

**HIGHER ED | 20**  
**SUMMIT | 20**  
A VIRTUAL EVENT FOR ALL

# THE HIGHER ED SUMMIT VIRTUAL EVENT GUIDE

## ===== WELCOME! =====

On behalf of everyone at Salesforce.org, we're so excited you're joining us for Higher Ed Summit Virtual (HESV)! This handy guide will provide you with an overview of the HESV experience and show you how to navigate the event.

Today, you'll have access to more than 40 episodes, keynotes, and luminary speakers that cover topics around technology, education, and innovation, plus everything in between. Did you know that this is an on-demand experience? That means you can go anywhere you want, at any time. Cruise around the platform from 7 a.m. to 1:00 p.m. PDT. Keynote and speaker chat will begin at 8 a.m. PDT.

We're getting started a little bit early for our international attendees. The international chat in the Networking Lounge will open at 7 a.m. PDT, pre-keynote discussion starts at 7:30 a.m. PDT and our pre-keynote international speaker office hours will open at 7:45 a.m. PDT.

We want to hear from our community. Say hello in the public chat located in the Keynote Auditorium to share your opinions and ask questions. Please use the hashtags #HESummit20 and #PowerOfUs to connect and join in on the conversation on social.

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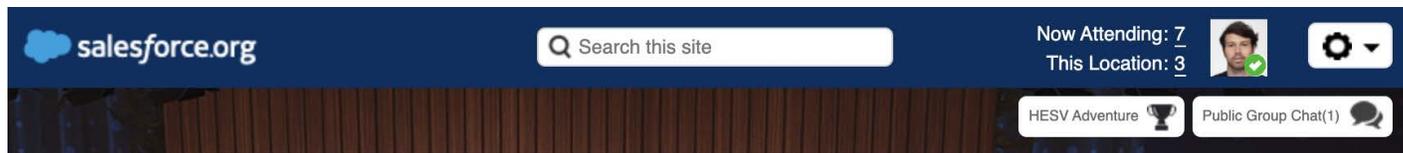
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# HOURS OF OPERATION

<b>7 a.m. PDT</b>	<ul style="list-style-type: none"> <li>• Platform opens for our international friends</li> <li>• Help Desk and Resource Center are open</li> <li>• Networking Lounge international chat is open</li> <li>• The HESV Adventure is live</li> </ul>
<b>7:30 a.m. PDT</b>	<ul style="list-style-type: none"> <li>• International Pre-Keynote begins</li> <li>• The Quad is open!</li> <li>• Community chat in Networking Lounge is open</li> </ul>
<b>7:45 a.m. PDT.</b>	<ul style="list-style-type: none"> <li>• International speaker office hours begin</li> <li>• International Breakout Theater is open</li> </ul>
<b>8:00 a.m. PDT</b>	Keynote begins
<b>8:40 a.m. PDT</b>	All breakout theaters are open, episodes are live
<b>9:00 a.m. PDT</b>	Ask an Expert is LIVE in the Networking Lounge
<b>9:45 a.m. PDT</b>	Breakout Theater speaker office hours begin
<b>10:00 a.m. PDT</b>	Networking Lounge international chat closed
<b>11:00 a.m. PDT</b>	Demo Jam voting closes in the Quad
<b>12:00 p.m. PDT</b>	Ask an Expert closes
<b>12:30 p.m. PDT</b>	<ul style="list-style-type: none"> <li>• Networking Lounge Community Chat closed</li> <li>• Speaker office hours conclude</li> </ul>
<b>1:00 p.m. PDT</b>	<ul style="list-style-type: none"> <li>• The event has come to a close</li> <li>• Help Desk and all chats closed</li> <li>• HESV Adventure wraps</li> <li>• The Quad closed</li> <li>• Download your Briefcase!</li> </ul>
<b>1 p.m. - 4 p.m. PDT</b>	Need more time? Breakout theater episodes are still available. There is no support staff available. All additional rooms are closed.
<b>4 p.m. PDT</b>	Breakout theaters close, head to YouTube to watch what you missed!

## WHAT THE HECK CAN THIS EVENT PLATFORM DO?

### THE UPPER NAVIGATION BAR



### HIGHER ED SUMMIT ADVENTURE

The HESV Adventure is a game for our education community that will run during the event from 7 am PT to 1 pm PT. It is designed to take attendees through key moments in the Higher Ed Summit virtual landscape. Eligible attendees who earn 200 or more points by completing key actions are eligible to select a prize from our HESV Sponsor Attendee Care Kit while supplies last. Go to the HESV Adventure button on the top navigation during the event to see if you qualify.

