



# How to host a “Yamjam” event

A step-by-step playbook

# It's time to Yamjam.

So you're interested in hosting a Yamjam? Well, you're in the right place.

This playbook is a step-by-step guide that will walk you through the ins and outs of hosting a Yamjam.

There are four simple steps:

1. Build a foundation
2. Preparing for your Yamjam
3. The Yamjam
4. After the event

Also included is a resources section that includes tips and tricks and some useful templates.

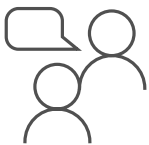
Happy reading.



## What is a “Yamjam”?

A Yamjam is a digital meet up on Yammer. It's a moderated and curated town hall type of event held live within a group on Yammer (your organization's social network).

### Types of Yamjams



A Yamjam isn't restricted to one shape and size. The type of event is determined by the need. For example a leader or expert can host an “Ask Me Anything” or a special event. It's also great for group hacks and an organizational knowledge share.

### Convenient and inclusive

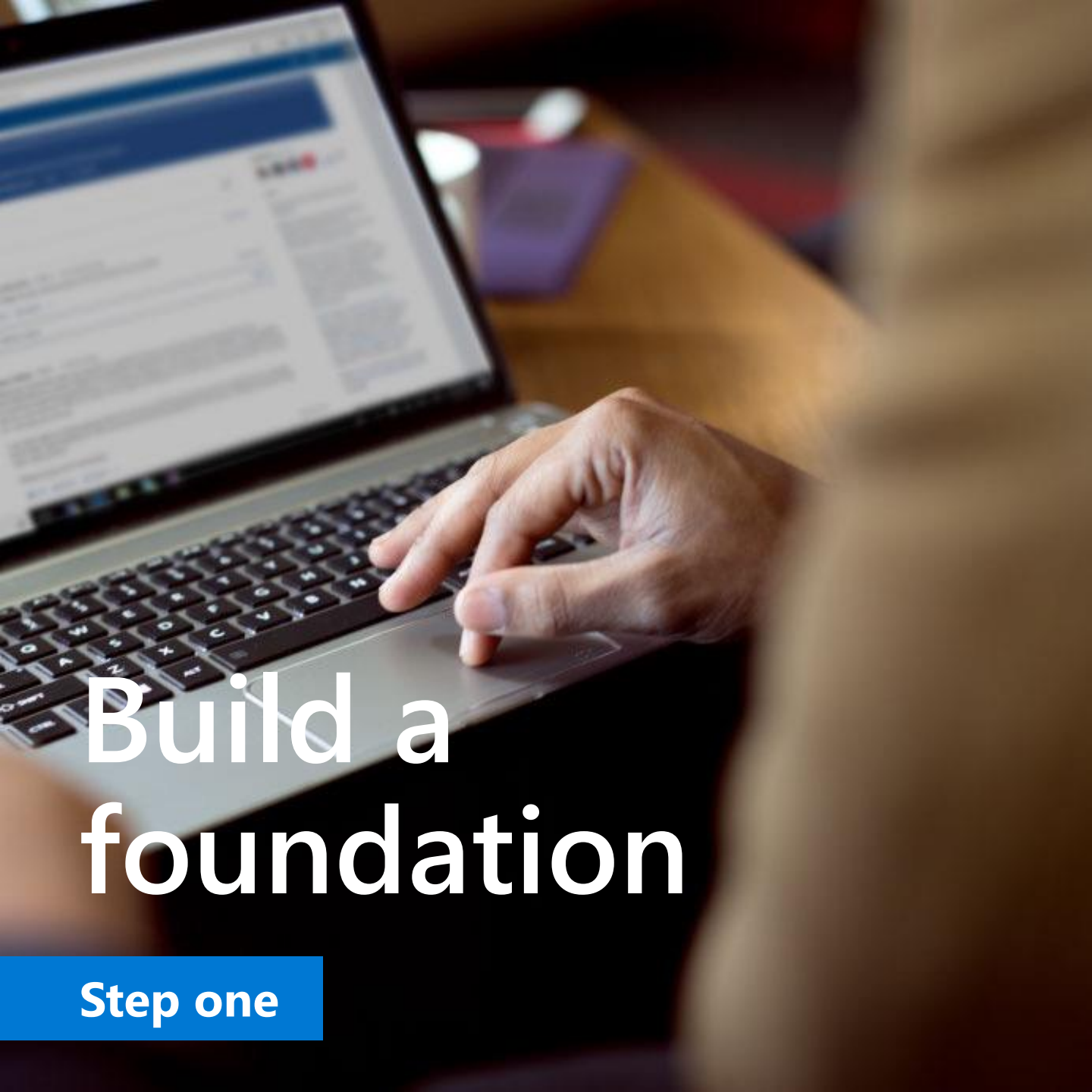


Typically, an event lasts about an hour, but the best part—they continue on after the live event is finished—as long as people want to keep the conversation going. This makes global engagement much easier and more inclusive.

