

The New Norm: Virtual & Hybrid Conferences

Moving your association from analog to digital in the age of uncertainty.



Introduction



Dan Stevens

President

WorkerBee.TV, Inc.

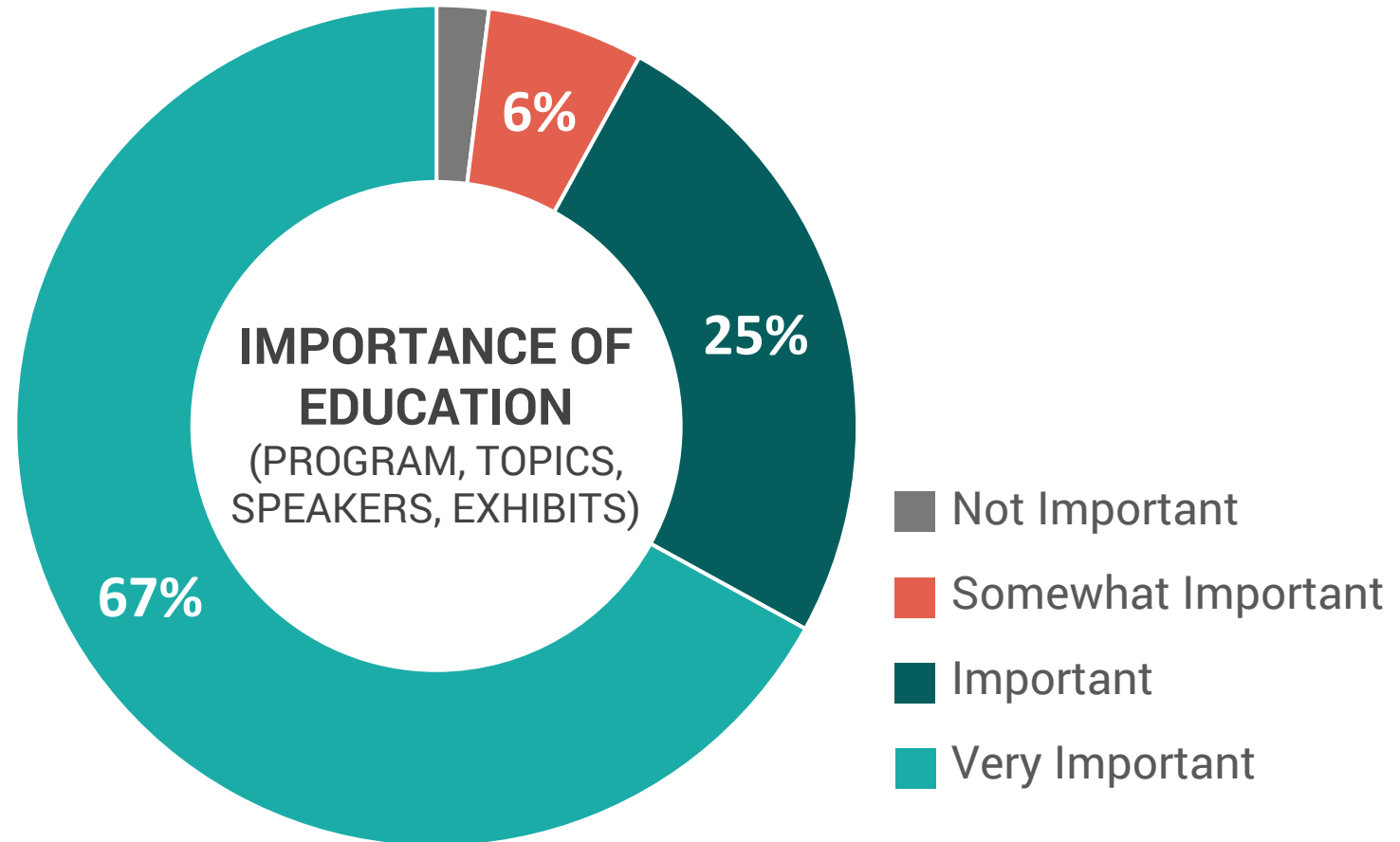
dan.stevens@workerbee.tv

- ◆ WorkerBee.TV, Inc. – helping organizations use video strategically since 2008, through the Association TV® online platform & multimedia services
- ◆ Entrepreneurs' Organization – International Chairman
- ◆ Author - *Moving your Association from Analog to Digital*

