

Virtual/Hybrid Events: Trends & Strategy



By: Jodi Ray
Blue Sky Broadcast

Agenda

- Virtual/Hybrid Events
 - Basics & trends
 - Leveraging your content to a broader audience
 - Measuring your success
 - Evaluating webcast vendors
- Q&A/Collaborative Discussion



Basics and Trends of Online Events

What is a virtual/hybrid event?

Web-based event that replicates many aspects of a traditional location-based conference, membership meeting or trade show. It may take place on a standalone basis or in conjunction with a location-based conference (i.e., as a hybrid event).



Basics and Trends of Online Events

Poll- Describe your experience with virtual events?

- 1) Attended only
- 2) Hosted a virtual event
- 3) Attended **and** hosted a virtual event



Basics and Trends of Online Events

Why have a virtual/hybrid event?

Expands the reach to a broader audience quickly & cost-effectively.

According to Virtual Edge Institute Survey.... 93 percent of virtual attendees would not attend the in-person event if a virtual opportunity was not available, whereas 78 percent of in person attendees would attend a virtual option.



Basics and Trends of Online Events

Why have a virtual/hybrid event?

Offers a viewing and learning experience that is engaging and convenient.



According to Virtual Edge Institute Survey....

In-Person Attendees

- *Expand network-43%*
- *Personal interaction-41%*
- *Learn better in-person-30%*
- *Build deeper relationships-26%*

Remote Attendees

- *Cost savings-56%*
- *Time savings-52%*
- *Attend sessions they want-40%*
- *Try a virtual/experience-37%*

Basics and Trends of Online Events

Also, virtual events allow you to:

- Delivers time sensitive material
- Offers flexibility with schedules and speaker options
 - Provide access to sought-after speakers/KOLs
 - Capabilities for pre-recorded content

More than 60 percent of organizations that have held a virtual event found that registrations either met or exceeded expectations. Almost 3/4 of all organizations that have held a virtual event in the past indicated they would do so again—and many already have multiple times.—from Association Virtual Events: State of the Sector (2012)

Basics and Trends of Online Events

When have a virtual/hybrid event?

Identify Your Business Plan

- What is the general type of the meeting & who trying to reach?
(ie: conference, training..)
- What is the overall purpose and desired outcome?
(ie: educate, motivate, generate revenue/leads?)



Basics and Trends -Webinars

Webinars (Web conferencing)

A live and interactive presentation over the Internet.

- Webinars are delivered at a specific time/date.
- Meetings can be hosted or attended from any PC with an Internet connection.



Basics and Trends -Webinars

Webinar Trends

- Promoting other events (SME or content)
- More Webinars
- Varying fee models
- Sponsorship
- Remote Captures



Basics and Trends -Live Streaming

Hybrid

- 1) Live Event & Broadcast to Remote Attendees
- 2) Remote presenters to a live event

Completely Virtual

- 1) Virtual event with all Remote Attendees



Basics and Trends -Live Streaming

Tax Executives Institute, Inc.
IRS AUDITS AND APPEALS

Managing Information Flow

```

    graph TD
      TF[Tax Function] --> O[Others]
      TF --> IRS[IRS]
      O <--> IRS
  
```

New York

TI's Exclusive Affinity Partner

Tax Executives Institute

K. CAMPAGNA PHILIP KARTER

New York

Tax Executives Institute, Inc.
IRS AUDITS AND APPEALS

IRS Methods Of Obtaining Information

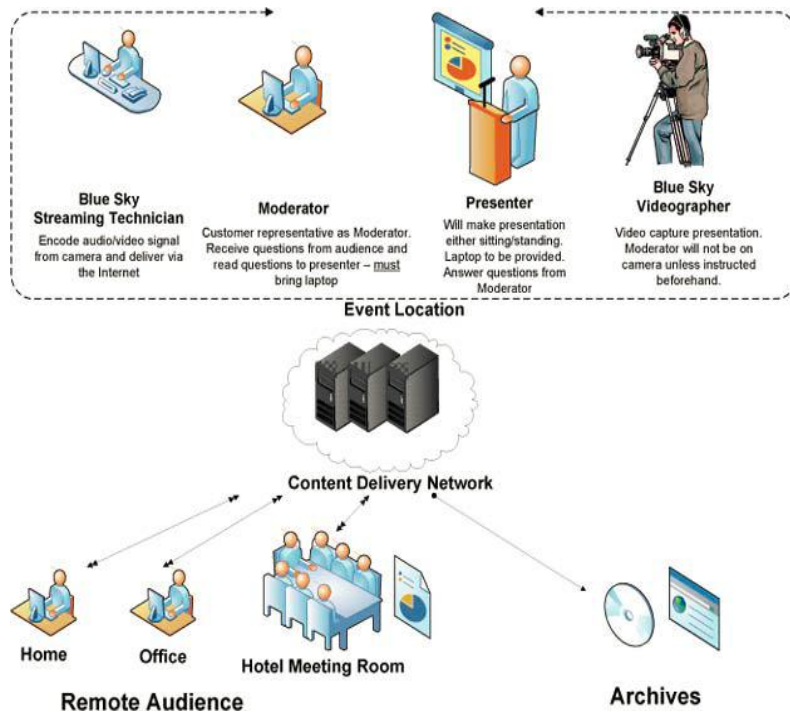
- § 7602 grants IRS broad authority to:
 - **Summon** the person liable for the tax, or the taxpayer's officers and employees, or any other person the Service deems proper to appear and to produce records books and/or give testimony.
 - **Contact third parties**, without using a summons, to obtain information about a taxpayer's return, provided taxpayer given notice prior to contact [§ 7602(c)].
 - **Summon third parties**, which again requires taxpayer be provided notice. [§ 7609(a)].