### Benefits



Yamjams are really easy to setup and manage. They are also scalable, concise, focused and low cost. Plus, Yammer has built in analytics which makes the event measurable.



# Build a foundation

## Step one

Yamjams are effective for large or small groups, and with a small amount of advance planning, they are valuable communication tools. Understanding the benefits is the first step in adding Yamjams to your toolbelt.

# Benefits of a Yamjam

There is a long list of why Yamjams can benefit your organization. Here are a few:

**It's easy and fun**—create connections between employees and allow those with loud or quiet voices to be heard.

**Keep it low cost**—utilize a platform you've already invested in to leverage valuable discussion.

**They're concise**—typically a Yamjam lasts for an hour (but content can be accessed after the event).

**It's scalable**—bring a group together and allow for simultaneous conversations.

**Stay focused**—keep conversation goals in mind with outlined or pre-determined topics and questions.

**Make it measurable**—findings and insights can be analyzed and applied to business problems.

## Types of Yamjams

### Ask Me Anything

Also known as an AMA, these Yamjams can be a session with leadership or a product expert.

### Special Event

Special events can include product launches, campaign kick-offs and company announcements.

### Group Hack

A group hack can be a company or organizational brainstorming session.

### Knowledge Share

Use a knowledge share session to deep-dive into a hot topic or get feedback and thoughts on competing products.

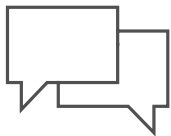
# Things you should know

When preparing for your Yamjam there are a few things you need to know. Communications, discussion, and tagging are fundamental elements of a successful Yamjam event.



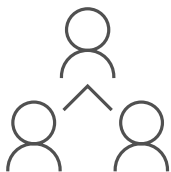
## Communications and promotion

Get the word out. Talk to people where they work (email, Yammer, company intranet). This can happen even during your event. Post interesting conversations to other Yammer groups. Follow up after the event with a thank you note and some highlights.



## Discussion trees

When developing a plan for your Yamjam, think about the questions posted by your host, the answers given by your experts, and the potential questions from the audience. Discuss with your team before the event what topics are productive and which need to be diverted.



## Tags and mentions

Your event needs to have a unique #tag as it makes the Yamjam easier to find during and after the event. It's a quick way to inform attendees of the topic and search for related conversations. When an "@" is used in front of someone's name it will tag and send them a notification. This is a great way to get people involved in very specific conversations.

### **NOTE:**

*Check out Tips and Tricks on page 18 for more helpful suggestions.*





# Preparing for your Yamjam

## Step two

A major factor in the successful outcome of a Yamjam is in the preparation. In this section we will walk through a pre-event checklist, review the different roles you can assign, and provide suggested milestones.



## Pre-event checklist

- What business need do you have that is of interest to the audience?
- Which team, group, or organization has a vested interest in sponsoring a Yamjam event?
- Who is your intended audience and why would this Yamjam interest them?
- What date and time do you want to host the Yamjam? Post that information in the “info” panel with any additional details.
- What questions do you want to ask the attendees?
- Are you going to use an existing Yammer group or set up a new one?

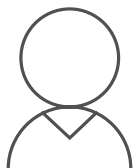
### **NOTE:**

*If you're setting up a new group, seed it with a few posts that are relevant to the topic. Create a video introduction to get people primed for the Yamjam and pin files or links that are related to the topic.*



# Who are your people?

There are specific roles and related expectations for a subset of people who can help make your Yamjam a success. Remember, Yamjams can be run by one person, or as a team.



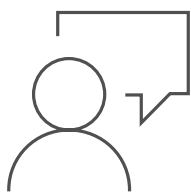
## **Sponsor**

A leader, team, group, or organization with a special and unique interest in the education or insights of the audience.



## **Host**

The host adds value and credibility to the Yamjam because of their expertise and/or leadership. They are responsible for sending out communications and posting questions during the Yamjam.



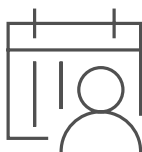
## **Expert**

An expert is responsible for content and commentary. Once a question is posted they provide early context and insight that sparks conversation. They also answer questions and share links to helpful resources.