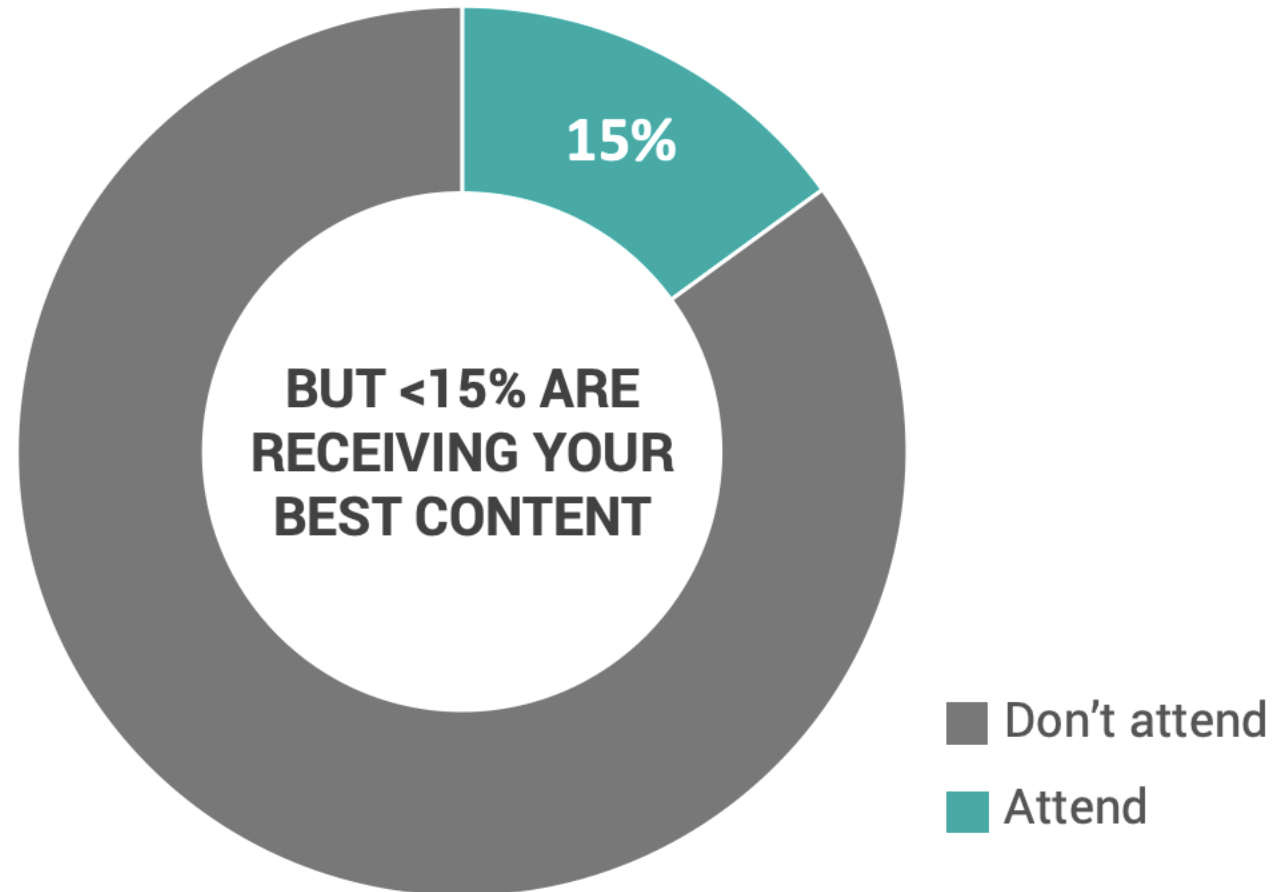
A photograph of three business professionals (two women and one man) in an office setting, leaning over a desk and looking at a laptop. The image is overlaid with a semi-transparent teal filter. The text 'The Era of Disruption' is centered in white serif font.

The Era of Disruption

We have been complacent...



We have been complacent...

