



MemberWise

Best Practice Webinar Series

Beyond Virtual Events: Galvanizing Long-term Member Engagement

Facilitated with:





MemberWise

Best Practice Webinar Series

Learning Objectives

- Evaluate potential systems to ensure your organisation has 360 member engagement
- Look for and assess a year-round mobile app solution to support the “new normal”
- Keep members engaged long after your virtual conferences are over.

Interact



Chat

Q&A



MemberWise

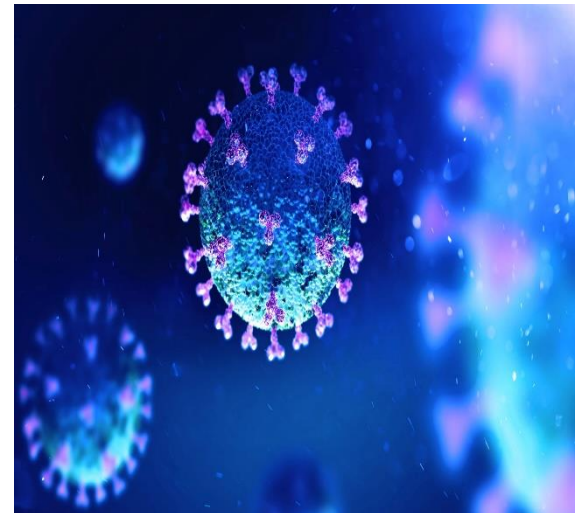
Best Practice Webinar Series

Agenda

- **Introduction**
 - *Richard Gott, Membership Champion, MemberWise Network*
- **Beyond Virtual Events: Galvanizing Long-term Member Engagement**
 - *Edward Wendling, Global Vice-President of Marketing, ASI*
 - *Martin Angelin, Performance Improvement Leader, ASI*
- **Interactive Questions and Answers (Q&A)**
 - *Kerrie Fuller, Associate Director of Engagement, MemberWise Network*

A View from the Virtual Field

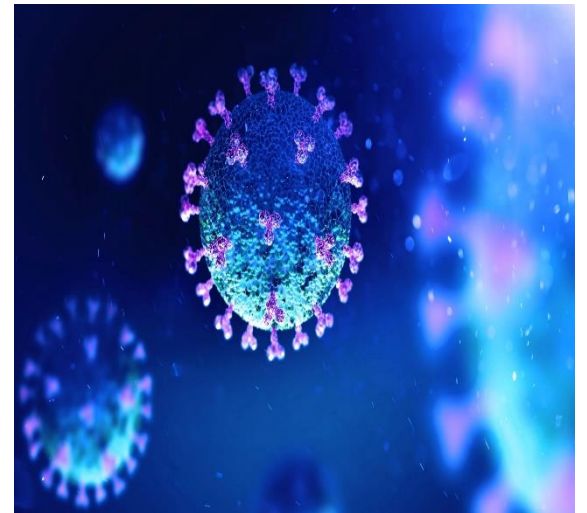
- Starting to see restrictions loosen in the UK
- Membership Bodies reporting encouraging renewal rates
- Win back campaigns helping bring members back
- Member Value is still our immediate priority
- Webinars like this & Virtual Events can help in the short term
- Many global conferences planned for this year have been cancelled
- Some uncertainty for UK Events industry – We await an announcement!



Poll

What is your approach to Face to Face events for Q4 (Oct – Dec) this year?

- 1) Online Only – Webinars / Virtual Events
- 2) We hope to return to face-to-face events
- 3) We are looking at a blended approach (face-to-face/virtual)
- 4) We have postponed all our conferences/events until 2021



Virtual Events

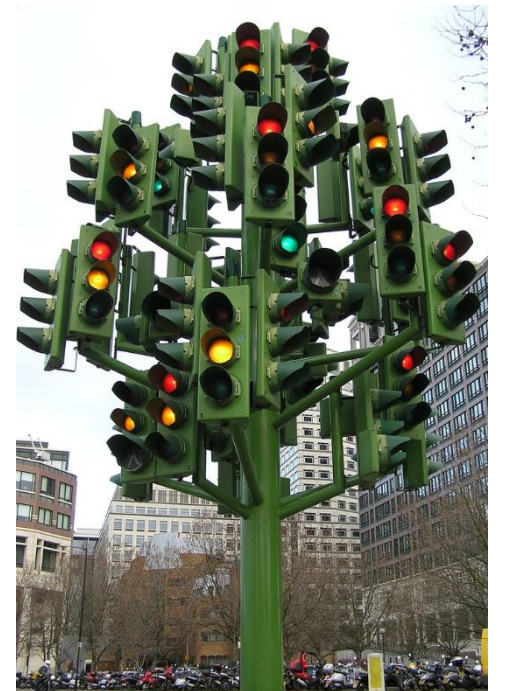
- A great way to deliver an event that would otherwise be cancelled or postponed
- A wide selection of platforms available
- You need a platform that 'gets membership'
- DIY with likes of Zoom / Go-to-Meeting
- Variable effectiveness re: format and income generation
- Audience participating can be a differentiator
- Don't try to recreate a physical event virtually – it doesn't work



Association Event Strategies

Your Options:

- Stop all Events
- Postpone or Delay Face-to-Face Events
- Replace Face-to-Face with Virtual Now
- Adopt a blended/hybrid approach to ease us back in
- Perhaps a mixture of all the above!
- Today we focus on going beyond virtual events
- Over to Edward and Martin...