## **Champs**

A champ is an amplifier of the message. They understand the value of the topic and know that an open discussion will be beneficial to the collective IQ of the group.

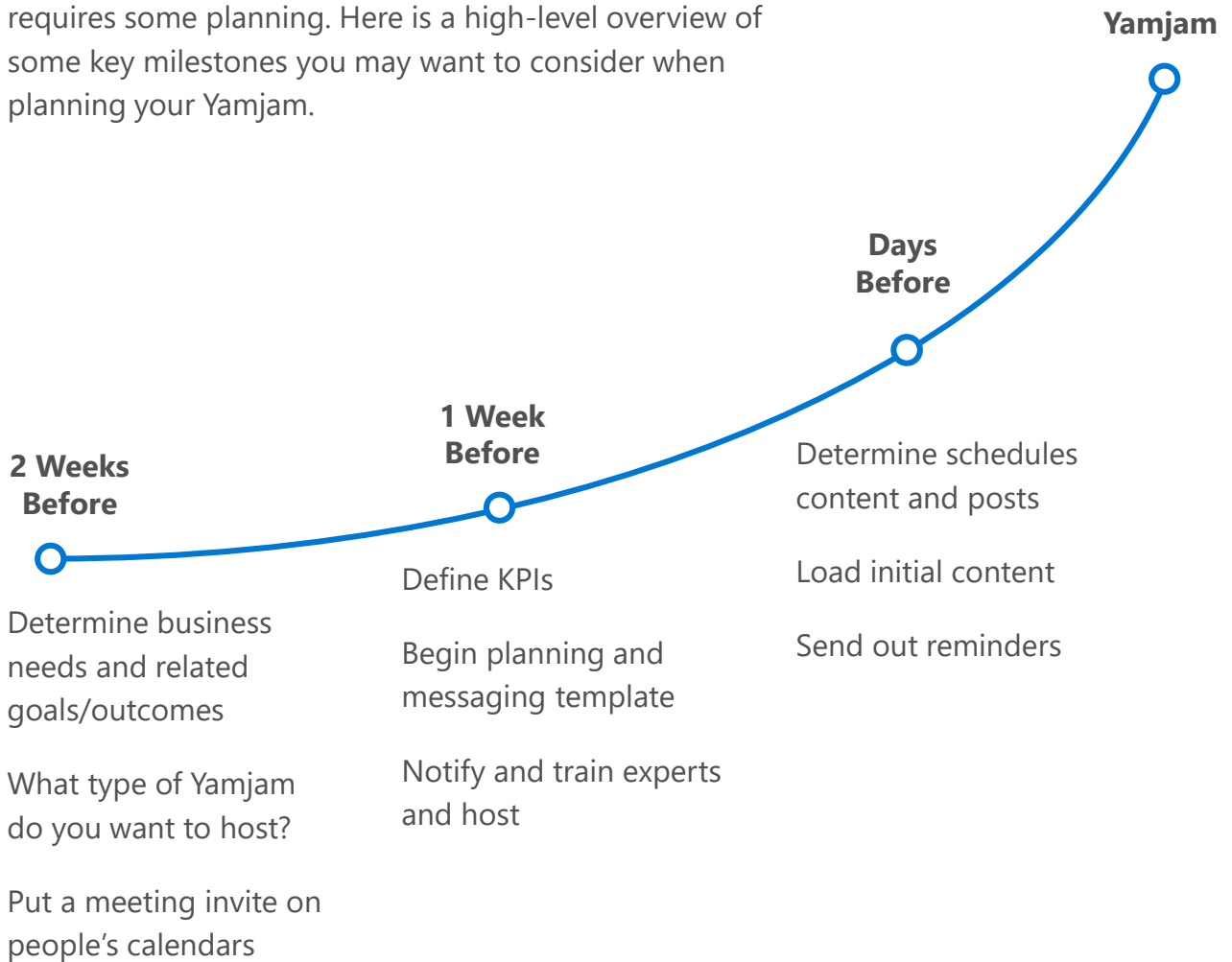


## **Business Manager**

The BM is the backbone to a Yamjam. They organize the topic, sponsor and the business purpose that is driving the engagement. The BM is responsible for tracking the Yamjam.

# Key milestones

Even though a Yamjam is easy to set up, hosting it still requires some planning. Here is a high-level overview of some key milestones you may want to consider when planning your Yamjam.