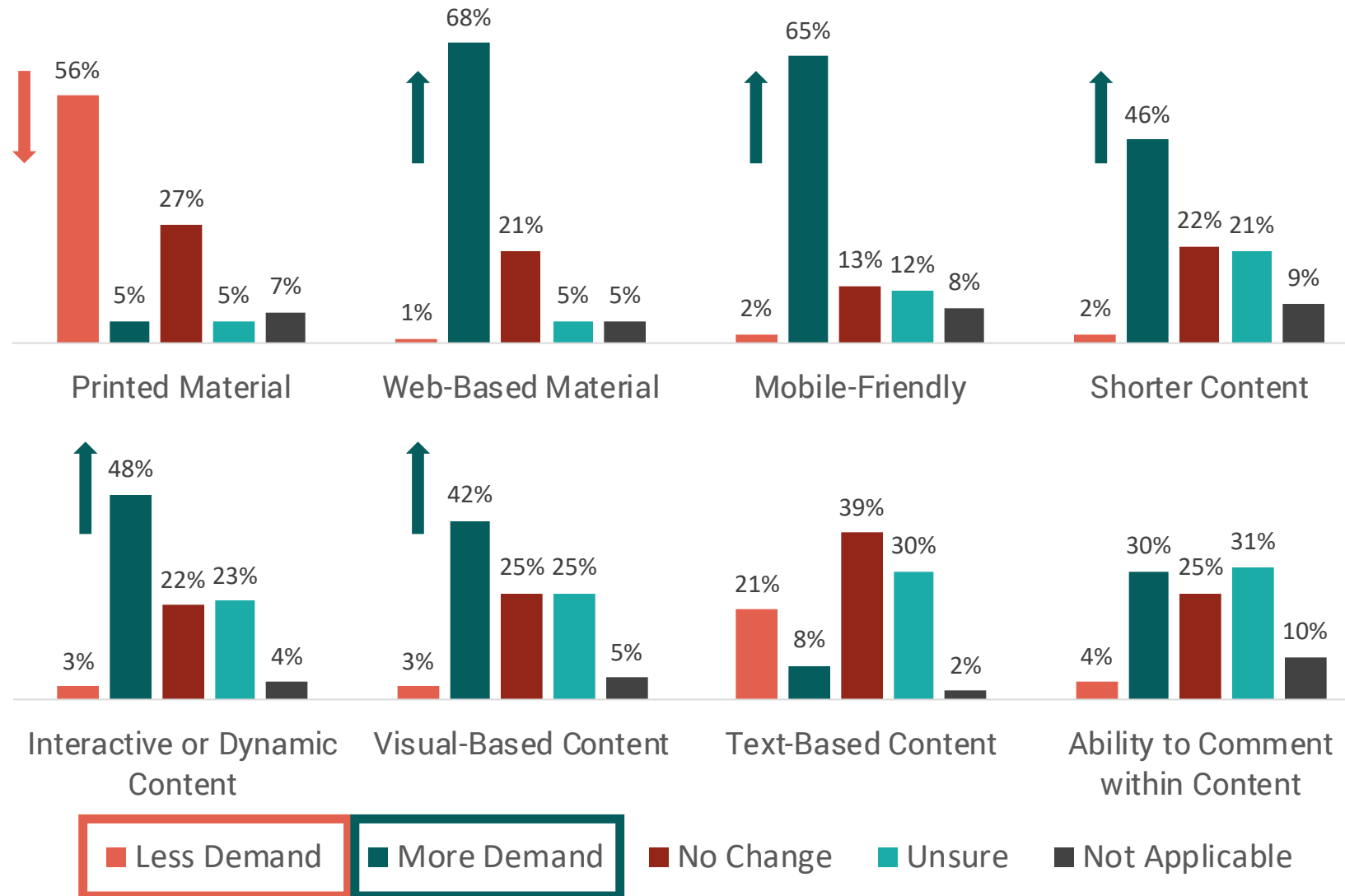


15% Attendance

- ◆ Has been enough to be profitable
- ◆ Created a “*rinse, lather and repeat*” mindset and budget process
- ◆ Digital offerings were feared:
 - ◆ They won't attend in-person anymore
 - ◆ We will make less money
 - ◆ Not my department's mandate
 - ◆ Sponsors and exhibitors won't like it



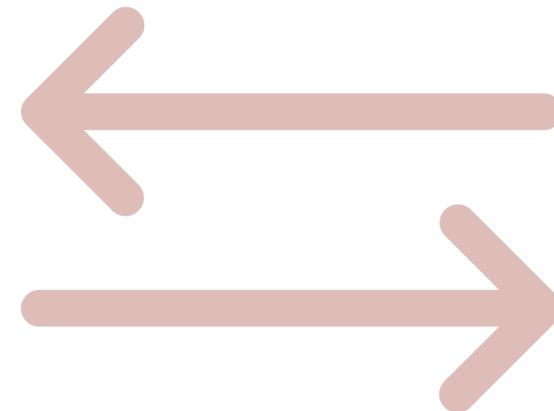
Even though Members are Asking for...



COVID-19

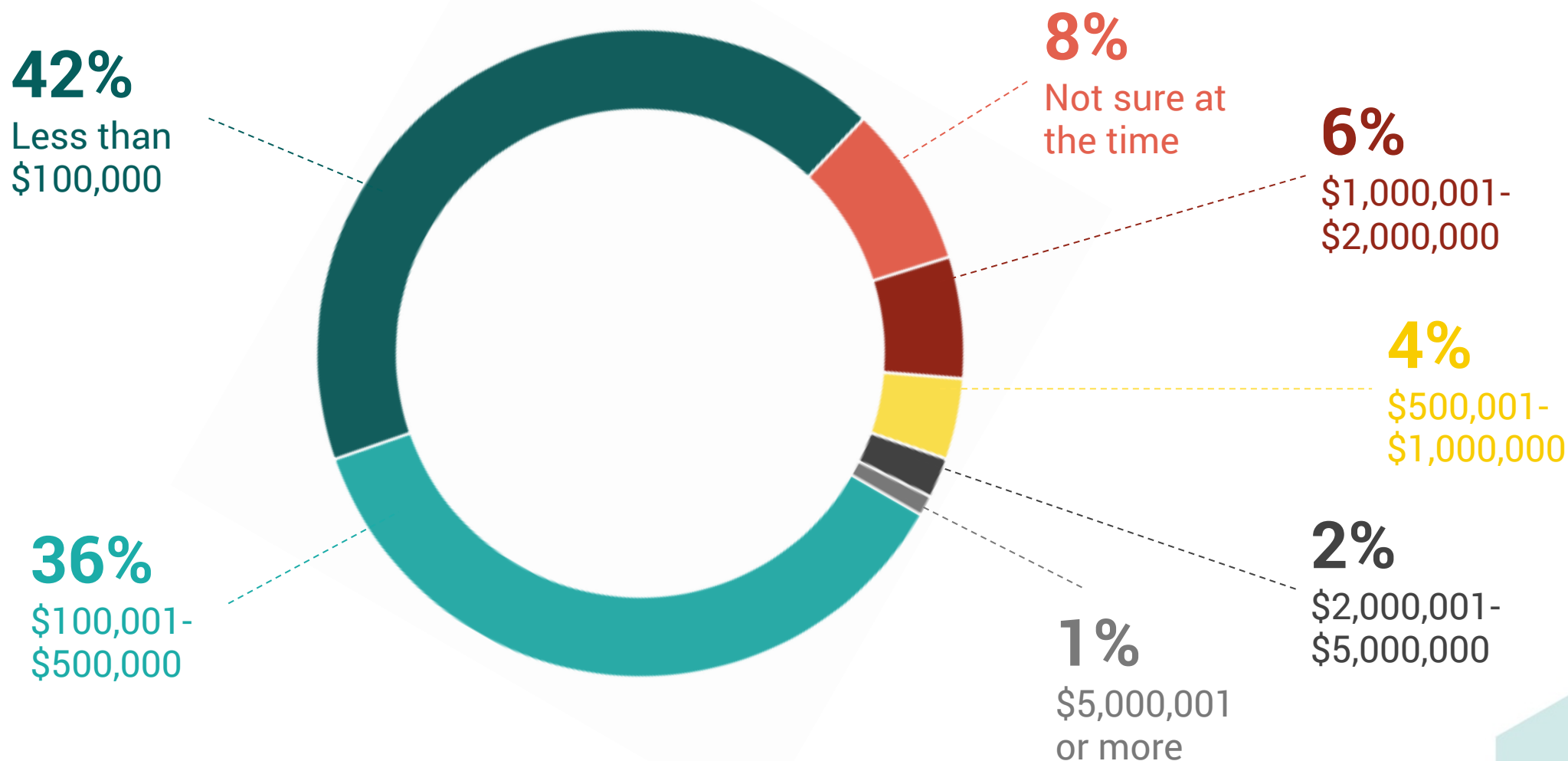
accelerated what was already happening

- ◆ Understand that this is the **new normal**
- ◆ Start investing and preparing digital offerings as strongly as:
 - ◆ Your magazine
 - ◆ Your conferences
- ◆ The experience matters (learn from Social Media)
 - ◆ One location / Easy to find
 - ◆ On-brand
 - ◆ Multimedia
 - ◆ Live and on-demand
 - ◆ Monetization



Financial Impact

Percentage of respondents projecting various levels of financial loss from event cancellations or modifications due to the global health crisis.



