Blue Sky eLEARN

Going Virtual: What We've Learned Supporting 2000+ Virtual Events!

Welcome!

- Emilio Alonso-Mendoza, CEO
  AG Bell Assn for Deaf & Hard of Hearing

- David Dikter, CEO
  Assistive Technology Industry Assn (ATIA)

- Dan Streeter, VP LS&D
  Blue Sky eLearn

- Lance Simon, Sr. Dir. Business Dev.
  Blue Sky eLearn

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“Your Conference Is Now Global!”

Emilio Alonso-Mendoza, CEO
AG Bell Assn for Deaf & Hard of Hearing

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THURSDAY, **JULY 9TH**

Thursday, July 9*	Session Title
7:30-8:30 am	European Continent Online Discussion Session** - Emilio Alonso-Mendoza, Svante Borjesson *CEUs not offered for this session*
8:30-8:45 am	Break
8:45-9:00 am	Welcome to AG Bell's Virtual Symposium** - Emilio Alonso-Mendoza, Gayla Guignard
9:00-10:00 am	Keynote Presentation: Evaluation and Management of Patients with Auditory Neuropathy - Linda Hood .1 AAA CEUs/.1 ASHA CEUs/1.0 hours AG Bell LSLS CEUs/1.0 COL
10:00-10:15 am	Break
10:15-11:45 am	Concurrent Sessions (Select one) .15 AAA CEUs/.15 ASHA CEUs/1.5 hours AG Bell LSLS CEUs/1.5 COL 1. Teleservice mini sessions (3 – 30 min sessions): a. Rethinking Family Engagement in Schools: Virtual Parent-Sessions – Shannon Sharma b. Tele-intervention Collaboration Supports Both Families and Professionals – Pam Dawson, Cathy Janelle c. Tele-education: Supporting Children in the Mainstream – Alexandria Mestres 2. Audiology Basics: Everything Clinicians and Educators Need to Know – Jane Madell, Donald M. Goldberg 3. Adapting LSL Principles to Serve Diverse Families – Ellen Rhoades, Linda Daniel, Sherryl Eatmon
11:45am-12:00 pm	Break
12:00-1:00 pm	Concurrent Sessions (Select one) .1 AAA CEUs/.1 ASHA CEUs/1.0 hours AG Bell LSLS CEUs/1.0 COL 1. Let's Get Practical: Coaching and Guiding Families to Implement LSL Strategies in Daily Play and Social Routines – Teresa Caraway 2. Art and Science of the Language Sample– Elizabeth Gaffney, Lindsay Zombek (30 min. session) / Language Sampling Across Ages, Stages, and Languages – Uma Soman, Ahladhini Rao Dugar (30 min. session) 3. Reaching Competency: Preparing Yourself to Become an Effective Telepractitioner – K. Todd Houston
1:00-2:00 pm	Lunch Break

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2:00-3:00 pm	Keynote Presentation: How the Health of the Auditory Nerve Affects Performance with a Cochlear Implant - Kara Schvartz-Leyzac .1 AAA CEUs/.1 ASHA CEUs/1.0 hours AG Bell LSLS CEUs/1.0 COL
3:00-3:15pm	Break
3:15-4:15 pm	Concurrent Sessions (Select one) .1 AAA CEUs/.1 ASHA CEUs/1.0 hours AG Bell LSLS CEUs/1.0 COL 1. Assessment of Monolingual and Bilingual Spanish-Speaking Children – Sarah Radlinski, Alliete Alfano, Carina Rodriguez 2. From NEAR to HEAR: Trauma-Informed Practice – Elizabeth Rosenzweig 3. Informational Counseling: What, Why, When? – Ellen Rhoades, Rachel Glade
4:15-4:30 pm	Break
4:30-5:30 pm	Optimizing Possibilities through Hearing and Hearing Technology: Session One .1 AAA CEUs/.1 ASHA CEUs/1.0 hours AG Bell LSLS CEUs/1.0 COL • 4:30-5:00 Amy Donaldson and Christy Miller-Gardner, Cochlear • 5:00-5:30 Michael Douglas, MED-EL
5:30-5:45 pm	Hearing Technology Chats** • Cochlear Chat *CEUs not offered for this session*
5:45-6:00pm	Break
6:00-7:00 pm	AG Bell Happy Hour Topical Sessions** .1 AAA CEUs/.1 ASHA CEUs/1.0 hours AG Bell LSLS CEUs/1.0 COL 1. Adapting Practice to Optimize the Virtual Environment: Sherri Vernelson, Alliete Alfano, Sherri Fickenscher, Lilian Flores-Beltran, Carrie Tamminga 2. Same Sea but Different Boats: Navigating Uncertain Waters with Humour and Resilience – Noel Kenely, Anita Grover, Emma Burton, Estelle Gerrett, Frances Clark, Louise Ashton 3. Engaging with the LSL Global Village – Maria (Mila) de Melo, Uma Soman, María Fernanda Hinojosa, Ulrika Löfkvist 4. LSLS Certification 101 – Jane Madell, Jayne Simpson-Allen 5. Listening and Spoken Language: Let's Talk About It! (Spanish-speaking session) – Mariana Helbig, Marcela Garrido, Carmen Abascal