CASE STUDY:

Beyond Virtual Events: Galvanizing Long-term Member Engagement

ASI Presenters



Edward Wendling

Global Vice President of Marketing, ASI

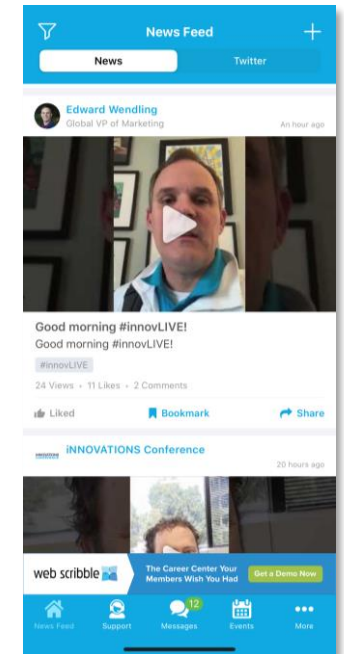
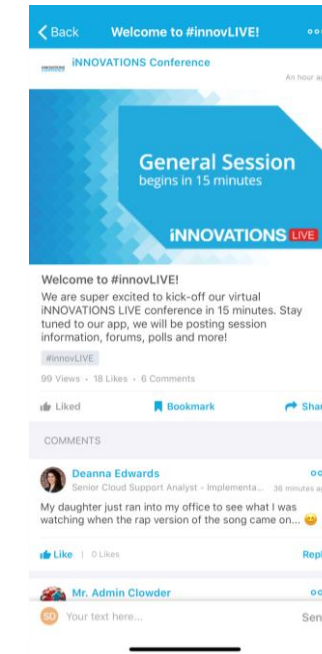
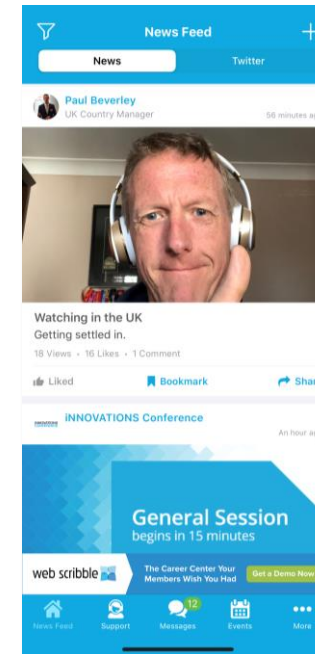
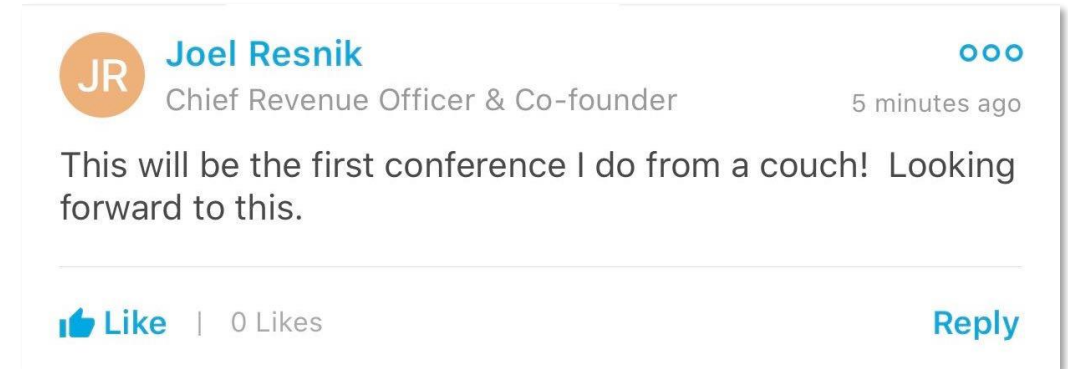


Martin Angelin

Performance Improvement Leader, ASI

Introduction

- ASI is the developer of iMIS, an engagement management system for associations and membership groups
- Annual Client and Partner International Conference on March 25-27 in Orlando
- Shifted to virtual in under two weeks!