Understand the Differences



- ◆ Fit agenda into a short window
- ◆ Travel time required
- ◆ 100% of attention
- ◆ Longer attention spans
- ◆ High-Energy Atmosphere
- ◆ Interactivity is easy



- ◆ Extended timeline (on-demand)
- ◆ No travel required
- ◆ Attention is harder to hold
- ◆ Increased measurability
- ◆ Restricted interactivity (but it is possible)
- ◆ Formats (length, media, medium)



Decision Making Framework for Hybrid or Virtual Conferences

Hybrid



- ◆ Both in-person and online
- ◆ One speaker location to many attendees
- ◆ Event influences structure and timeline
- ◆ Ideal scenario for stakeholders

Virtual



- ◆ Online only
- ◆ Many speaker locations to many attendee locations
- ◆ More flexibility on content structures and timeline
- ◆ Less ideal for stakeholders

The New Normal

- ◆ Plan for Hybrid (in-person and online)
- ◆ Be prepared to go 100% Virtual (back-up plan)
- ◆ Create an experience that lives on all year long – on-demand



Decision Making Framework

- ◆ **Stakeholders**
 - ◆ Members, Speakers, Sponsors, Exhibitors, Staff
- ◆ **Experience (appropriate for digital)**
 - ◆ Continued Education – full content
 - ◆ Non-CE – format to drive engagement
 - ◆ Shorter, well-produced, multimedia, drip
- ◆ **Timeframe & Ability to Consume Content**
 - ◆ Pre-Conference
 - ◆ Live Virtual or Hybrid Conference
 - ◆ On-Demand Release and Marketing Schedule
- ◆ **Assistance Needed to Augment Staff**
 - ◆ Technology
 - ◆ Services

Situation Analysis Model



Question your Perceived “Constraints”

What content should I put online?

- Quality over quantity

What’s the best timeframe?

- Drip content at a pace members can absorb
- Extend marketing value from days to month(s)

What is the best format for online engagement?

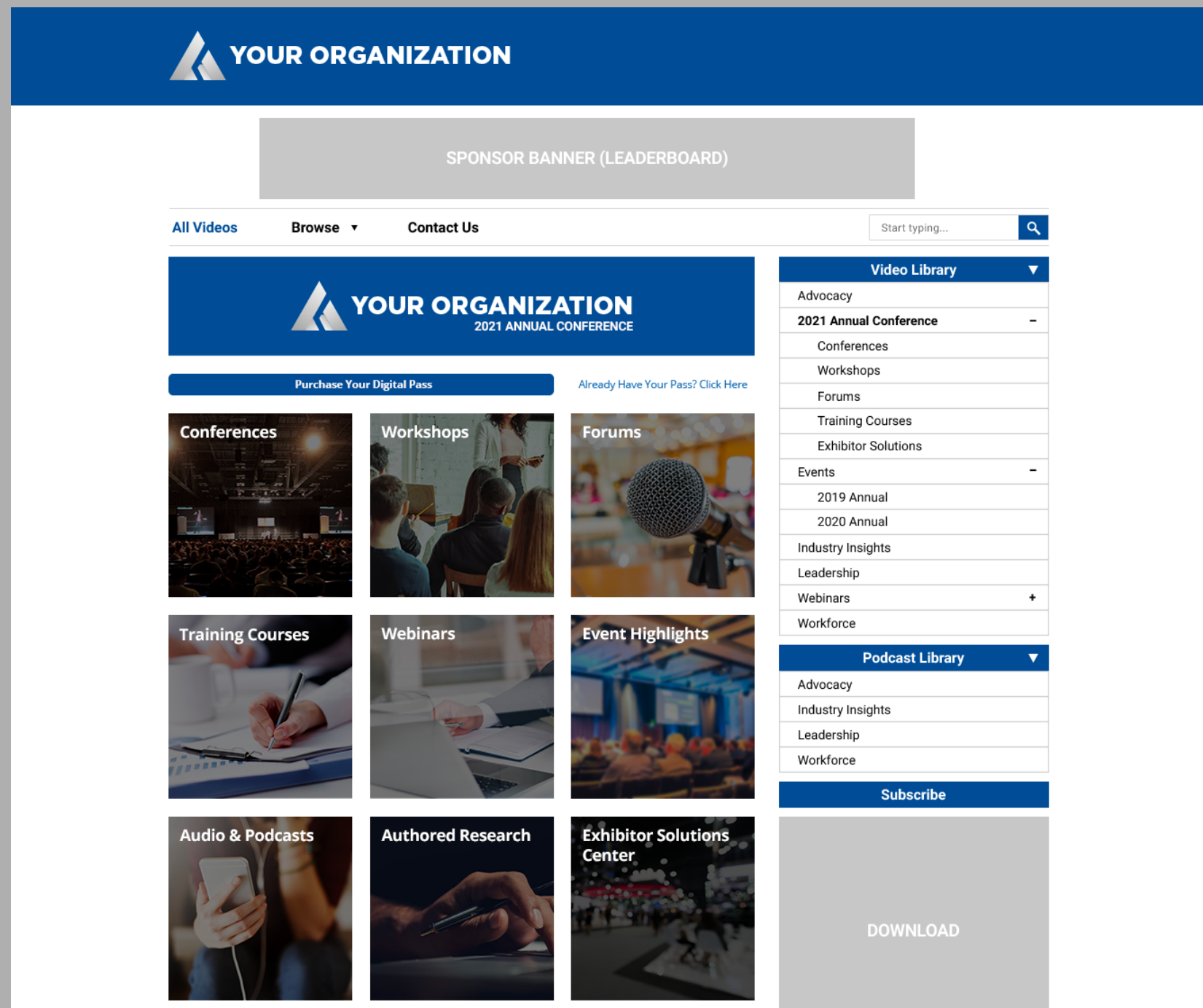
- Deliver what makes sense for the medium

