	Media Playback	Internet Connection
Windows 10 Windows 8.1 + Pro Windows 7 Android 4.4+ Apple Max OSX 10.9+ Apple IOS 8.4+	1GHz	1GB	Internet Explorer 8+ All recent versions of Google Chrome Safari 5.0+ iPhone/iPad – Safari/iOs 5.1+	Audio: Sound Card with Speakers Video: Screen with 1024x768_ resolution support Android Phone/Tablet – OS 2.3 or higher, Chrome, Native Brower 2.3+	HTML5 Streaming enabled browser Apple iOS http streaming enabled browser Android http streaming enabled browser	Dedicated high speed connection of 900kbps+
				Windows Tablet – IE 10+		

See You at *the GENESIS Symposium!*

We hope this guide helps you better understand how to navigate *the GENESIS Symposium* 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 PHTA Resource Center on the event platform.

If you have technical questions during the event, go to the Lobby 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 GENESIS. Before or after the event, please contact Lisa with PHTA by email: lryckeley@phta.org or by phone 615-907-1274. Our staff will be available to assist you.



GENESIS[®]



GENESIS[®] A company of the Pool & Hot Tub Alliance

This guide is provided to
attendees of
***the GENESIS
Symposium***
to help ensure you have
a great experience.

Thank you for attending.