Planning the Shift



Determining the Cost

- In-person registration minus food, beverage & AV equals Educational Content
- Offered partners a reduced sponsorship rate

Converting Content

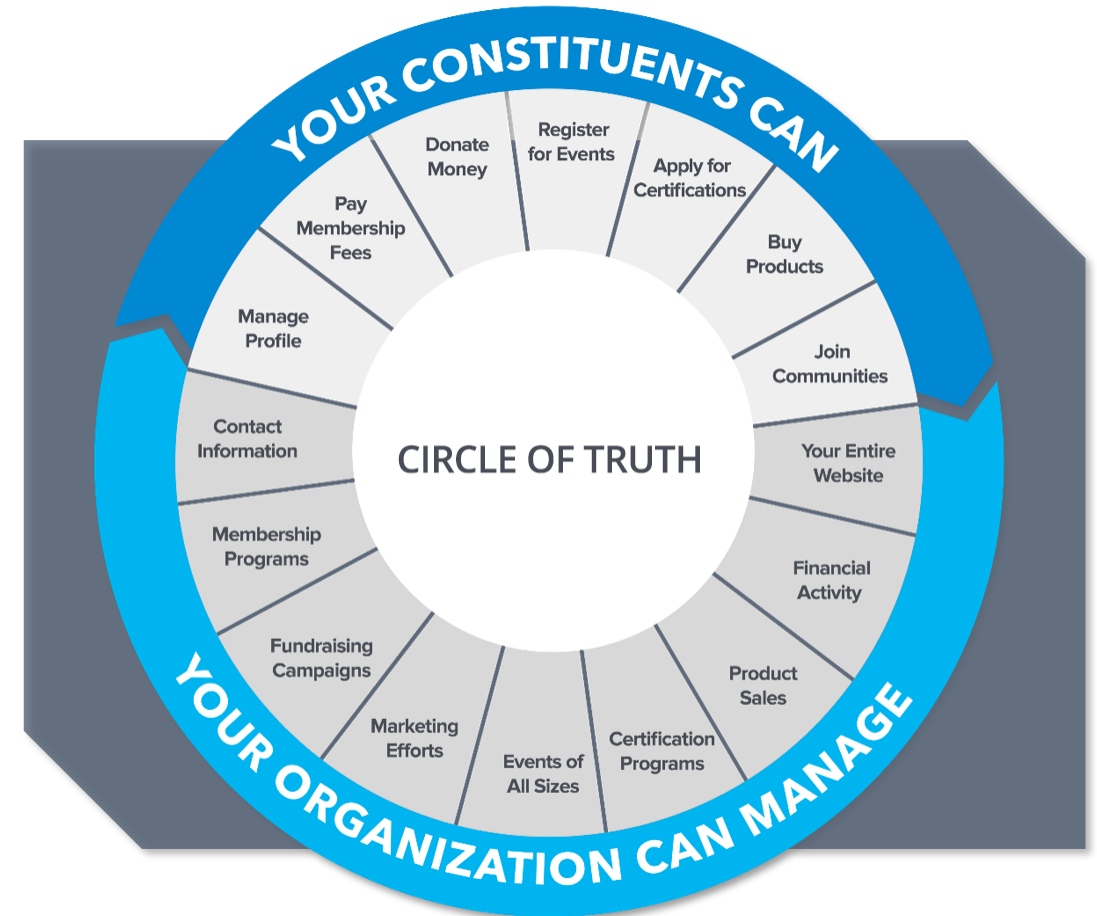
- Scaled from 3 in-person tracks to 1 virtual stream
- Recorded all sessions and made available in an On-Demand Video Library

Planning the Shift

Choosing the Right Tools

iMIS

- Manage data, events, payments, website, and more
- Conference microsite and mobile app
- Updated event and payment details in iMIS automatically updates Conference microsite and mobile app
- Single database = One Source of Truth