## **NOTE:**

*Each Yamjam is different and may require different prep work, have unique success criteria, and will vary as to what to expect in terms of outcomes.*



# It's time to Yamjam

## Step three

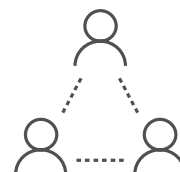
It's time for the action. A Yamjam can be intense from the start or take a while to warm up. Being prepared will help support the host and experts as well as ensure the conversation flows smoothly.

# Managing the conversation

Once the Yamjam starts it's good to know what to expect. Here are a few key things you should be aware of when managing the flow of a Yamjam.

## Conference Call

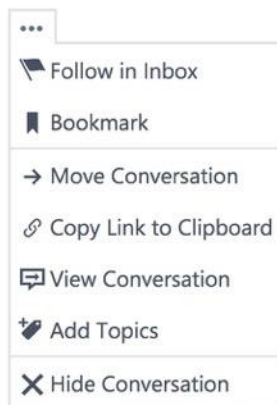
Get the host, expert(s)/leader(s) and business manager on a call or video meeting so they can discuss the Yamjam out loud as it's happening.



## Tools and Features

Yammer has some obvious and hidden features that can bring your Yamjam even more value. Encourage attendees to use these tools to enrich their experience.

UNLIKE REPLY SHARE

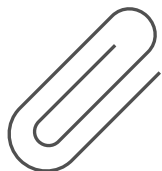


## Introductions

Always kick off your Yamjam by having the host(s) introduce themselves and the experts or leader. It's a great way to get conversation flowing.

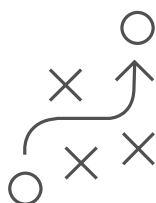


# Managing the conversation



## **Include attachments**

Conversations can have more depth, context and engagement when accompanied by stats, documentation, reference links, images and videos.



## **Coach your expert**

Make sure they are adding value. They need to own the conversation. If it gets busy, just slow it down and take it easy, they don't need to answer every question right away.