New York

Chamberlain Haddock

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Basics and Trends -Live Streaming



Virtual/Hybrid Events Basics and Trends -Live Streaming

ePoster Slides Full Screen Video

MECHANISMS OF CO₂ INTERACTION WITH MONTMORILLONITE

Vyacheslav Romanov, Evgeniy Myshakin, Bret Howard, George Guthrie

Background:

- Dynamic changes in geochemical and geomechanical properties of the natural reservoir seals utilized in the large-scale carbon sequestration need to be accurately characterized to ensure safe long-term storage of carbon dioxide (CO₂).
- This work combines experimental and theoretical studies on swelling clays that are commonly present in caprock, with regard to their geochemical and geochemical integrity in the presence of CO₂.

Summary:

- Smectites have high CO₂ sorption capacity compared to coal as measured by manometric apparatus.¹
- IR and XRD show that CO₂ can irreversibly intercalate within interlayer of smectite.²
- DFT-based MD simulations attribute the red shift of IR-active asymmetric-stretch vibrations of trapped CO₂ to elongation of the C-O bonds in the electric field of water molecules.³ Rotation of clay layers induces rearrangement of interlayer ions, water, and carbon dioxide (in dry clays). The interlayer species follow the Moiré pattern created by the basal oxygens of clay phase.

Future work:

- Theoretical studies on the role of cations in transition from CO₂ physical trapping to carbonation
- Experiments with a broader range of phyllosilicate minerals

References:

1. Romanov, V.V. "Science of Irreversible CO₂ Intercalation in Montmorillonite," Int. J. Greenhouse Gas Control 2013, 16, 220-226 and references therein.
2. Myshakin, E.M., Sank, W.A., Romanov, V.V., Cygan, R.T., Jordan, K.D. "Molecular dynamics simulations of carbon dioxide intercalation in hydrated Na-montmorillonite," J. Phys. Chem. C 2015, 119, 11058-11063
3. Liu, J.-B., Rutledge, J.P., Howard, B.H., Harter, M.P., Romanov, V.V. "Carbonate formation in Wyoming montmorillonite under high pressure carbon dioxide," Int. J. Greenhouse Gas Control 2015, 15, 146-153

Meeting, December 11, 2013, San Francisco, USA

Time Remaining: 00:00

Stage Lights

ePoster Slides Full Screen Video

Clay Intercalation Concept

Molecular interactions

CO₂ sorption isotherms: solid lines (—) at 55 °C; dotted lines (···) at >90 °C; dashed lines (---) for decompression (desorption).

CO₂ sorption, mmHg

Pressure, MPa

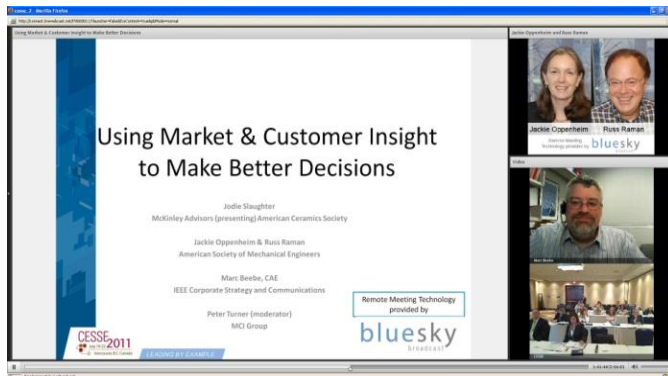
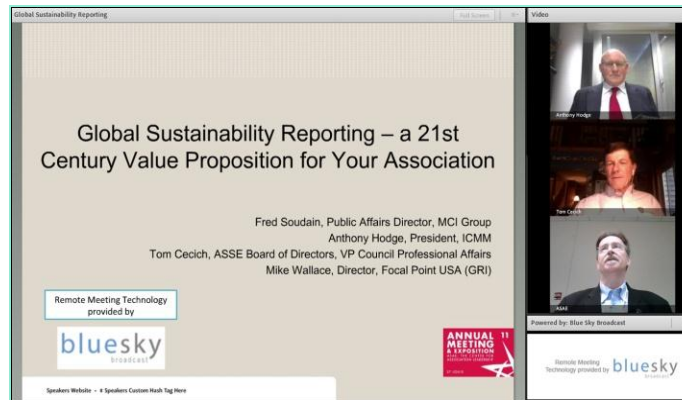
- Smectites have high CO₂ sorption capacity and hysteresis as measured by manometric apparatus.
- IR and XRD show that CO₂ can irreversibly intercalate within interlayer of smectite.