It should be a
holistic strategy.

Future-proofing
your website

Fits all event types and
all stakeholders
24/7/365

Live and
on-demand content





Hybrid Conferences In-Person & Virtual

Hybrid

- ◆ Both in-person and online
- ◆ One speaker location to many attendees
- ◆ Event influences structure and timeline
- ◆ Ideal scenario for stakeholders



Virtual Conference Registration

with sponsor servicing

Purchase
individual sessions,
full conference, or both

Pre, during, & post event

or, free access with
registration

Creates opportunities for
lead generation and
member analysis

The screenshot displays a website interface for a virtual conference. At the top, a dark blue header features the organization's logo and name. Below this is a grey banner area labeled 'SPONSOR BANNER (LEADERBOARD)'. The main navigation bar includes links for 'All Videos', 'Browse', and 'Contact Us', along with a search bar. A secondary blue banner reiterates the organization's name and the conference title. The central content area lists three sessions: 'Opening General Session', 'General Session #2', and 'Closing General Session', each with a speaker photo, session details, and buttons for 'More Info' and 'Purchase Pass'. A sidebar on the right contains links to the 'Video Library', 'Podcast Library', and a 'Subscribe' button, followed by three large grey buttons labeled 'DOWNLOAD', 'REGISTER', and 'LEARN MORE'.

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General Session #2
June 24, 2021 | 2:30 - 3:45PM PT
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Closing General Session
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Opening General Session
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How do you measure engagement?

14

how does the number of attendees change the response time?

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Making this

The image shows a laptop screen displaying a live event from SXSW 2018. The stage features a large central screen with the SXSW 2018 logo, flanked by two smaller screens showing a woman speaking. A panel of five people is seated on the stage. The foreground shows the back of a large audience seated in a darkened room. The laptop is on a wooden desk, with a potted plant to the left and a doorway in the background.

Feel more like...



This.

Extending Reach






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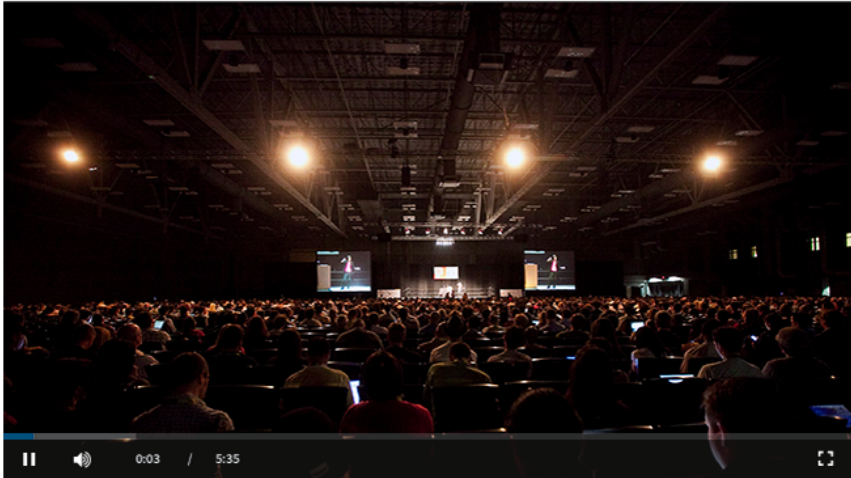
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⏮ ⏪ 0:03 / 5:35 ⏩ ⏭

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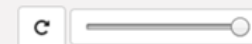
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Part 1 of 13



00:00:46 / 00:21:13

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Course Materials



Course Download.pptx

Extend
in Multimedia:
Video, Audio, Text, Slides

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Micro-learning,
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Filter by Industry