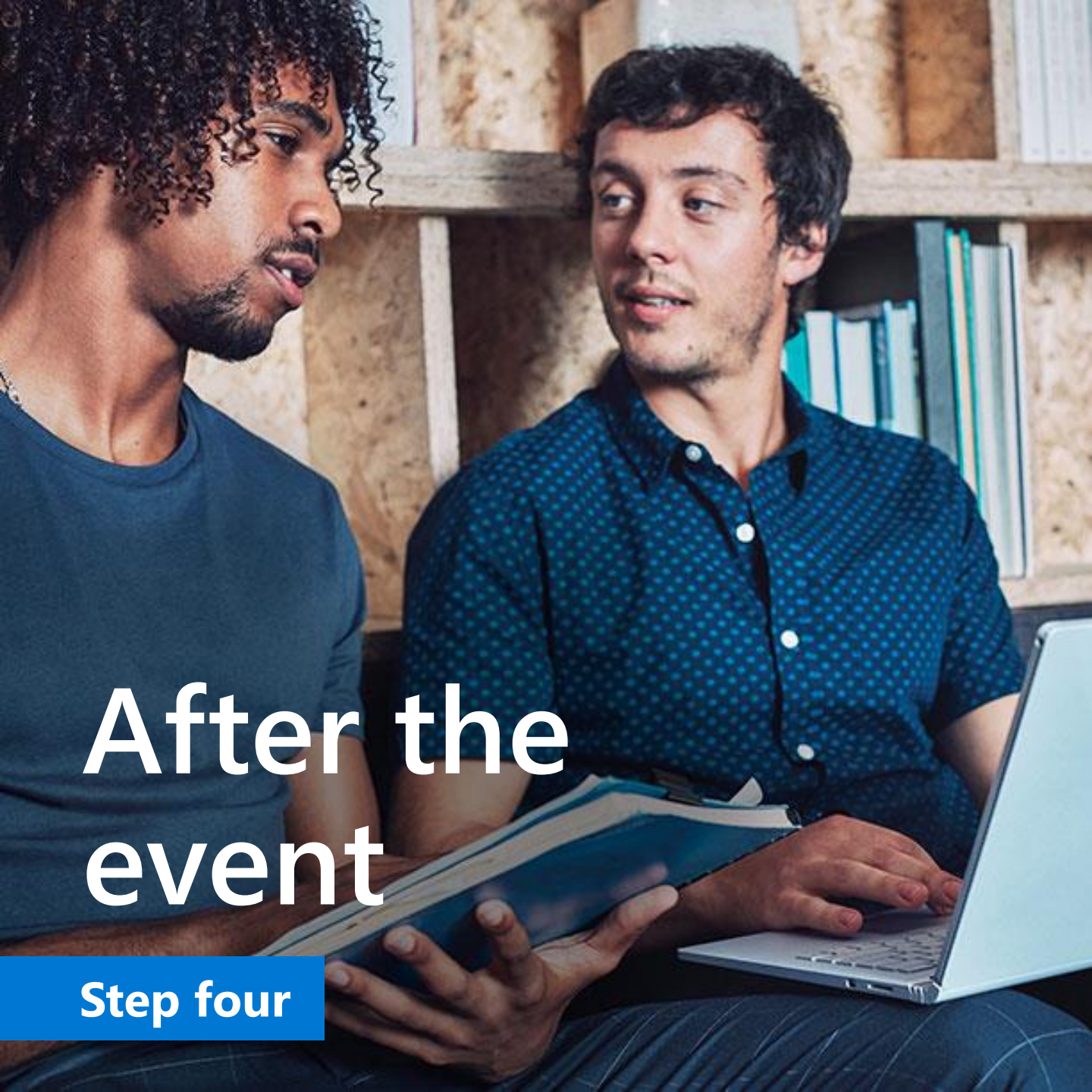
## **Capture and share the highlights**

Take note of key topics discussed as well as interesting analytics and share at the end. Thank the experts and everyone who attended and use the event #tag to close the live portion of the event.

### **NOTE:**

*It will help you manage conversation flow if you open one browser window for each question, and pre-populate that question before the event. Then all you have to do is post!*





# After the event

## Step four

One of the key benefits of a Yamjam is the way it continues on after the live event has concluded. People who attended live and those who wish to join the conversation later can still benefit from and share ideas, insights, and discussions.



# Conversations and the Yamjam impact

Once the Yamjam finishes it is recommended that you focus your efforts in two key areas: group insights and keeping the conversation active.

## Group insights

It's important to track and measure what happened during the Yamjam. The *Group Insights* link will give you access to data such as active users (members and non-members) posts, read and liked messages.

Additional information is also available such as seen counts at the top right of each post.

Learn more <https://aka.ms/groupinsights>



## Keep the conversation going

Not only do live attendees benefit from the conversation, the discussion is now captured and, much like a document, can be referenced and add value long after the actual event.

As part of the pre-event engagement with sponsors, the host and experts, be sure to emphasize the importance of the post-event conversation. Invite them to continue to participate, engage and reference the Yamjam as a ready resource for future learning.

Tracking the conversation also can provide valuable insights into how future Yamjams can be positioned and managed.





## Post Event Checklist

- Have a plan on how to use people who were the most engaged during the event in follow up efforts.
- Make sure the experts are available to track conversation tails and answer questions.
- Send out follow up and thank you communications—email and Yammer posts.
- Capture some of the anecdotal highlights.
- Collect usage and engagement data from the Group Insights tool.
- Start planning your next Yamjam.

**NOTE:**

*Have you captured insights that relate to the KPIs established pre-event?*

# Yamjam resources

Tips and tricks

Planning template

Messaging templates

Schedule templates

PowerPoint 1-pager

Post-event  
summary/reporting  
template

Yamjam introduction  
video



# Tips and tricks

**Hold a practice Yamjam** to identify any areas where prep is still needed and get comfortable.

**Set up a backchannel** for your moderators to chat live while the Yammer conversation is happening.

**Bookmark conversations** that you want to refer back to.

**Add images** to your posts to draw interest (a GIF or two is also a fun way to add personality).

**Pre populate your posts** using multiple browser windows. This will allow you to quickly and easily add questions without disrupting your feed.

**Complex questions** don't need to be answered on the spot. Take note of the question, who asked it and address it later. Be sure to let them know it was a good question and will be answered at a later time.

**Seen count** is at the top right of each post. This allows you to track how many people have seen the post.

**Share direct links** to the conversation before during and after the event.

**Post date and time** of the Yamjam in the Info section of the group.

**Watch the time** This seems like a simple thing, but time can go very quickly. Just make sure someone is always aware of the time and is tracking the schedule.

**Multi-headed expert/leader** can be logged into more than one computer as the expert so more than one person can answer questions.

**Take a poll** to engage your audience—try asking them a question about the topic being discussed or how they felt about the Yamjam using the polling feature.

**Share pictures** of experts/leaders answering questions.

**Explore the three dots** because there are lots of interesting features and tools that help manage your Yammer experience and make it more engaging.