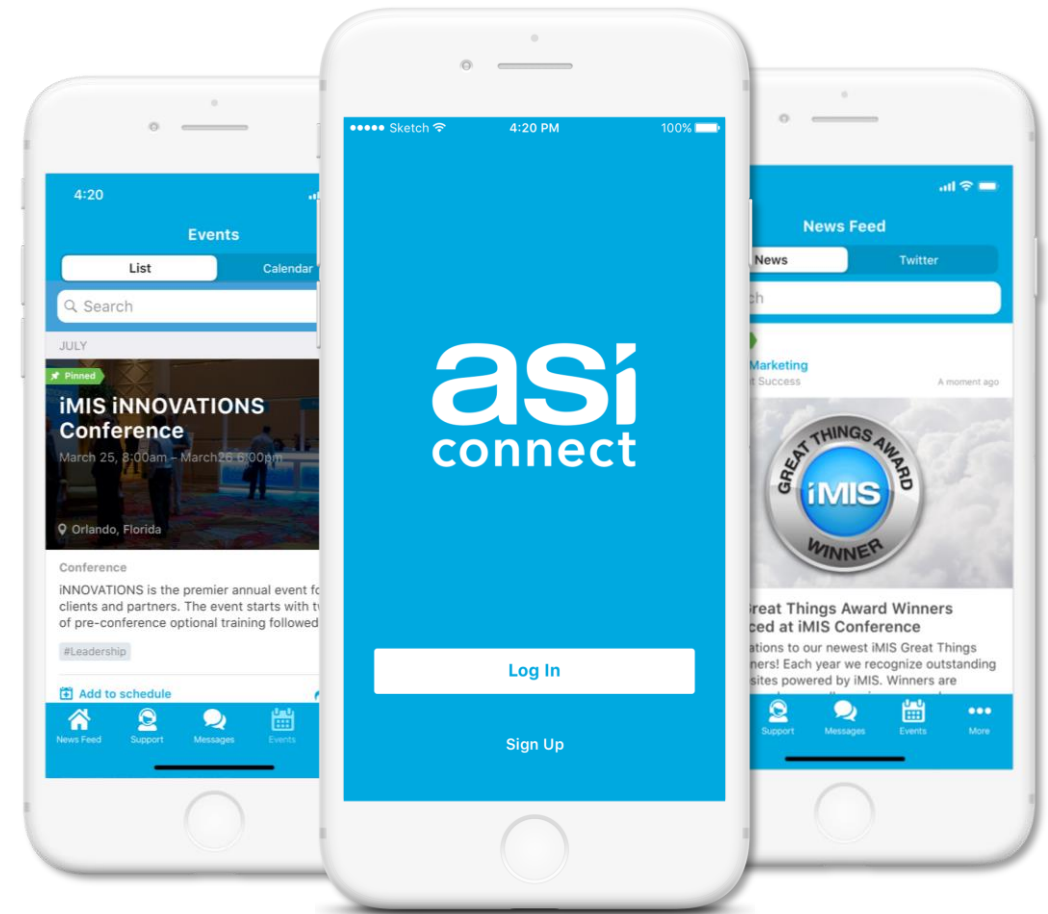


Planning the Shift

Choosing the Right Tools



- Central hub for entire event
- Attendees engaged and connected from phones
- Key features added value
- Not just a short-term fix; year-round solution perfect for the “new normal”



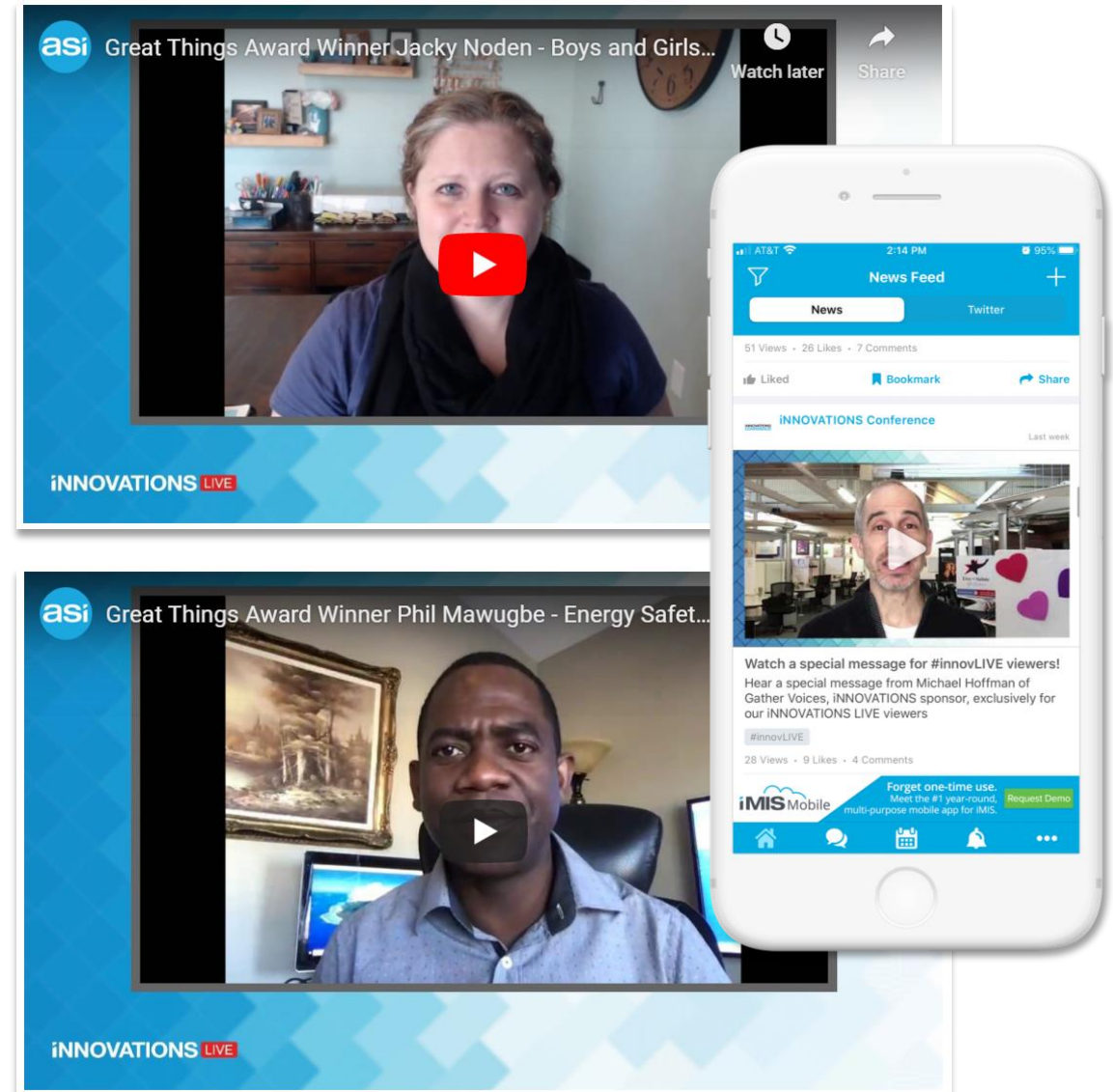
Learn More at
www.advsol.com/iMISMobileApp

Planning the Shift

Choosing the Right Tools



- Easy-to-use video production tool allowed attendees, sponsors and presenters to record short videos
- Captured video statements used in live presentation and on the app
- Replicated live discussion panel by combining pre-recorded questions and responses from moderator and panelists



Planning the Shift

Choosing the Right Tools



All educational presentations pre-recorded with MS Teams, allowing presenters to show their webcams while recording to give a “live” feel.