Filter by Region

Filter by Event

Filter by Other

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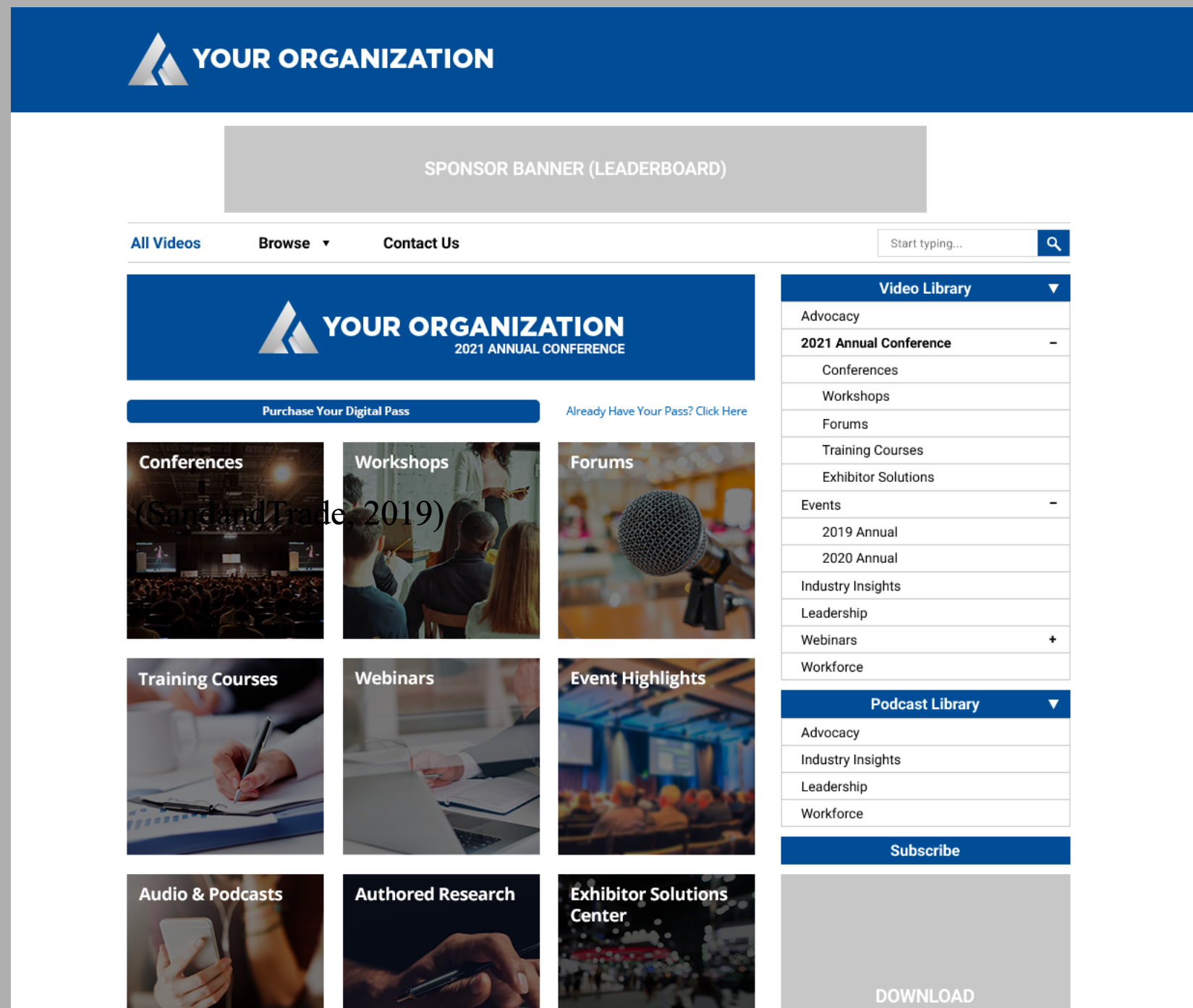
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A holistic experience
that is easy to find
consume and act on.

A single platform
that fits **all event types**
and **all stakeholders**

Live and
On-Demand

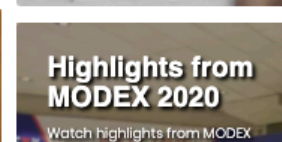
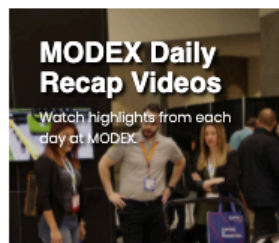
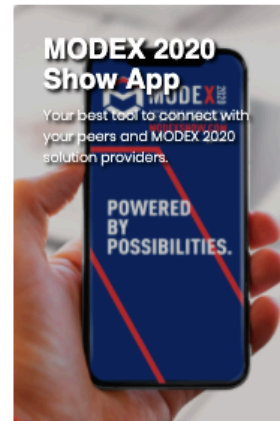
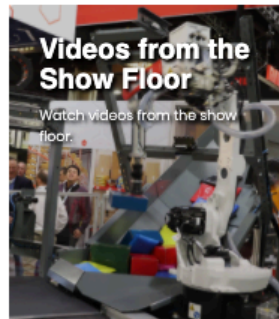
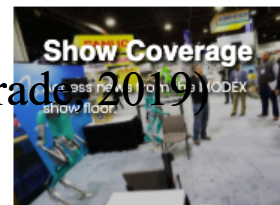
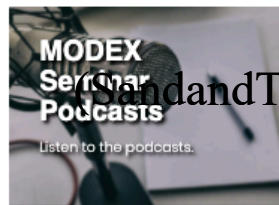
Make it Simple





MODEX 365

For those of you who missed the physical MODEX 2020 event, MHI has created a virtual show experience to connect you with all the manufacturing and supply chain education and solution sourcing that MODEX delivered in 2020. While nothing can match the power of attending the face-to-face expo, MODEX 365 delivers the best supply chain solutions, the smartest thinking and the latest equipment and technology solutions in a digital format to meet the immediate needs you have today. MODEX 365 gives you instant access to virtual booth showcases, show news, expo videos, webinars, podcasts and more directly from the MODEX 2020 expo.