# Planning template

Task	Breakdown	Status
Business opportunity	Who is the event sponsor? Event justification—one or two sentences In what way will the sponsor benefit?	
Audience	Who is the primary audience? How does the audience benefit from participation?	
People	Sponsor—which group or team will sponsor the Yamjam? Host—who is the person who will ask questions and ensure the conversation flows? Expert—who are the subject matter experts that will lead the conversations and answer questions? Champs—who are the people planted in the audience to like, share, comment, and tag?	
Content	Main message (related to the business opportunity) What kind of Yamjam are you hosting? Questions and owners (experts)	
Promotion	Communications channels (email, Yammer groups, meetings, etc.) What resources will you use?	
Measurement and feedback	What does success look like? Do you have any expectations? How will you measure engagement? How will you capture both qualitative and quantitative feedback? Do you have a metrics-based baseline to measure against?	
Next steps	Once approved, what happens next? Key dates and high-level schedule	

## **NOTE:**

*This template is a suggestion to help you plan and prepare. Feel free to pick and choose the tasks that match your needs.*

# Get the message out

It is recommended that messages be sent from the host to give continuity to the communications. These messages are suggestions and can be sent via email or posted to social platforms.

A few messages you should think about:

you're invited, reminder: 1 week, reminder: tomorrow, starting soon and follow up.

## You're invited

**Subject: Save the date – [Topic]  
Yamjam**

You are invited to join us for a Yamjam where we will discuss [topic].

**Date:**

**Time:**

**Group:** [Link URL]

If this is your first Yamjam, it is a hosted and curated question and answer event that takes place on Yammer. For more about what a Yamjam is and how it works check out this video.

[link to Yamjam video]

Add to my calendar [Link to calendar file]

Hopefully you can join us.

[Signed by host]

## Reminder - tomorrow

**Subject: [Topic] Yamjam is happening tomorrow**

Hi [name],

Tomorrow is our [topic] Yamjam.

Here is a taste of what we'll be talking about:

- [Sub topic]
- [Sub-topic]
- [Sub-topic]

Looking forward to your thoughts and insights.

[Signed by host]

**Date:**

**Time:**

**Group:** [Link URL]

Add to my calendar [Link to calendar file]

## **NOTE:**

*Not all messages need to be used – it's up to you when you communicate.*



# Sample follow up message

**Subject: Thank you for joining us on the Yamjam**

Hi [name],

Thanks so much for participating in the Yamjam. I'm glad you could join us and hope you learned some useful tips and strategies that will help you in your job.

One of the great things about a Yamjam is that the conversation continues after the event has finished. So you're invited to continue to learn and contribute to the group at the link below.

[link to Yammer group]

If you have any questions, please let me know.

[Signed by host]

## **NOTE:**

*It can be good to share some highlights if you have access to any analytics from the event. Look at Group Insights for easily accessible event statistics.*

# Combined schedule template

This is a suggested outline and timing of some of the key items and areas you may want to track when planning a Yamjam. Use this template to track your progress by adding actual dates and times.

## Pre-event

Determine business need and related goals/outcomes	1-2 weeks before	Sponsor/business manager
Determine Yamjam type and related content	1-2 weeks before	Sponsor/business manager
Define KPIs	1-2 weeks before	Sponsor/business manager
Assign roles and expectations	1-2 weeks before	Business manager
Notify and train experts and host	Days before	Business manager
Determine scheduled content/posts	Days before	Business manager/host
Load initial content	Days before	Host

## Yamjam

Set up meeting with experts and host – review questions and flow	30 minutes before	Business manager/experts/host/sponsor
Post welcome message	5 minutes before	Host
Post first question and response	Start	Host/expert
Post second question and response	15 minutes after	Host/expert
Post third question and response	30 minutes after	Host/expert

*Schedule continued on the following page*

# Combined schedule template

## Yamjam continued...

Post fourth question and response	45 minutes after	Host/expert
Close up – Thank everyone and encourage continued conversation	55 minutes after	Host
Request feedback from experts on skype call	55 minutes after	Business manager

## Post-event

Post thank you for attending messages	Hours after	Host
Share follow up message with host, experts, and sponsor	Hours after	Business manager
Prepare analysis and compare against KPIs	Day after	Business manager
Review group conversations	Days after	Business manager
Present findings to sponsor	Week after	Business manager

### **NOTE:**

*Most Yamjams can follow this format although it is only a suggestion. As you become more comfortable with the process and management of Yamjams you may choose to try different formats.*

## 1-pager PPT invite



You're invited

# [Topic] Yamjam

Hosted by [Leadership Member]



[Date]

[Time]

[Name] Yammer Group

## 1-pager PPT slide

# What is a Yamjam?

A Yamjam is a digital meet up or town hall event hosted on your Yammer network.