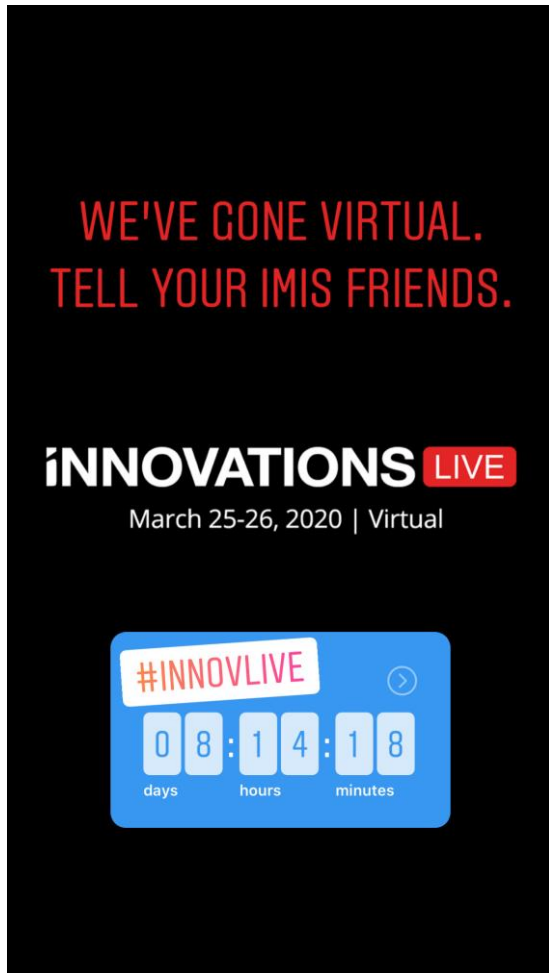


Hosts on-demand video library to give attendees access to all presentations from the 3 in-person conference tracks



Used existing GTW technology to deliver conference & Zoom video conferencing for Happy Hour networking