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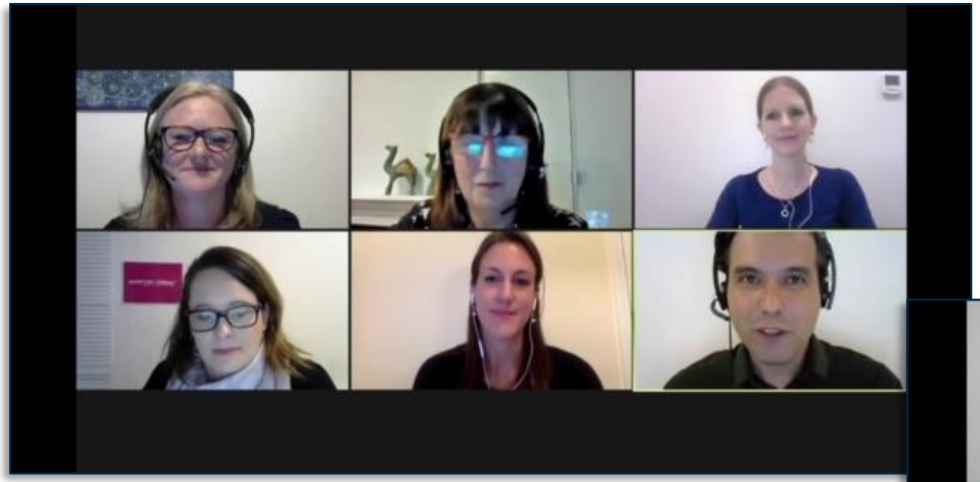
Live Session Webcasts



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Conference Sponsorships

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Collaboration & Networking

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Surprises & Lessons Learned

- Attendance went from 400-500 → 937
- Event became global: 44 countries
- Less lead-time: High-quality production in two months
- Overwhelmingly positive attendee/presenter feedback
- Great vendor partnership
- Overall results beyond our expectations

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“Accessibility Is An Opportunity”

David Dikter, CEO

Assistive Technology Industry Assn (ATIA)

My SOAPBOX

- Accessibility is a Priority Always
  - Always assume you have customers/members w/disabilities
    - Seen and unseen
  - If we all don’t demand it we all won’t get it
  - We are all LEGALLY liable

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About ATIA

The ATIA is the premier organization for manufacturers, sellers and providers of assistive technology (AT)—products, equipment and systems that enhance learning, working and daily living for persons with disabilities.

Our mission: to serve as the collective voice of the assistive technology industry to help ensure that the best products and services are delivered to persons with disabilities.

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Welcome to the ATIA Learning Center

The ATIA Learning Center is a user-friendly source of high-quality education, presented by leading assistive technology professionals for educators, consultants, and service professionals working at the local, state and national levels in government and private organizations. It's home to every ATIA educational offering, including live/recorded courses and conference recordings, allowing you to enhance your skills, expand your knowledge, and increase global awareness of AT. Regardless of your experience level or professional interest in assistive technology, we hope you find a wealth of knowledge in the ATIA Learning Center.

All courses include access to continuing education credits. To learn more, visit the CEUs web page.

Browse the Learning Catalog | COVID-19 Series | Newly Added Courses

Upcoming Live Courses | Find IACET CEU Courses | Learning Center FAQ

What makes our education exceptional?

- **Quality Content:** Variety of courses addressing tools and devices, best practices, and implementation strategies for integrating assistive technology effectively into the home, classroom and workplace for the broad, diverse AT community.
- **Industry-Leading Presenters:** Taught by experts who have extensive experience assessing and implementing assistive technology and who stay on top of current trends in the world of assistive technology use and research.
- **Innovative Use of the Online Classroom:** Integrated learning styles with lectures, demonstrations, surveys and Q&A. Close captioning is provided.
- **On-Demand Access:** Any time, any place, any device. Participate in recording courses 24/7, 365 days a year.