- Leader or expert "ask me anything" or special event
- Group hack or knowledge share
- One hour long, but conversation continues
- More inclusive with global reach
- Easy to set up and manage
- Scalable, focused, low cost and measurable





*You're invited*

# [Topic] Yamjam

*Hosted by [Leadership Member]*

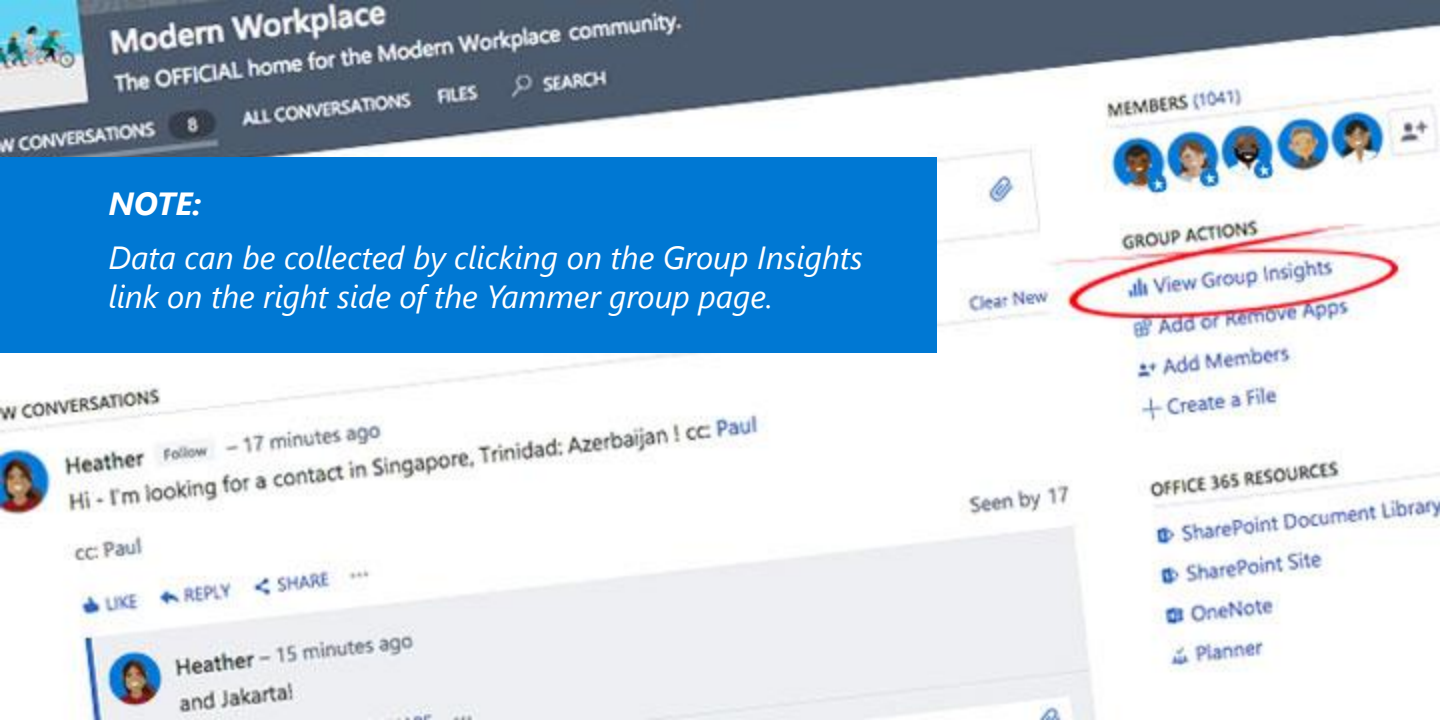
[Date]

[Time]

