



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



“Your Conference Is Now Global!”

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



a.g.bell

Association for the Deaf
& Hard of Hearing



AG BELL VIRTUAL LISTENING AND SPOKEN LANGUAGE SYMPOSIUM

THURSDAY, JULY 9TH

Thursday, July 9*	Session Title
7:30-8:30 am	European Continent Online Discussion Session** - Emilio Alonso-Mendoza, Svante Borjesson <i>CEUs not offered for this session</i>
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/.0 hours AG Bell LSLS CEUs/.0 COL
10:00-10:15 am	Break
10:15-11:45 am	Concurrent Sessions (Select one) .15 AAA CEUs/.15 ASHA CEUs/.5 hours AG Bell LSLS CEUs/.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/.0 hours AG Bell LSLS CEUs/.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

2:00-3:00 pm	<p>Keynote Presentation: How the Health of the Auditory Nerve Affects Performance with a Cochlear Implant - Kara Schwartz-Leyzac .1 AAA CEUs/.1 ASHA CEUs/.0 hours AG Bell LSLS CEUs/.0 COL</p>
3:00-3:15pm	Break
3:15-4:15 pm	<p>Concurrent Sessions (Select one) .1 AAA CEUs/.1 ASHA CEUs/.0 hours AG Bell LSLS CEUs/.0 COL</p> <ol style="list-style-type: none"> 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	<p>Optimizing Possibilities through Hearing and Hearing Technology: Session One .1 AAA CEUs/.1 ASHA CEUs/.0 hours AG Bell LSLS CEUs/.0 COL</p> <ul style="list-style-type: none"> 4:30-5:00 Amy Donaldson and Christy Miller-Gardner, Cochlear 5:00-5:30 Michael Douglas, MED-EL
5:30-5:45 pm	<p>Hearing Technology Chats** • Cochlear Chat <i>CEUs not offered for this session</i></p>
5:45-6:00pm	Break
6:00-7:00 pm	<p>AG Bell Happy Hour Topical Sessions** .1 AAA CEUs/.1 ASHA CEUs/.0 hours AG Bell LSLS CEUs/.0 COL</p> <ol style="list-style-type: none"> 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 Garrett, 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

Live Session Webcasts



Conference Sponsorships

**AG BELL WISHES TO THANK THE FOLLOWING SPONSORS FOR
MAKING THIS VIRTUAL GLOBAL SYMPOSIUM POSSIBLE:**



Hear now. And always



Collaboration & Networking

GLOBAL VIRTUAL
LSL SYMPOSIUM

**LEARN.
NETWORK.
CONNECT.**



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



“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



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.

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](#).



Connecting Online to Learn and Share.

ATIA 2021 AT Connected

January 25-28, 2021 • February 1-4, 2021

Login Education Program Exhibitor Experience Social Activities Microsoft Experience

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

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

RK. ATIA 2021 Exhibitor Lightening Round Education & Learning Strand

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

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)

Registration Packages

Full Conference Registration



Individual Full Registration: \$400

Group Full Registration: \$300 per person



Virtual Seminar: \$175/\$350 Per Seminar
January 30th & February 6th

Free Conference Registration

ATIA 2021 Free Registration Package

Flexibility:

- Time
- Content
- Cost

Full Strand Registration Packages



AAC Strand
Monday, January 25
Thursday, February 4
Cost: \$225



Vision & Hearing Technologies Strand
Tuesday, January 26
Wednesday, February 3
Cost: \$225



Education & Learning Strand
Wednesday, January 27
Monday, February 1
Cost: \$225



AT for Physical Access & Participation Strand
Thursday, January 28
Tuesday, February 2
Cost: \$225

One Day Registration Packages



January 25
AAC Strand
Cost: \$125



January 26
Vision & Hearing Technologies Strand
Cost: \$125



January 27
Education & Learning Strand
Cost: \$125



January 28
AT for Physical Access & Participation Strand
Cost: \$125



February 4
AAC Strand
Cost: \$125



February 3
Vision & Hearing Technologies Strand
Cost: \$125



February 1
Education & Learning Strand
Cost: \$125



February 2
AT for Physical Access & Participation Strand
Cost: \$125

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

ATIA 2021: Exhibitor Experience



[Back to Conference](#) [Education Program](#) [Social Events](#)

Filter by strand: [All strands](#) ▾

AbleNet



Since 1985 AbleNet has been an innovator with the primary goal of ensuring individuals with disabilities have the opportunity to live productive and fulfilling lives. Visit to learn more about solutions for communication, switch access, iPad and computer access, curriculum designed for students with disabilities, and iPad-based communication device funding.