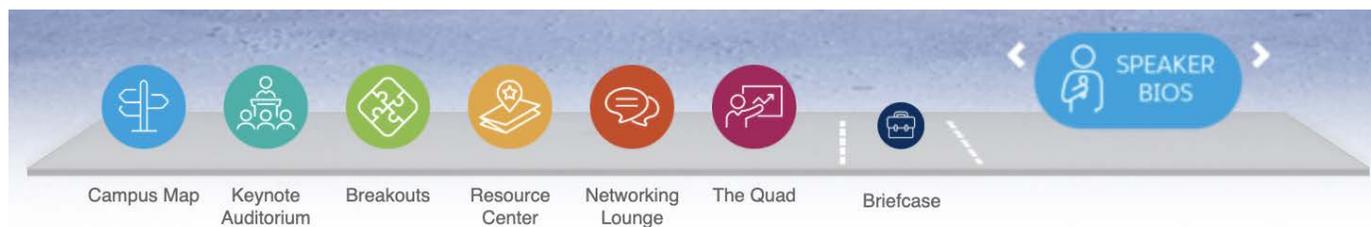
Disclaimer: Open to legal residents of U.S. (incl. D.C.) who are full-time employees of a private educational institution only. Government personnel, including employees of public universities, and employees of Salesforce, Sponsors, and Salesforce Alliance Partners are ineligible to participate. Prizes are available on a first come, first serve basis to those who are the first to obtain 200 or more points and to submit a google form with their prize selection(s). Prizes are non-transferrable, not redeemable for cash and eligible for use by the recipient only. Additional restrictions may apply.

### PUBLIC CHAT

Say hello! Public chat is located in the upper right-hand corner of your navigation bar. You will find it in some of our key spaces like the Networking Lounge and the Quad. Give us feedback on what you think, tell us what you need, and have fun with your community.



## THE LOWER NAVIGATION BAR



### CAMPUS MAP

Even in a virtual event space, it can be easy to get lost! This map will help you get where you need to go. You will be brought back to this area when you exit out of each room.

### KEYNOTE AUDITORIUM

Watch main stage content LIVE, including our Education Cloud Keynote, Trevor Noah, and more. Many speakers will be on hand in this room to answer your questions LIVE via public chat. Most of the keynotes will not be on demand post event, so get here before the event ends and don't miss out!

### BREAKOUT THEATERS

You'll find theaters for all five main tracks: Marketing, Advancement, Recruitment and Admissions, Platform Innovation (K-12 episodes found here), and Student Experience, as well as the International Spotlight theater with content designed specifically for Europe. Each theater episode is approximately 20 minutes long, so you'll have time to explore and start a list in your briefcase for later. Speakers will be on hand to chat with you live during their office hours from 7:45 a.m. to 12 p.m. PDT.

### RESOURCE CENTER

Consider this your virtual library. Find key Higher Ed & K-12 resources here, including COVID-19 support, product information, and much more! Oh yeah, did you know you can take all that home with you today? More on that in the "Briefcase" section below.

### BRIEFCASE

By clicking on the briefcase icon next to content, you can add documents to your very own briefcase. Here, you can preview documents, rate them, download them individually, share them to anyone with a valid email address, or download your Briefcase in its entirety in a .zip file to your desktop. Be sure to download your files before the event closes at 1:00 p.m. PDT.

### NETWORKING LOUNGE

Pop into the networking lounge to connect with your peers in Community chat! You can also attend an Ask an Expert session with our [Salesforce.org](https://www.salesforce.org) CSG experts.

# EVENT DICTIONARY

## THE QUAD

Need some expert product advice? Visit our Education Cloud friends and partners in the Quad to learn about the latest in education innovation. Don't forget to watch and vote for your favorite demo jam. The Quad is open from 7:30 a.m. – 1:00 p.m. PDT.

We're pleased to provide [Knowledge Articles](#) brought to you by our event sponsors.

## ROTATING GRAPHICS (RIGHT SIDE OF NAVIGATION BAR)

Looking for our Help Desk? Click on the Help Desk icon to chat with a member of the HESV team.

Want to access the Speaker Bios from any page? You are in luck! Just click the Speaker Bios graphic in the lower navigation bar.

Finally, you can take this Event Guide with you everywhere -- just click on the Event Guide graphic, also located in the navigation below.

## SPEAKERS BIOS & OFFICE HOURS

Want to know more about today's speakers? Find each speaker's biography in the lower navigation bar. You can also get access to our speakers today via office hours. Find the speakers' availability within the moderated chat window that is connected to each episode video file in their breakout theater. List of all office hours [HERE](#).



# THE HIGHER ED SUMMIT VIRTUAL AGENDA

**7:30 a.m.**

**Pre-Keynote: Pivoting & Embracing Digital Transformation in the UK & Europe**

**8:00 a.m.**

**Rob Acker Welcome + Summit Award Winner: The Dave Perry Excellence in Innovation**

**8:10 a.m.**

**Education Cloud Keynote: Accelerating Digital Transformation in Higher Ed, Amid Crisis and Beyond**

Transformational change in education requires the courage and creativity to take leaps at some of the most entrenched ‘truths’ we hold – the very premise of how our institutions are designed. The tools, roles, and infrastructure all offer an immense opportunity for digital transformation to make a difference. In our opening keynote, we’ll go deeper into why and how Indiana University has transformed. We’ll also share ways that Salesforce.org Education Cloud is innovating to help you succeed.

