



MemberWise

Best Practice Webinar Series

Webinar

Case Study: How to Shift an In-Person Conference to Virtual in Just 2 weeks Amid Covid-19

Facilitated with:





MemberWise

Best Practice Webinar Series

Learning Objectives

- Quickly assess your resources and put a virtual event plan in place
- Develop an effective programme with human elements to breathe life into your event
- Keep attendees engaged long after the virtual conference

Interact





MemberWise

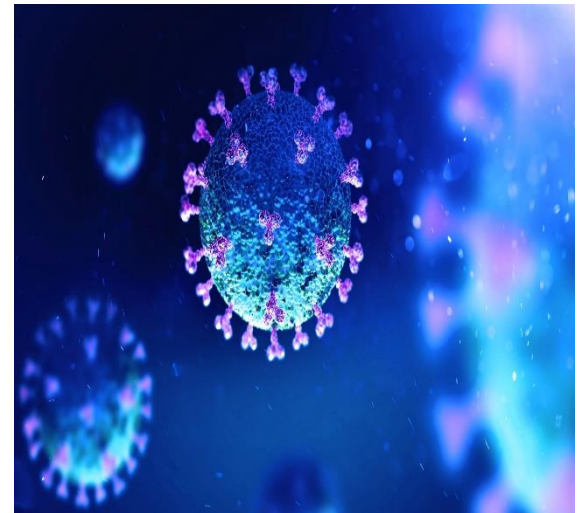
Best Practice Webinar Series

Agenda

- **Introduction and a View from the Virtual Field**
 - *Richard Gott, Membership Champion, MemberWise Network*
- **How to Shift an In-Person Conference to Virtual in Just 2 weeks**
 - *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 planning for the recovery period
- Win back campaigns helping bring members back (telephone in particular)
- Member Value is our immediate priority
- Webinars like this & Virtual Events can help in the short term



Virtual Events



MemberWise

- 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
- A lot of unproven solutions out there – Handle with care!
- The challenge is getting audience and speaker interaction right.



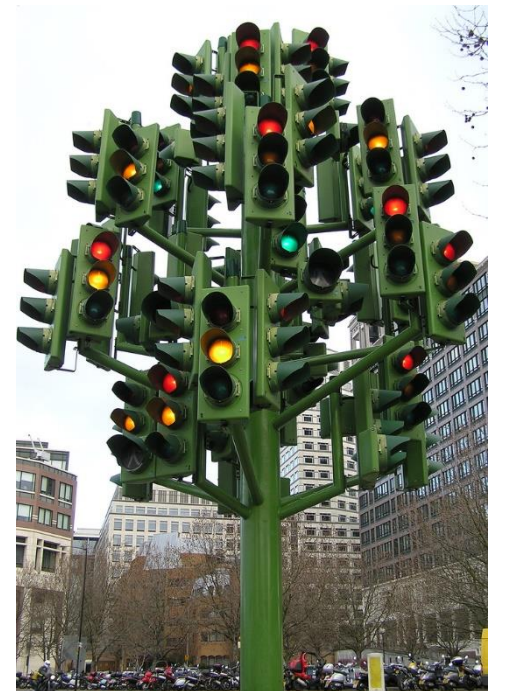
Association Event Strategies

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 getting started with Virtual Events

- Over to Edward and Martin...





CASE STUDY:

