



Insights on the Satellite User Experience

today's challenges. tomorrow's solutions.

Thank you for your interest in being a panelist on an upcoming **Mobile Satellite Users Association** (MSUA) episode of *The Pulse*. We are excited to have you join us. Here's what you need to know to prepare and make the most of the program.



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MSUA
Mobile Satellite Users Association

We use a discussion style for our webinars. An **MSUA** representative will schedule a pre-event session with you to discuss the topics that will be covered so you will be comfortable and prepared for the discussion. During these webinars, our goal is to dig into today's biggest mobile communications challenges and understand how organizations like yours are creating solutions to meet unique requirements.

We like to cover lessons you have learned along the way. Sharing stories about challenges you have faced as a user and as a head of ICT and how you have developed solutions that have helped your organization get the support you need for communications and connectivity is the focus of the interviews. Together, we can help other users of mobile satellite communications learn and become smarter consumers along the way.

Any insights you can offer about the latest advancements in satellite mobility technologies and services are also valuable. Join us on this journey to a more connected global reality.

We have outlined the production process below so you know what to expect. Of course, always feel free to reach out to us with any questions by emailing marketing@msua.org.

Here's what to expect:

MSUA will:

- 1) Schedule a pre-event briefing session with panelists and an **MSUA** representative to discuss possible topic areas.
- 2) Schedule a time and dates for the webinar and send a meeting invitation with joining instructions to all panelists.

- 3) Forward a promotional PDF flyer, social media posts and the registration page link to all panelists for sharing with colleagues and personal networks.
- 4) Add panelists to email distribution of **MSUA's** weekly Mobility News.
- 5) Check-in with panelists one business day prior to the webinar to answer any open questions and confirm final details.
- 6) Be online in the prescribed webinar application at least 30 minutes prior to the webinar start time for final tests and set-up for all panelists.
- 7) Distribute a webinar link to panelists typically one week after the event for access on demand.

Panelists will:

- 1) Provide a picture (headshot), a short 40 to 60-word biography and your organization's logo that **MSUA** will include in the invitation to the webinar and social media posts.
- 2) Provide visual material or any slides or other content to be shared during the interview.
- 3) Promptly accept initial briefing and webinar calendar invitations to have access to necessary event information.
- 4) Log into and test the webinar application as advised by **MSUA**, for video and audio operation, at least one day prior to the scheduled webinar date.
- 5) Consider measures to:
 - a. Ensure adequate lighting and audio
 - b. Orient webcam to eye height whenever possible
 - c. Maintain a reliable internet connection
 - d. Minimize potential background noise
- 6) Log into the webinar event 15 minutes before the scheduled start time.

Thank you for participating!

We look forward to working with you on the upcoming webinar. If you have any questions in the meantime, please feel free to email us at marketing@msua.org.