V. Romanov, Int. J. Greenhouse Gas Control (2013) 14, 220-226

Time Remaining: 00:00

Stage Lights

Basics and Trends -Live Streaming



Basics and Trends -Live Streaming

Breast Quality Measures

Full Screen

Video

What is Quality Care?

- "Health care quality is getting the right care to the right patient at the right time—every time."
— Carolyn Clancy, MD, Director, AHRQ (2009)
- "Care that is consistently safe, timely, effective, efficient, equitable, and patient-centered" (IOM, 2001)

Chat (Everyone)

Q & A

0:09

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Sample Video:

What is Quality Care?

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Basics and Trends -Live Streaming

What to Consider

- Plan
- Market
- Price Smart
- TEST
- Prepare speakers
- Keep engaged
- Have a virtual MC
- Align budget with desired outcomes
- Shake it up each year
- Evaluate/feedback



Basics and Trends -Live Streaming

What to Consider

- Dedicated hardwired internet=\$\$\$
- XLR Feed
- VGA feed split from show laptop or projector (program feed) run to tech position
- Backup Audio (Getner device- requires phone line and phone or Speaker Phone)



Basics and Trends- Live Streaming

Support Social/Collaborative Learning

- Open discussion forums at registration.
- Encourage speakers to participate in **pre-event** forums.
- Open the chat area **during** a presentation.
- Continue the discussion **after** the program to keep participants engaged and build momentum towards the next program.



Leverage your content to a broader audience

Create a content lifecycle

The Evolving Event: Changing Success Metrics from “Conference Attendance” to “Conference Participation”

Presentation “impressions” are expanded beyond the four walls of the meeting room to include non-attending members and potential members who find value in your content.

Combining an on-demand library sparks member conversations and interactions that continue long after the conference is over.

Event sponsors likewise may pay for a presence in this virtual market space.



Leverage your content to a broader audience

On-Demand Delivery

Build your brand

- Member recruitment & retention tool
- Platform for lifelong learning
- Be the “educational amazon” for your audience



Leverage your content to a broader audience

On-Demand Delivery

Ease the administrative burden

- Providing continuing education credit
- Selling of learning products
- Tracking of learners



Leverage your content to a broader audience

On-Demand Delivery

Provide engaging & intuitive learning

- Self-service access to content, certificates, transcripts, & other resources
- Access on any device at any time
- Video engages- sight & sound
- User has one portal for all learning and can track their learning



Leverage your content to a broader audience

On-Demand Delivery

Generate new revenue streams

- Sell bundles of content to different groups at different pricing



Measure your success

Analyze trends & activity

- Engagement - Chats, Q&A, poll responses, twitter posts
- Number of Attendees & Length of stay (30 minutes or more=educational & engaging)
- Technical help needed- # needing help and respond time
- Listen to the buzz



Develop checklist to evaluate webcast vendors

Quality

- Clear audio & video
- Reliable & scalable
- Customizable player (logo, links)
- Professional and easy interface
- Experienced Staff- professional & flexible



Develop checklist to evaluate webcast vendors

Simplicity

- **Viewers** – no downloads, Mac & PC users, mobile and any leading browsers
- **Presenters**- transparent to presenters; good technical support
- **Production**-integrate seamlessly; not obtrusive to live event.



Develop checklist to evaluate webcast vendors

Turnkey?

- Live Event
- Editing
- On-Demand Delivery
 - Public or restricted access
 - eCommerce (paid or free, to whom, which content?)
 - Testing, Certification
 - Reporting (who is accessing, when, how long, what content is popular)
 - Integration- SSO or pass data



Basics and Trends of Online Events

Poll- Do you plan to offer a virtual event in the next 12 months?

- 1) Yes, we are planning a virtual event in the next 12 months.
- 2) Yes, we are planning **multiple** virtual events in the next 12 months.
- 3) No plans to offer a virtual event.



Questions & Answers/Discussion



Thank you!

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