Planning the Shift



Rebranding the Event

- Never used the word “Cancel”
- Rebranded with bold Breaking News-like Logo

Communicating the Changes

- Conference Website
- Mobile App
- Social Media

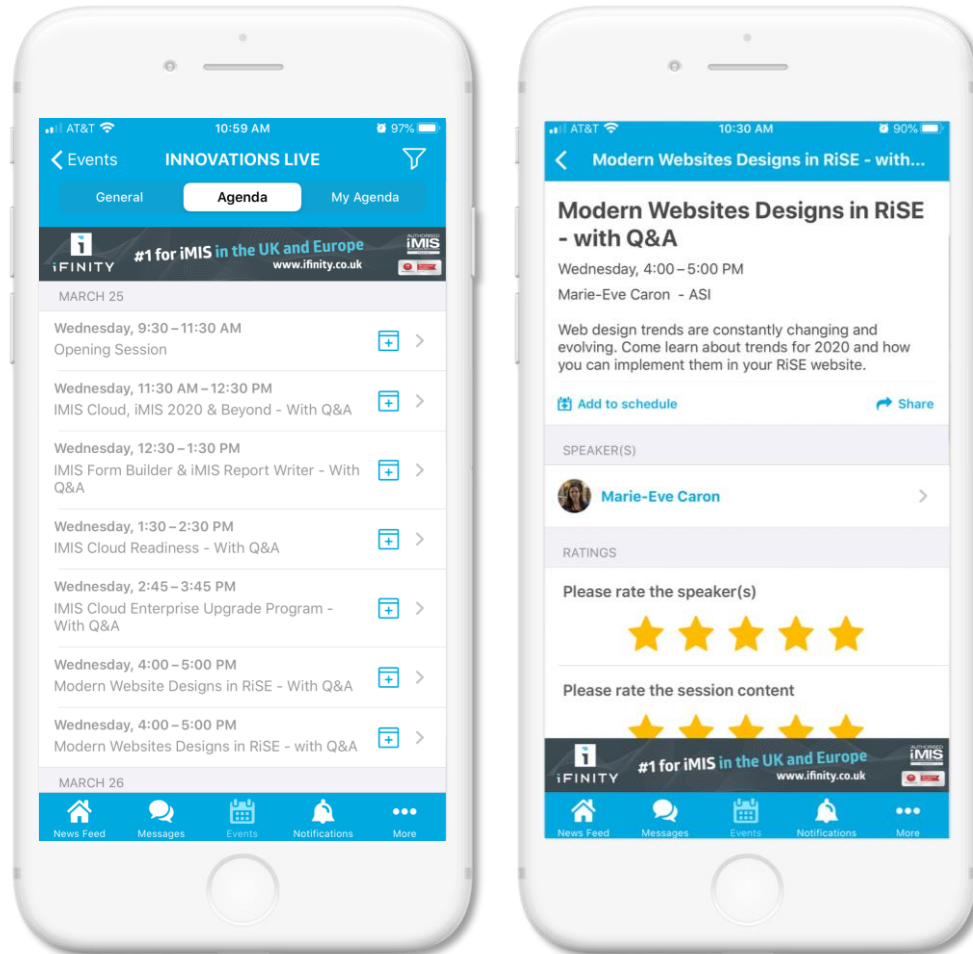
Executing the Event

Delivering the Content

- Live Host/MC
- Recorded Presentations
- Live Q&A
- Virtual Background



How the App Brought the Event to Life



Year-Round Solution

- Not a one-time event app
- ideally suited for the “new normal”
- Encourages ongoing engagement

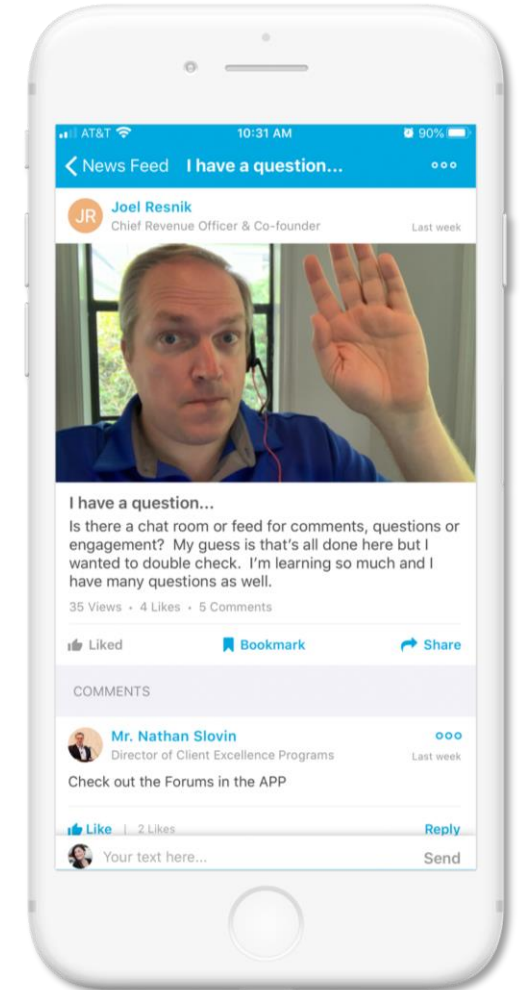
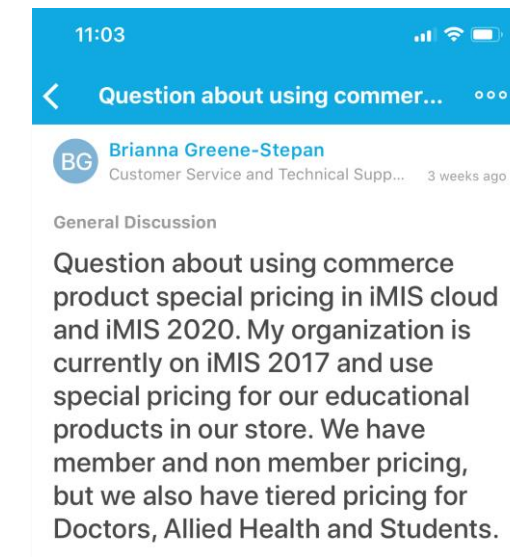
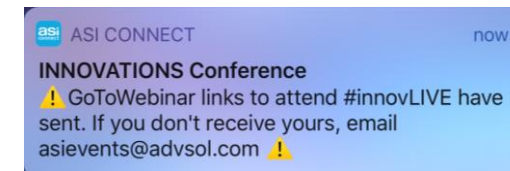
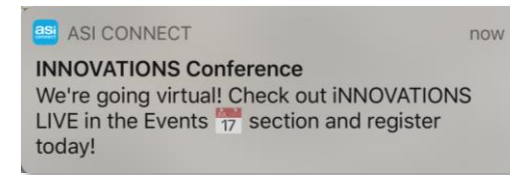
Conference Material

- Sortable Agenda
- Session Ratings
- Session Slides and Handouts
- Presenter Profiles
- Sponsor Information

How the **App** Brought our Event to Life

Communications & Engagement

- **Push Notifications:** Sent before, during, and after event
- **Interactive News Feed:** Announced award winners, shared videos, encouraged attendees to post & chat
- **Discussion Forums:** Offered live Q&A but continued in forums
- **Private Chat Messaging:** Encouraged attendees to reach out to each other



Executing the Event

Virtual Happy Hour

- Zoom meeting
- Invitation only available in App
- Designated host welcomed attendees
- Key speakers with short statements then opened up meeting



Nathan Slovin, ASI Appy Hour host.