How to Shift an In-Person Conference to Virtual in Just 2 weeks Amid Covid-19

ASI Presenters



Edward Wendling

Global Vice President of Marketing, ASI

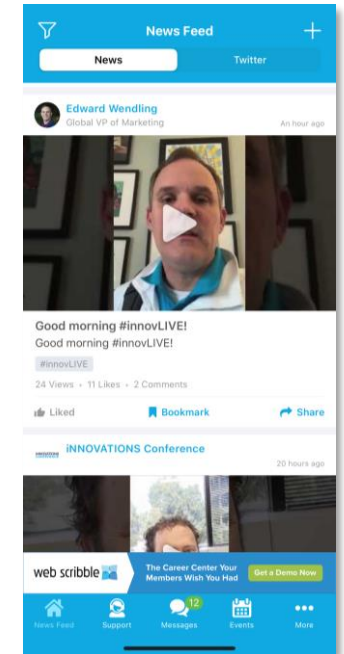
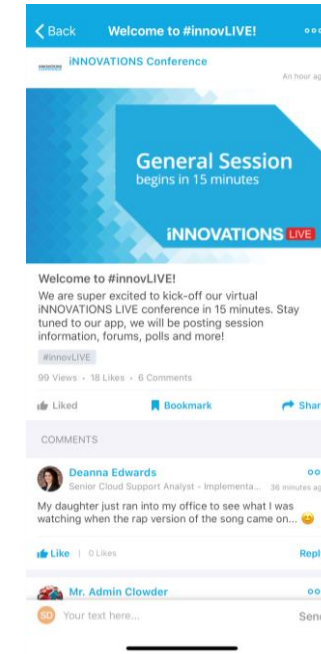
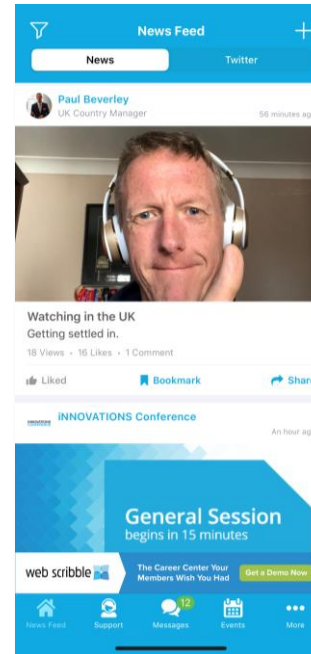
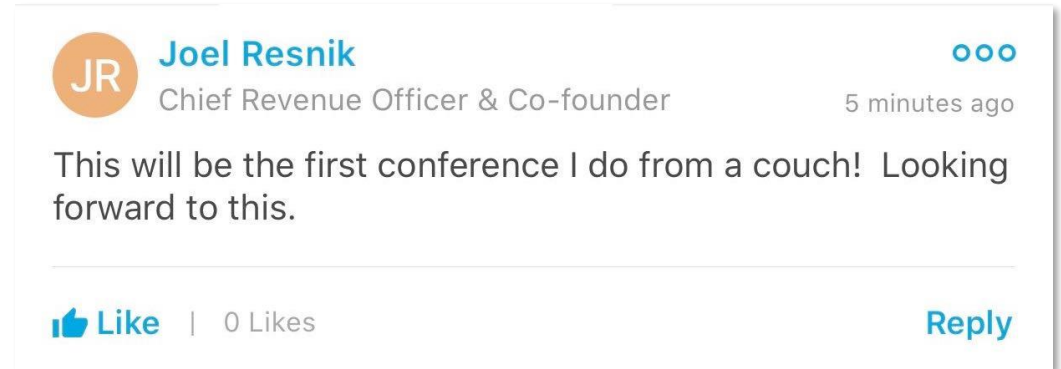