[VISIT BOOTH](#) | Website: <http://www.ablenetinc.com>

(800) 322-0956 | customerservice@ablenetinc.com | 2625 Patton Road, Roseville, MN 55113-1308

Adaptivation, Inc.



Adaptivation is a producer of electronic communication aids, environmental controls, switches and other assistive technology for individuals with special needs. Adaptivation specializes in tactile, concrete communication for users of all abilities.

Website: <http://www.adaptivation.com>

(800) 322-0956 | customerservice@ablenetinc.com | 2625 Patton Road, Roseville, MN 55113-1308

American Printing House for the Blind



The American Printing House for the Blind (APH) is the world's largest nonprofit organization creating educational, workplace, and independent living products and services for people who are visually impaired.

[VISIT BOOTH](#) | Website: <http://aph.org>

(502) 895-2405 | lhuguenin@aph.org | 1839 Frankfort Ave, Louisville, KY 40206

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

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.

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



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:

ATTENDEE TRACKING
ZOOM OR GOTO MEETING
APPOINTMENT SETTING
CHAT FEATURES
VIRTUAL HAPPY HOURS

GAIN VISIBILITY

THROUGH:

Homepage
EXHIBITOR HALL
EXHIBITOR SPACE
SESSION SPONSORSHIP
SESSION DEMOS

SHARE INFORMATION

THROUGH:

PDF'S
VIDEO
IMAGERY
TEXT
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



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?

CHIEF EXECUTIVES OF AMERICA
VIRTUAL CONFERENCE 2020

ARES PRISM is an enterprise project controls software that manages the complete project lifecycle delivering dependable forecasts, cost control and performance measurement. PRISM is a scalable, intuitive system that harnesses best practices and integrates all aspects of the project, including cost, schedule, change, estimating, contracts & procurement, and field progressing.

aresprism.com
+1-403-265-2628 | PRISMINFO@aresprism.com | 1440 Chapin Ave, Burlingame, CA 94010 USA

ARES professionals utilize in developing and implementing an end-to-end risk-based portfolio management solution called Risk Assessment Profiler (RAP). The tool leverages industry standards and best practices to conduct comprehensive risk assessments across an organization's portfolio of projects, assets and critical operational functions. RAP has many key features to help make better informed decisions including Schedule Risk Analysis, Risk Register, and more.

ares-inc.com
+1-888-992-7752 | info@ares-inc.com | 500 Spectrum Center Drive, Suite 400, Irvine, CA 92618 USA

Eos Group is a professional services and software development firm focused on enterprise cost intelligence. We specialize in benchmarking, cost estimating, and preconstruction solutions, along with a wide array of services—from comprehensive implementations to project-based services—delivered by engineers, estimators and project managers.

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Project Management Maturity: Using Software to Setup Project Management Processes
Presentation: Angela Overstreet, 16 min 58 sec

Digital Transformation of Project Organizations
Presentation: T.G. Jayanti, 37 min 11 sec

Project Management Transformation at Barrick Gold Corporation
Presentation: Luc Vandamme, 24 min 55 sec

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VIRTUAL CONFERENCE 2020

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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)	EDUCATION SESSION SPONSOR (10 AVAILABLE)	
COST: \$\$\$ As you send daily news for each day of the conference you can include sponsor logos and information about their space.	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)	CONFERENCE WIDE PRIZES	PRE-RECORDED CONFERENCE DEMOS
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!	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.	COST: \$\$\$ Provide attendees with your valuable information during your 30-minute product demonstration. Product demonstrations will be available on-demand after the event ends.



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!

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