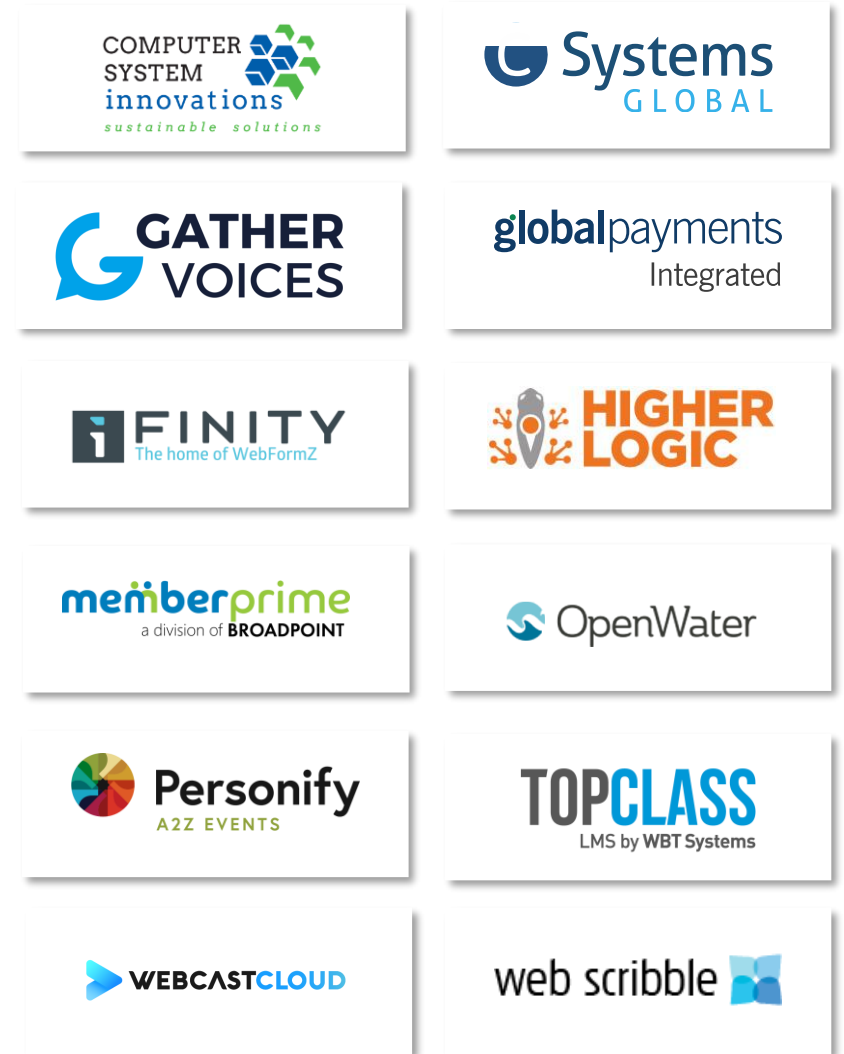
Day 2 "Favorite Hat" Appy Hour theme.