Martin Angelin

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

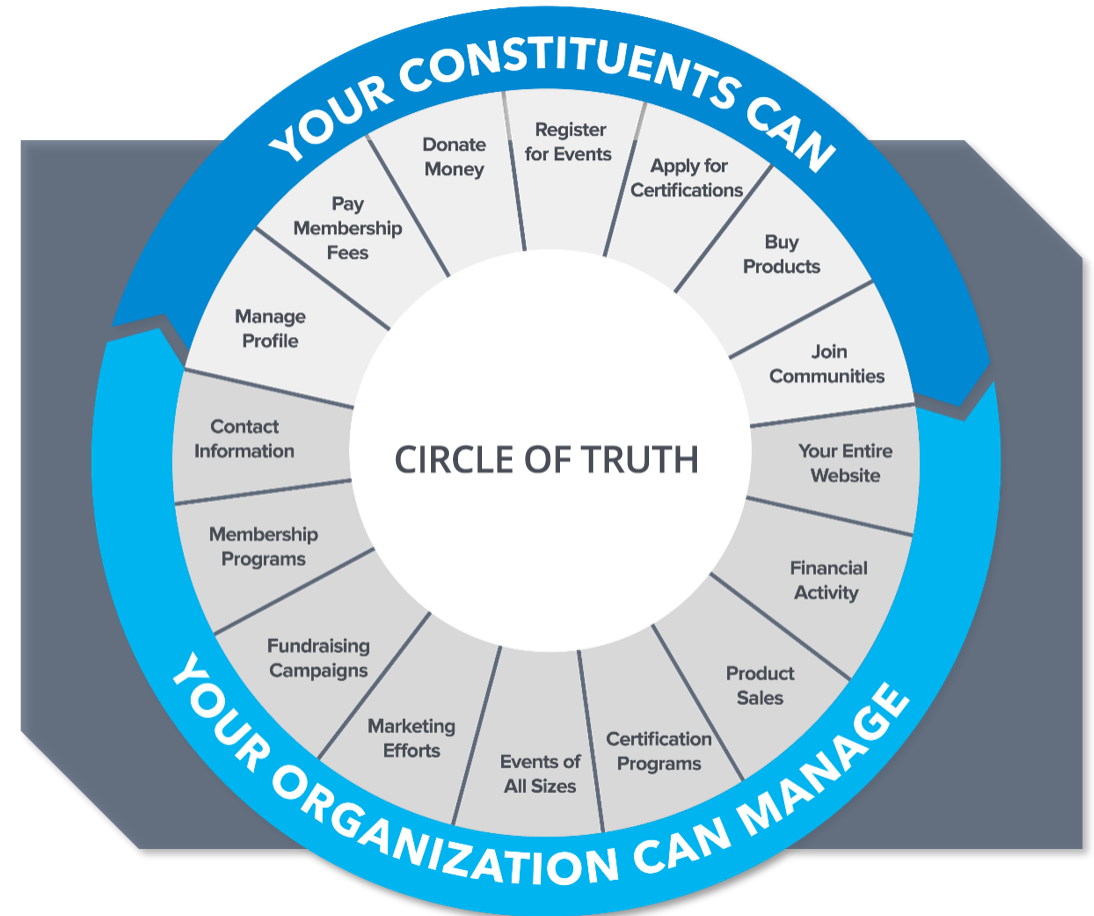
- Scaled from 3 in-person tracks to 1 virtual stream
- Recorded all sessions and made available in an On-Demand Video Library