Learn more about the new ATIA Learning Center on our website.

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Welcome

- One Event home
- Ease of use
- Find what I want – when I want
- Connect to live sessions from 1 click
- Always know what the schedule is
- Fewer bells and whistles

Week 1

- Monday, January 25, 2021: Augmentative & Alternative Comm.
- Tuesday, January 26, 2021: Vision and Hearing
- Wednesday, January 27, 2021: Education and Learning
- Thursday, January 28, 2021: AT for Physical access
- Saturday, January 30, 2021: Virtual Seminars

Week 2

- Monday, February 1, 2021: Education & Learning
- Tuesday, February 2, 2021: AT for Physical Access
- Wednesday, February 3, 2021: Vision and Hearing
- Thursday, February 4, 2021: Augmentative & Alternative Comm.
- Saturday, February 6, 2021: Virtual Seminars

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Week 1

- Monday, January 25, 2021: Augmentative & Alternative Comm.
- Tuesday, January 26, 2021: Vision and Hearing
- Wednesday, January 27, 2021: Education and Learning

11:30–11:50pm EST	Welcome: Education & Learning - January 27
12:00-1:00pm	**1st Breakout Sessions** 1. Leveraging Social Media to build your PLN during Distance Learning & Practice 2. Assistive Technology and Identity:Students with Disabilities in Higher Education 3. Improve Access to Digital Spaces for those with Cognitive Disabilities 4. AT Supports for SLD **Member Sponsored:** Inclusive Classrooms 201 - go beyond the basics with free tools from Microsoft
1:00–1:15pm	**Break**
1:15–2:15pm	**2nd Breakout Sessions** 1. Welcome to L.I.F.E: Learning Is Functional & Engaging! 2. Adapting Preschool Curriculum for AAC Users in Distance Learning 3. Town Hall on Future Technologies for Universally Design for Learning curriculum 4. Integrating Digital Assessment Tools to Cultivate Tech-Empowered Remote Learners **Member Sponsored:** Digital & Accessible Learning in a Blended Environment
2:15-2:45pm	**Break**
2:45-3:45pm	**3rd Breakout Sessions** 1. AT Leadership in Developing Virtual AT Services 2. Remote Learning without Technology...Now What?? 3. Intentional Design : Creative and Intentional Ways to Engage students in Math 4. Creating and Curating Accessible OER with Confidence
3:45-4:00pm	**Break**
4:00-4:45pm	RK. ATIA 2021 Exhibitor Lightening Round Education & Learning Strand
5:00-6:00pm	2. ATIA 2021: Education & Learning Social Activity 1 - January 27 3. ATIA 2021: Education & Learning Social Activity 2 - January 27

Recorded Strand Sessions

- Thursday, January 28, 2021: AT for Physical access
- Saturday, January 30, 2021: Virtual Seminars

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Conference Educational Content

- Strands – from 12 to 4
- Submission Process:
  - Shorter time frame, from 500+ to 350+
  - Accepted and scheduled live – from 350 to 120 +
    - 40+ recorded
- Scheduled, accepted and speaker acceptances within 1.5 month (typically 3-5 month period)

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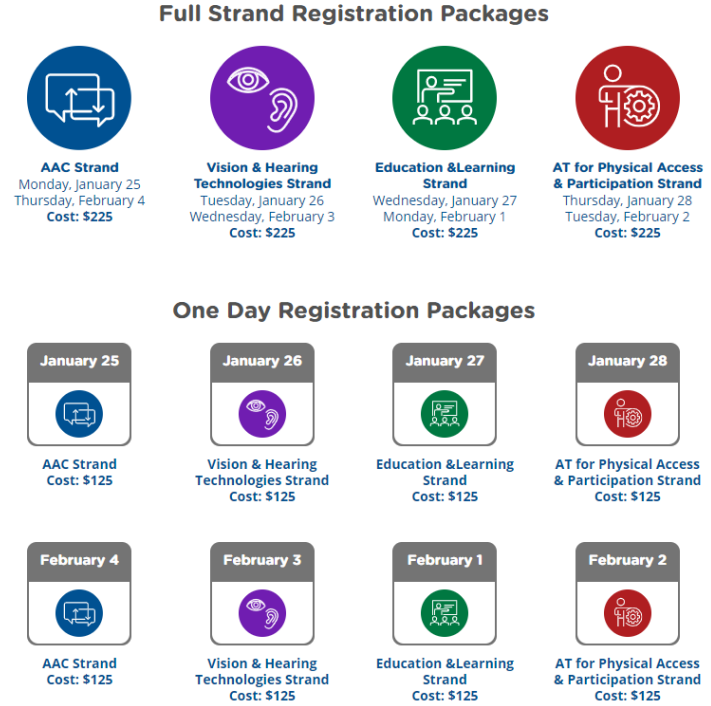
Flexibility:

- ❑ Time
- ❑ Content
- ❑ Cost



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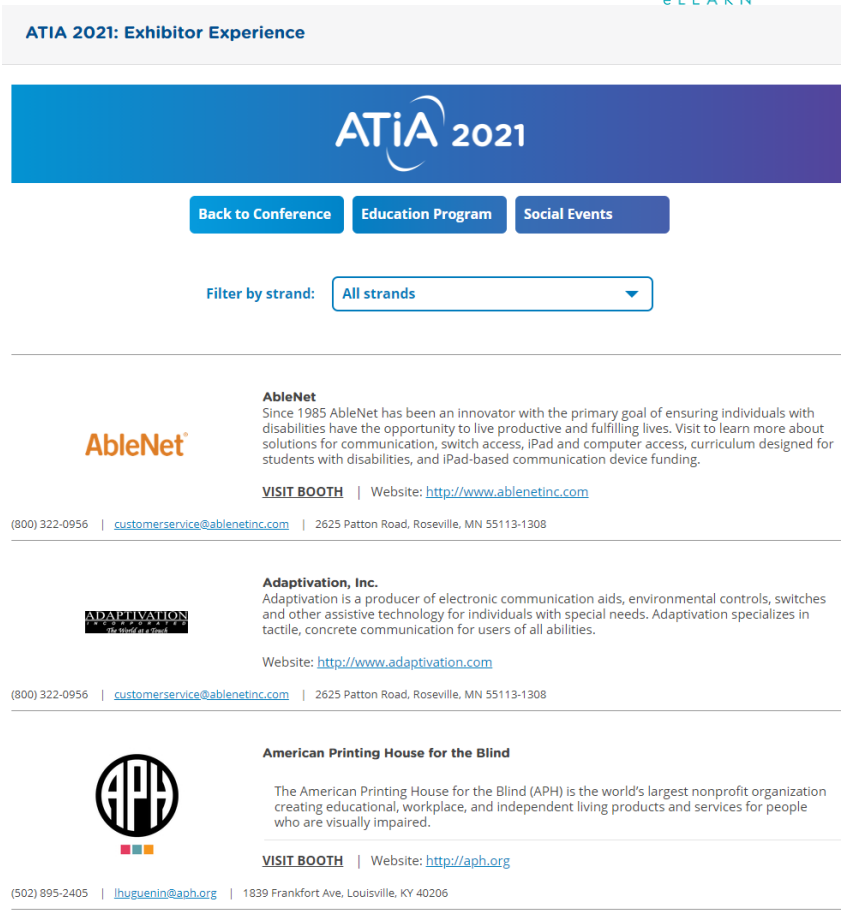
Sponsors & Tradeshow

- All Member Educational content is sponsored
- Our members are exhibitors
- Booths at no fee for members only
- All member sponsored content is free to the public with CEUs



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Surprises & Lessons Learned

- Our old processes were too long and drawn out; we needed to streamline to have all of our content ready for launch
- It requires way more time up front than initially thought
- Extensibility and how we leverage what we do beyond just a one-off event (from our exhibitor experience to our content)
- Some processes are forever changed
- Work with great designers and our team

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BSE Production Team: Top 5 Learnings

1. Make sure to incorporate breaks throughout the day and/or considering shortening the schedule or changing it overall – Don't just throw your in-person schedule online.
2. A detailed "Run of show" for the event is beneficial for all.
3. When offering Live Q&A, make sure that if possible every client moderator and speaker whether live or prerecorded is on the training sessions.
4. Practice moderator hand-off for breaks, transitions and sponsor or exhibit breaks. Ask us all questions during the training and not wait until the day of show.
5. Focus on easy site navigation and smooth launching of sessions.

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Lance: Top 5 Learnings

1. Regional/State associations combining conferences
2. “Free” production of complete conference recordings
3. RFPs for “LMS + Virtual Events” are increasing
4. Move away from 3D/Immersive environments
5. “Best” session format? Pre-recorded + Live Q&A

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Designing and Selling Virtual Exhibitor Spaces

Lessons Learned

THE LESSON: HAVE A PLAN FOR PROFITABILITY

How do I sell Virtual Exhibitor Spaces?