100% Virtual Conferences

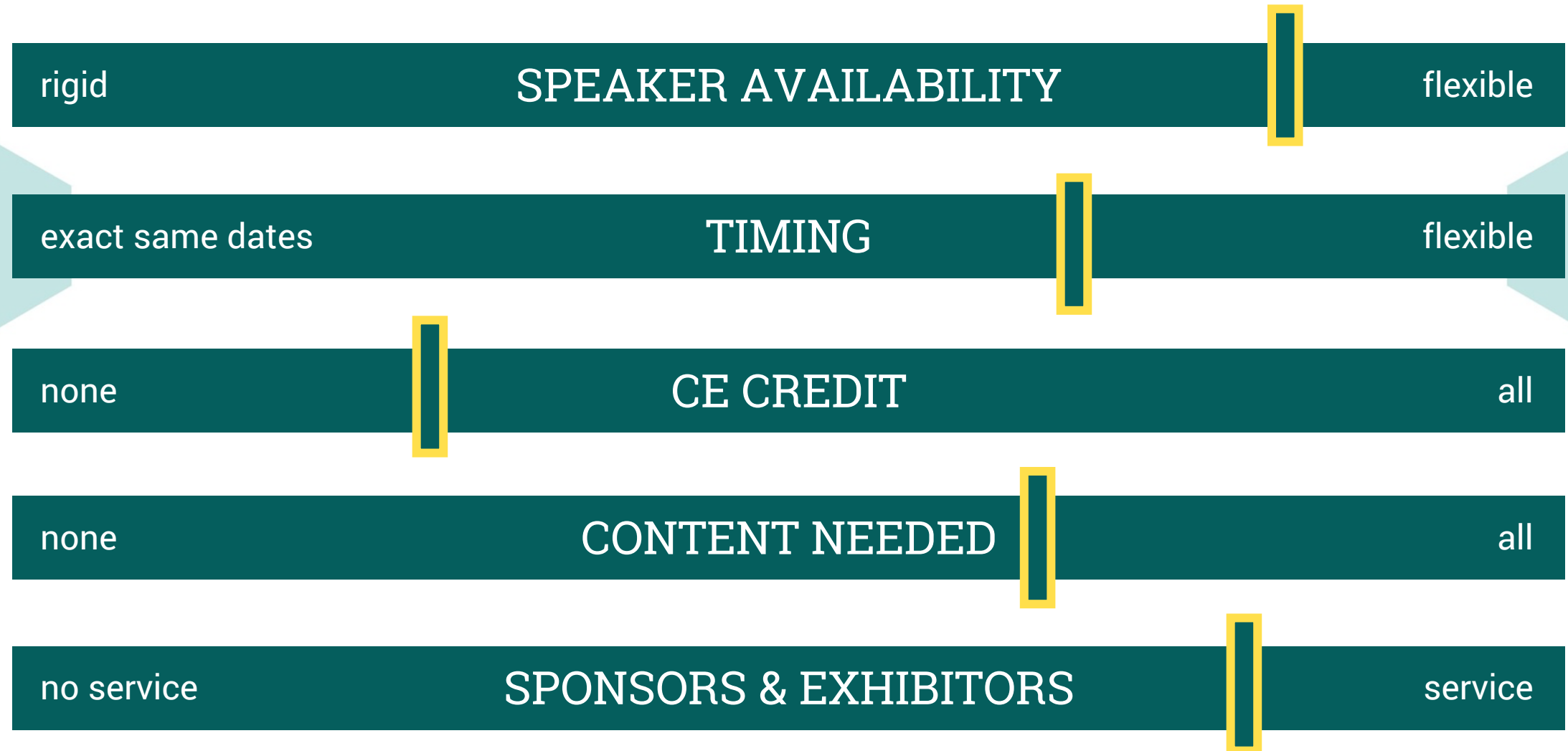
When in-person isn't possible.



Virtual

- ◆ Online only
- ◆ Many speaker locations to many attendee locations
- ◆ More flexibility on content structures and timeline
- ◆ Less ideal for stakeholders