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

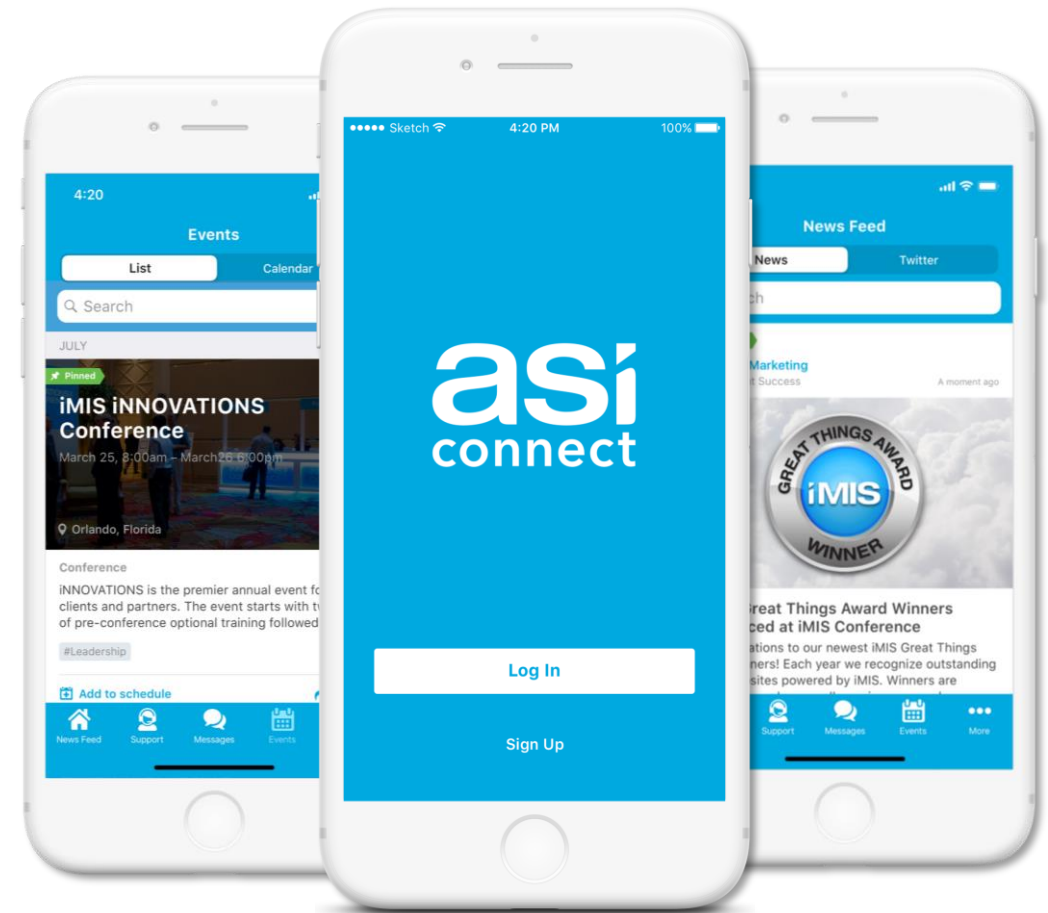


Planning the Shift

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”



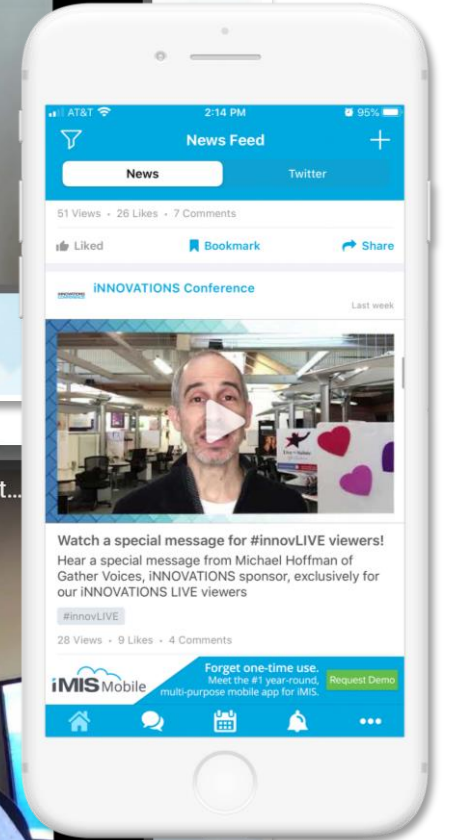
Learn More at
www.advsol.com/iMISMobileApp