START WITH WHY

WHY EXHIBIT AT A VIRTUAL CONFERENCE?

VENDORS WANT TO

BUILD

THEIR NETWORK

VISIBILITY

INFORMATION SHARING CAPACITY

WHICH LEADS TO:

FUTURE BUSINESS

WIIFM?

ALIGN VENDOR GOALS WITH WHAT THE SPACE ALLOWS…

How can the space help me to attract people to my business?

VIRTUAL EXHIBIT SPACES ALLOW VENDORS TO:

NETWORK

GAIN VISIBILITY

SHARE INFORMATION

NETWORK THROUGH:	GAIN VISIBILITY THROUGH:	SHARE INFORMATION THROUGH:
ATTENDEE TRACKING	HOMEPAGE	PDF'S
ZOOM OR GOTO MEETING	EXHIBITOR HALL	VIDEO
APPOINTMENT SETTING	EXHIBITOR SPACE	IMAGERY
CHAT FEATURES	SESSION SPONSORSHIP	TEXT
VIRTUAL HAPPY HOURS	SESSION DEMOS	COMMERCIALS

BE INTENTIONAL TO SCHEDULE TIMES FOR EXHIBITORS

MONDAY, DAY 1

9:00 am - 10:00 am	Welcome Ceremony
10:00 am - 10:50 am	Education Session 1
11:00 am - 11:50 am	Exhibitor Product Demo
1:00 pm - 2:50 pm	Education Session 2
3:00 pm - 5:00 pm	Conference Networking

TUESDAY, DAY 2

9:00 am - 10:00 am	Education Session 3
10:00 am - 10:50 am	Exhibit Product Demo
11:00 am - 11:50 am	Exhibitor Hall Open
1:00 pm - 2:50 pm	Education Session 4
3:00 pm - 5:00 pm	Exhibitor Networking

SAMPLE

Will you create time for me to network, gain visibility and share information?

give them an example of what they'll get…

eLEARNING

Can you show me what I am buying?

focus on Your vendors why when building packages

START WITH WHY

NETWORK	VISIBILITY	INFORMATION SHARING

WIIFM?

MAKE PACKAGES EASY TO UNDERSTAND AND BUY

	SILVER $$	GOLD $$$	PLATINUM $$$$
Virtual Exhibit Hall	Up to 75-word company description, logo, and website	Up to 150-word company description, logo, and website	Up to 200-word company description, logo, and website
Virtual Exhibitor Space	1 PDF and 1 video up to 5-minutes in length	3 PDFs, 3 videos up to 10-minutes in length, and 1 custom give-away button	6 PDFs, 6 Videos, and 2 custom give-away buttons
Recognition on conference main page	Company Name	Company logo	Large company logo
Logo appears between live sessions		X	X
Pre-recorded 60-second commercial plays before keynote speaker			X
Exhibit space personnel/ contact info	1	2	3
Additional marketing materials	X	XX	XXXX
Daily conference email			X
Contact information of attendees that visit your space	X	X	X

So, what's in the package?

PROVIDE ADDITIONAL SPONSORSHIP OPPORTUNITIES

DAILY CONFERENCE E-MAIL COMMUNICATIONS (3 AVAILABLE)

COST: $$$
As you send daily news for each day of the conference you can include sponsor logos and information about their space.

EDUCATION SESSION SPONSOR (10 AVAILABLE)

COST: $$
Attendees come to the conference for education. This is where they are guaranteed to be and they will see your logo before and after the event.

CONFERENCE HOME PAGE BANNERS (1 AVAILABLE)

COST: $
Location, location, location! Every attendee will see the conference home page for one day of the conference. Get your logo and message across with the best real estate available!

CONFERENCE WIDE PRIZES

COST: $
Incentivize attendees to stop by your exhibitor space by adding your name to the conference scavenger hunt and any attendee who visits every scavenger hunt exhibitor space gets a chance to win prizes through a raffle.

PRE-RECORDED CONFERENCE DEMOS

COST: $$$
Provide attendees with your valuable information during your 30-minute product demonstration. Product demonstrations will be available on-demand after the event ends.

SAMPLE

So, what if I want ‘a la carte’ or even more?

THE LESSON: HAVE A PLAN FOR PROFITABILITY

How do I sell Virtual Exhibitor Spaces?

Thank You!

Emilio Alonso-Mendoza, CEO
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