[Name] Yammer Group







## Yamjam report template

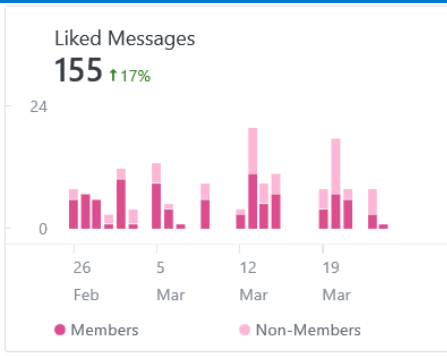
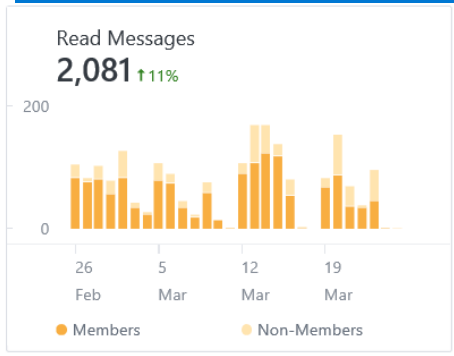
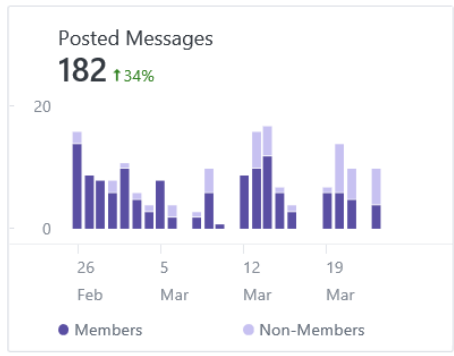
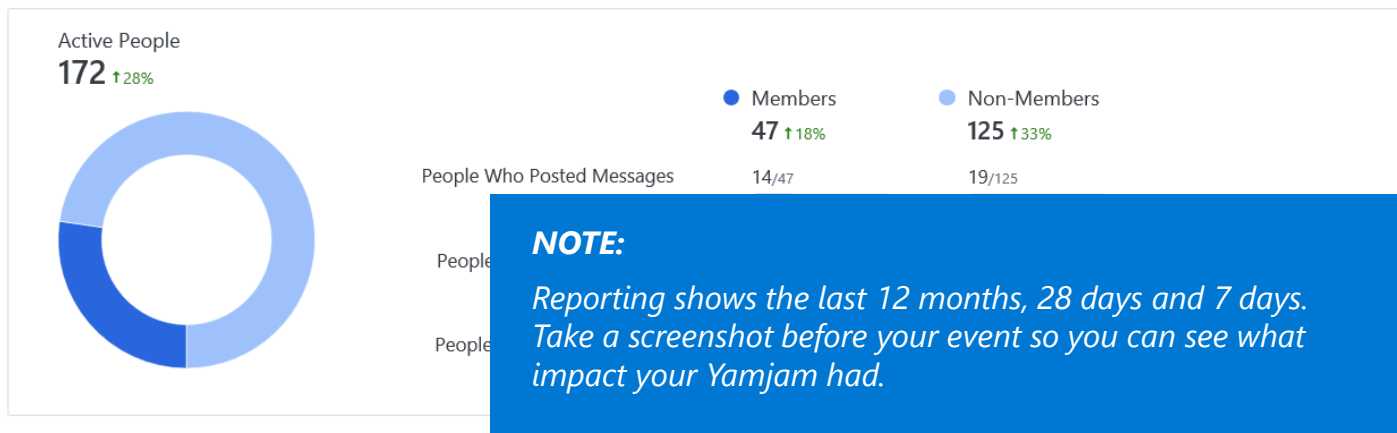
**Yamjam sponsor:** [Leader, group, team, or organization]

**Yamjam background:** [Add a brief sentence or two about why you hosted the Yamjam.]

People	Host: Expert(s) Champs: Business manager:	[Key Takeaway]
Audience	Potential audience size Number of attendees (active and non-member)	[Key Takeaway]
Questions	Number of questions Number of comments per question	[Key Takeaway]
Engagement	Likes Shares Total comments	[Key Takeaway]
Anecdotal highlights and quotes	"quote"  [highlight]	[Key Takeaway]



Last 28 Days



## Group Insights data

Access *Group Insights* on the right column in your Yammer group in the *Group Actions* section.

From here, see statistics and trends over time such as:

- Active people (members and non-members)
- Posted, read, and liked messages
- Total numbers related to each data point

You can also download the full report which will give you an Excel file with more data points and the ability to set your own date parameters.

## And that's it.

You now know the fundamentals of setting up, hosting, and managing your Yamjam.

It's important to note that you should make the Yamjam experience your own. Use this playbook as a guide to understand the basics, then apply the principles that make the most sense for you and your organization.

Thank you for taking the time to learn about different and exciting ways to engage.

Have a great event.