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

Microsoft Teams

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

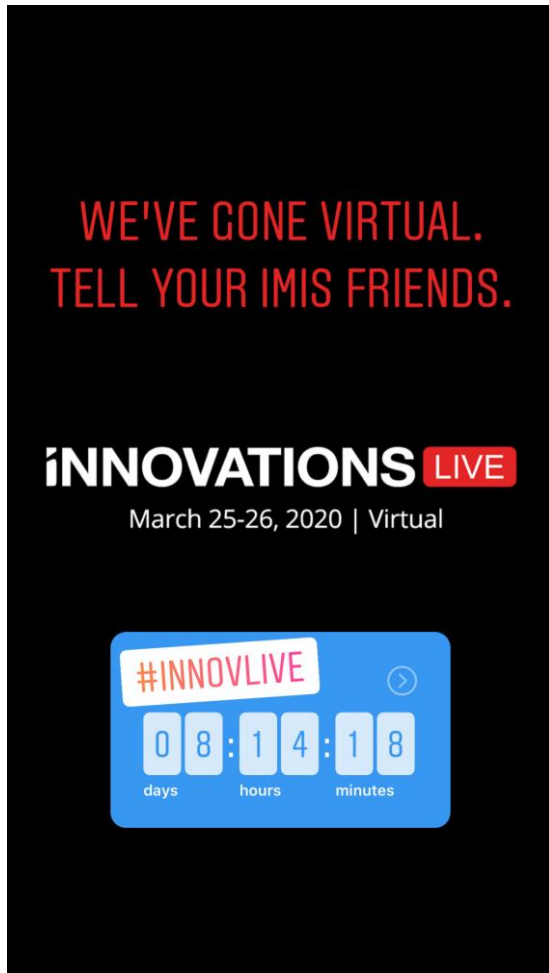
WEBCASTCLOUD

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

GoToWebinar & **zoom**

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

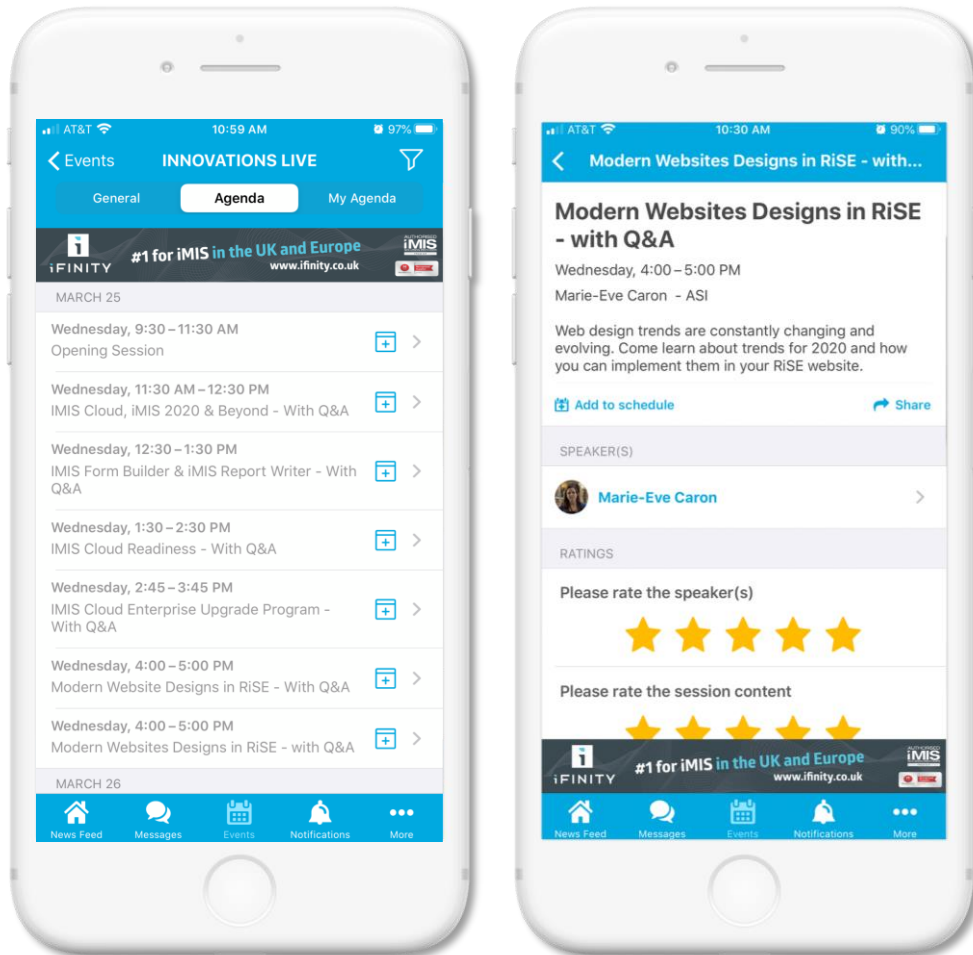
Executing the Event

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

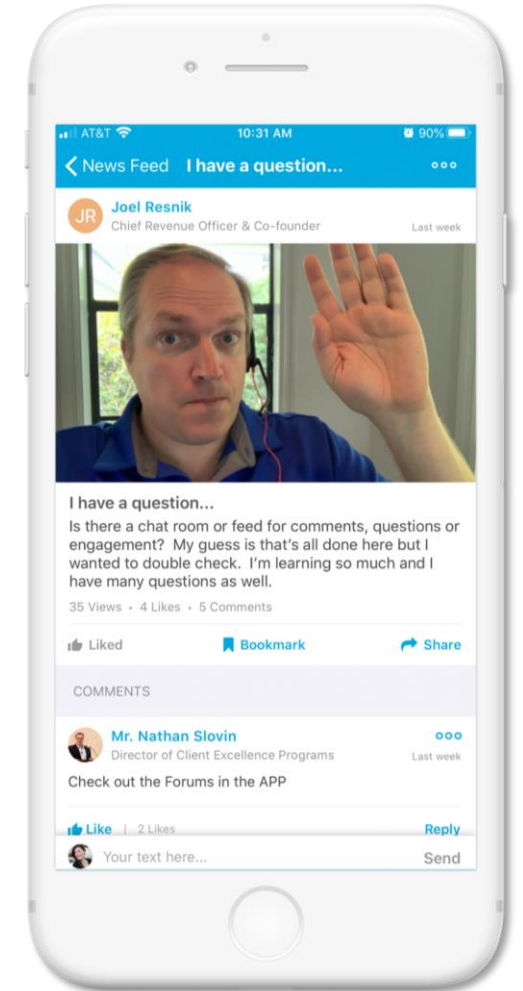
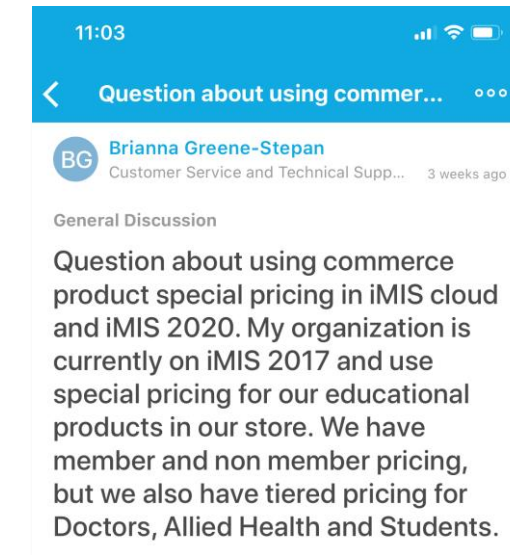
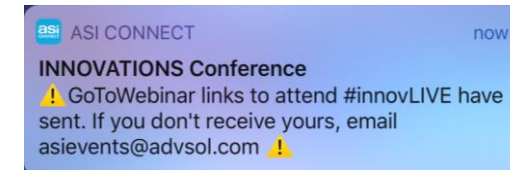
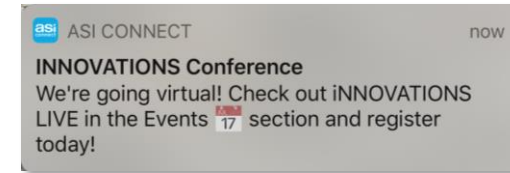
Conference Material

- 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:



The screenshot shows the ASI Advanced Solutions International website for the INNOVATIONS LIVE On-Demand Library. At the top, the ASI logo and "Conference Site" with a "Login" button are visible. The main banner features a cityscape background with the text "WELCOME TO INNOVATIONS2020 Presented by asi ADVANCED SOLUTIONS INTERNATIONAL Welcome to INNOVATIONS LIVE". Below the banner, a heading reads "Welcome to the INNOVATIONS LIVE On-Demand Library". A paragraph of text explains the virtual nature of the conference. Below this is a search bar, a "Channel" dropdown menu, and a "Topics" dropdown menu. A "Date: Least Recent" dropdown is also present. The main content area displays a grid of video thumbnails with titles such as "2020 & IMIS Form Builder & IMIS Report Writer", "IMIS Cloud Enterprise Upgrade Program", and "What's New in Membership Billing". A video player is overlaid on the bottom left, showing a man wearing sunglasses speaking. The "INNOVATIONS LIVE" logo is at the bottom of the video player.

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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