Executing the Event

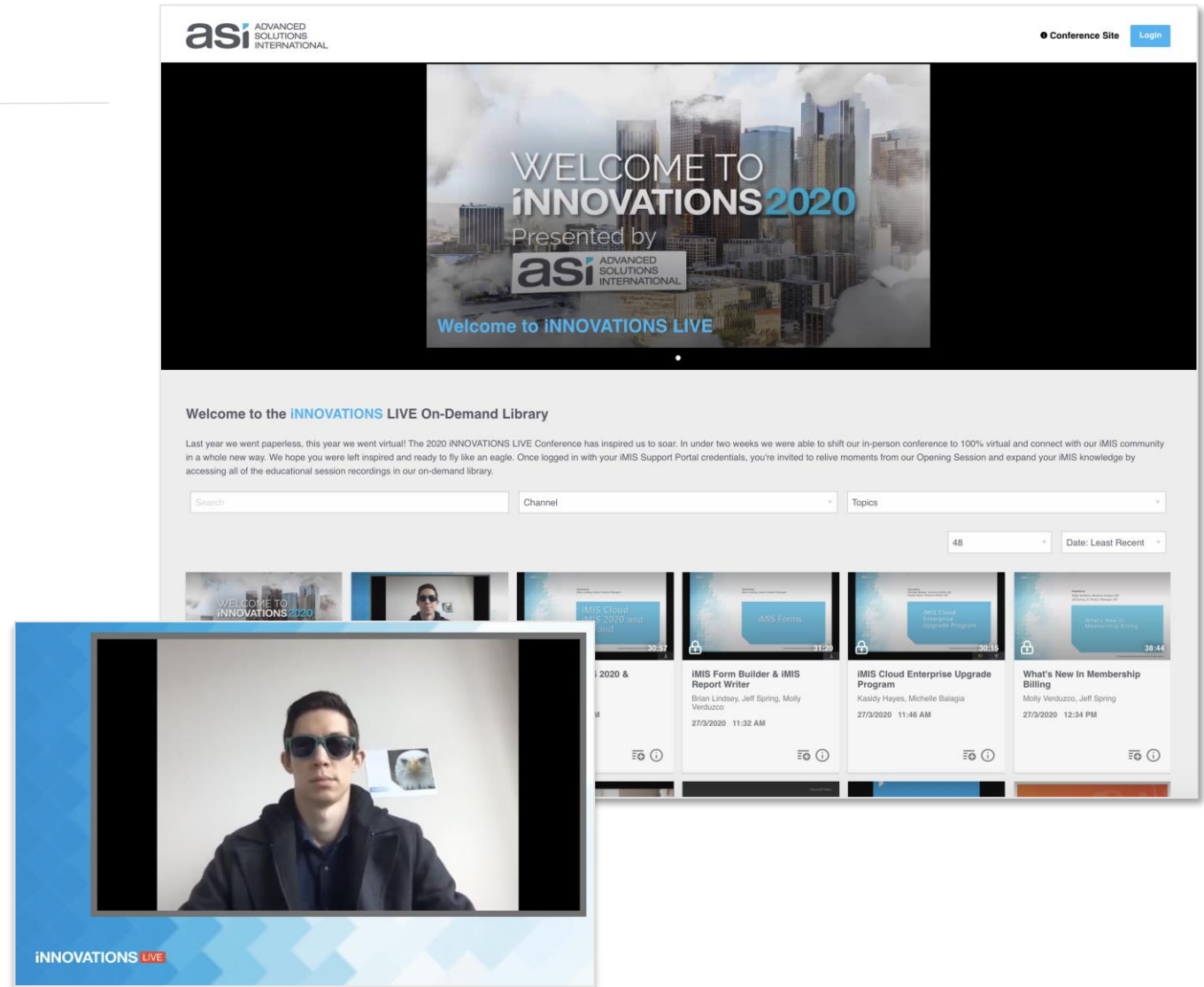
Maximising Sponsor Value

- 1-year banner ad on app
- Promotional video statement posted to app
- Opportunity to speak at beginning of each Happy Hour
- Pre-recorded presentation posted to on-demand video library



Wrapping it Up

- On-Demand Video Library
 - Opening & Award sessions
 - All educational sessions
 - All sponsor presentations
 - **Bonus:** Free to attendees; others can pay to access
 - Hosted by:



Measuring the Results

- Attendance up 81% over in-person registration rate
- Resulted in most cost-effective event ever
- Key App Metrics:
 - 1,854 News post clicks
 - 1,125 News post likes
 - 8,717 Event views
 - 1,014 Messages sent

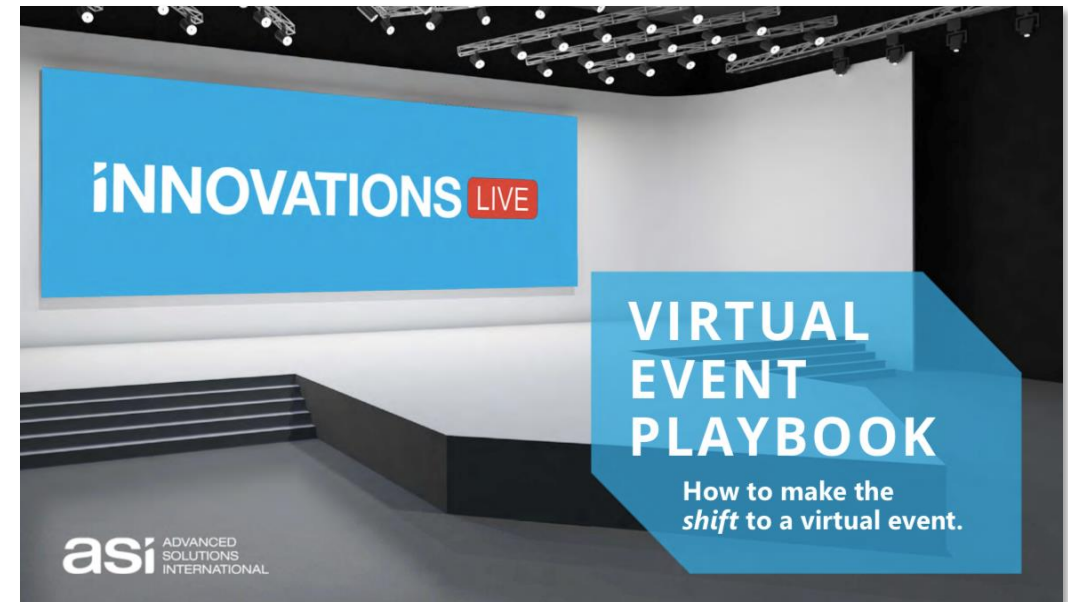


All attendees today will receive our
Virtual Event Playbook

www.advsol.com/govirtual

Key Takeaway: Think Beyond the Pandemic

- Ready or not, a digital transformation is taking place throughout all industries
- Any investment into technology should be done with a wide not narrow
- It's time to modernize with the right tools in place



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