**8:40 a.m.**

**All learning episodes are released!**

Head over to the Breakout Theaters to dive into all of the amazing episodes. Our six theaters include: Recruiting and Admissions, Marketing, Student Experience, Advancement, Platform Innovation (K-12 episodes found here), and the International Spotlight theater.

**8:45 a.m.**

**Summit Award Winner: Excellence in Institutional Efficiency**

**9:00 a.m.**

**A Conversation with Trevor Noah**

Trevor will bring thought-provoking insights mixed with levity to our education community as we face the realities of digital learning, working remotely, and what needs to change so that learning never stops.

**9:30 a.m.**

**Mental Resilience and Mindfulness with Arianna Huffington**

As the Founder and CEO of Thrive Global, Arianna Huffington has led the conversation around the need to build both physical and mental resilience. In this keynote, Arianna will explore the unique challenges facing the education community and share science-backed Microsteps to navigate our unprecedented times with more mindfulness and less stress. This moment is brought to you by Appirio.

**9:40 a.m.**

**Summit Award Winner: Community Champion**

**9:45 a.m.**

**What Does Higher Ed Innovation Look Like in Unprecedented Times**

Join Jeff Selingo, Ted Mitchell, and Aimee Eubanks Davis in a conversation exploring the threats and opportunities for institutions in the coming years and how campus leaders can create the higher education ecosystem we need to tackle the challenges of the post-pandemic world.

# THE HIGHER ED SUMMIT VIRTUAL AGENDA

**10:15 a.m**

Go explore the Higher Ed Summit Virtual adventure in the quad and networking lounge.

**11:00 a.m.**

**Perspective: The Power of Idealism with Samantha Power**

Samantha Power's journey from immigrant to war correspondent to human rights activist to presidential Cabinet official is distinctly American. Power will share her own educational journey and discusses how we can respond with idealism and determination to make a difference in a divided world.

**11:30 a.m.**

**Summit Award Winner: Student Success**

**11:35 a.m**

**Mental Resilience and Mindfulness and Q&A with Arianna Huffington**

Join Arianna for the second of two mini-sessions where she will answer your questions in this one-of-a-kind virtual therapy session.

**11:45 a.m.**

**Live Q&A with the Demo Jam winner**

**11:50 a.m**

**Summit Award Winner: Excellence in College and Career Prep**

**11:55 p.m.**

**Good News in Education with Soledad O'Brien**

We'll end the Summit with the feel-good segment we're all yearning for. Award-Winning Journalist, Soledad O'Brien, will host Good News in Education, where she'll spotlight feel-good stories and inspirational moments from across the community during this period of remote learning. This will be an episode you won't want to miss!

## TRAIL MAPS

We know you are busy, and oh boy, Higher Ed Summit Virtual offers a lot of content. The Trail Maps below provide a guided experience based on interest. Get to what you want, when you want it!



### Recruitment & Admissions



### Student Experience



### Advancement & Alumni Engagement



### Marketing



### K-12



### International Spotlight



# TECHNICAL SUPPORT

Higher Ed Summit Virtual is hosted on the 6Connex platform. The Help Desk will be open from 7 a.m. to 1:00 p.m. PDT. Simply look to your lower navigation bar for Help Desk and click to chat.

The 6Connex platform recommends the below technical set-up for the best experience:

- Minimum System Requirements 1024 x 768 screen resolution minimum
- 1.4 Mbps internet connection minimum
- Allow Flash
- Disable Pop Up Blockers
- Disconnect from a VPN (if possible)

## DEVICES

Laptop, desktop computer (Mac or PC) or tablets (Android or IOS) are supported.

## INTERNET BROWSER

This is a virtual, browser-based experience. If you're using an older, or unsupported Operating System, Internet Browser, or version of Flash, you may experience decreased performance. We recommend Chrome or Firefox as the most stable and consistent browsers for accessing the virtual environment.

## FIREWALL

An automatic system test is available that will check connectivity of the domains listed in the detailed System Technical Requirements. Try the [System Test](#) and [Webinar System Test](#) to ensure you have a great experience.

Please note: This system check covers standard platform functionality. It does not cover requirements for any 3rd party services that may be integrated into the experience. Verify that the domains listed below in the Technical Requirements section are not blocked by your personal or corporate network.

## DISPLAY / RESOLUTION SIZE

The recommended resolution for your display is at least a 1024x768 or higher resolution. If you are using a PC or Mac, please ensure that your browser zoom level is set to 100% as the presentation is best viewed at that setting. In most browsers, you can use Ctrl + 0 to reset your zoom level. This option can be also be found in the tools or view menu.