Virtual Event Stakeholder Analysis



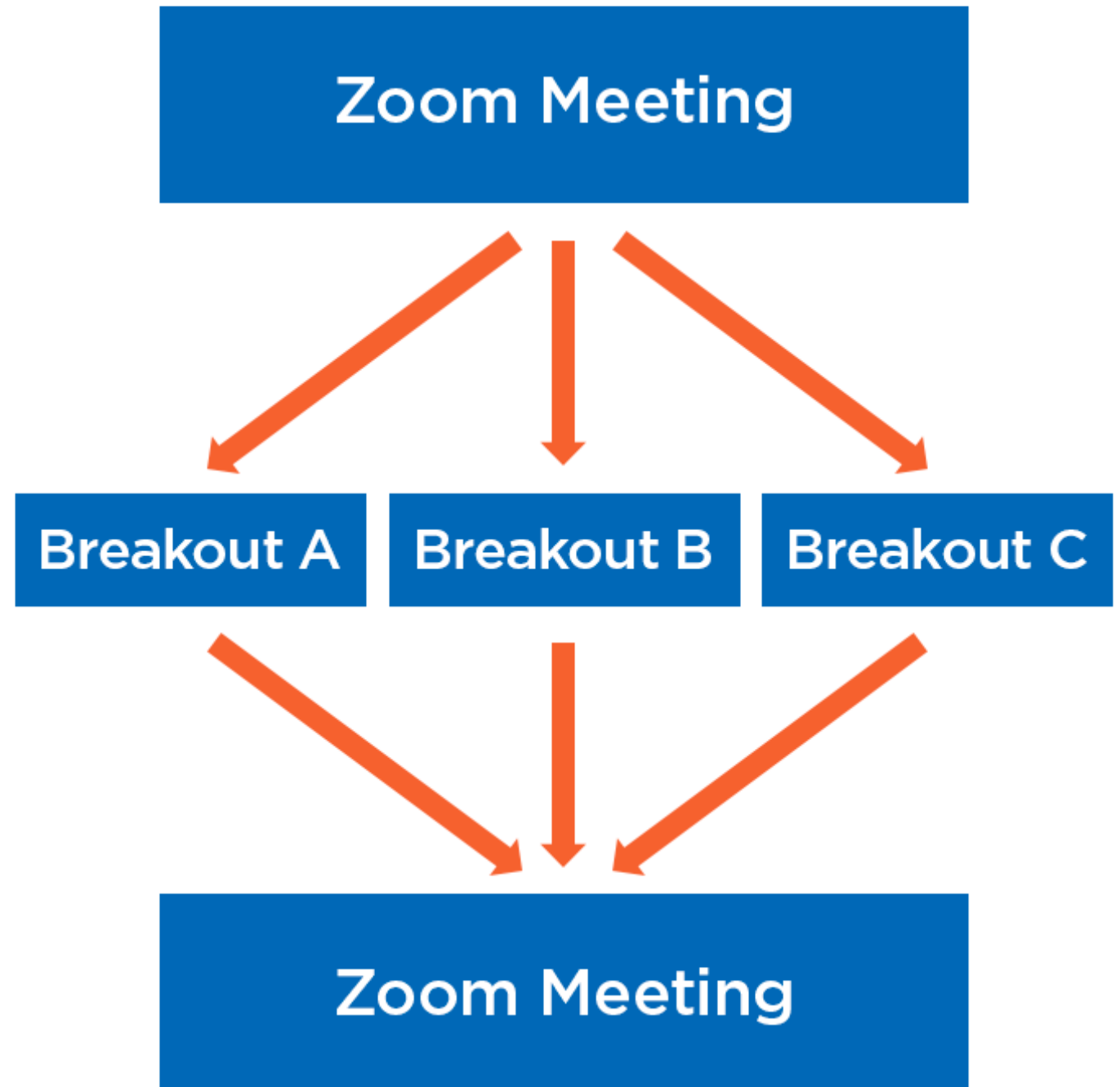
Technology Analysis & Requirements

- ◆ Integration to your website with:
 - ◆ E-commerce
 - ◆ Single Sign On
 - ◆ AMS / CMS
 - ◆ LMS
- ◆ Viewing Experience & Functionality
 - ◆ Webinar or Website
 - ◆ Session(s) Formats – Speaker, Forum, Workshop
 - ◆ Add Interactivity (Q&A, Polls, Ratings, Gamification, Quiz, Speaking)
- ◆ Risk Management & Controls
 - ◆ Brand, Experience, Sponsor & Exhibitor value, Performance
 - ◆ Live and/or Pre-Recorded content

Webinar Platform
Brings Together -
Speakers
Moderators
Guests

Flexible Meeting
Formats

Live Or
Pre-recorded



Attendee Option 1

Attend via Webinar
Platform

Live or
Pre-recorded

×

Webinar Confirmation

Save

Apr 30, 2020

8:30am

to

9:30am

Apr 30, 2020

Time zone

☐ All day

Does not repeat ▾

Event Details

Find a Time

⋮

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Join Zoom

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Password: 54888 ● ● ●

One tap mobile

+1 253 215 8

+1 301 715 8

+1 312 626 6

+1 346 248 7

+1 646 876 9

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+1 647 374 4

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Rooms

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Guest permissions


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Alicia Johnson



Brandon Anderson



Jill Smith



Heather Fawn

Speaker View

⌵

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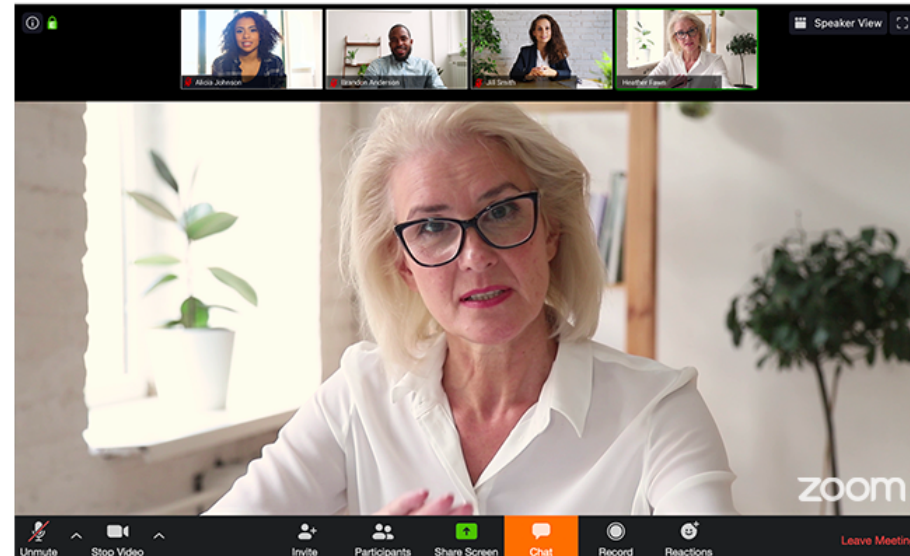
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Attendee Option 2

Attend via
Association
Website

Live or
Pre-recorded

with Monetization



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Continued Education

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Your LMS or ours



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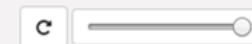
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Course Materials




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pages with
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ROI is 365 days
a year

Updated any
time

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deliver value for
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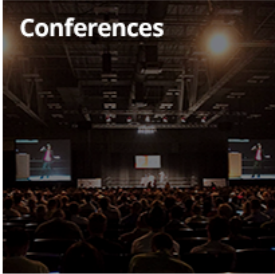
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The New Normal

The New Normal

- ◆ Hybrid events are the future
- ◆ Virtual is for emergencies or smaller events
- ◆ Embrace online solutions
 - ◆ Members want it
 - ◆ Extends content life (all year)
 - ◆ Creates additional sponsor and exhibitor revenue
- ◆ Think holistically
 - ◆ Profitable (Recruitment, Retention, Revenues)
 - ◆ Purpose (Inform, Educate, Inspire)
 - ◆ Predictable (Easy to Find, Consume, and Act)





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Q&A

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