A Why-To and a How-To

VIRTUAL CONFERENCES IN THE COVID-19 ERA

TAGORAS®
REACH · REVENUE · IMPACT

Leading Learning®

Jeff Cobb &
Celisa Steele

virtual conference

: Web-based event that replicates aspects of a traditional place-based conference, membership meeting, or trade show
: standalone or as a hybrid
: multiple sessions, ***not just a single Webinar or Webcast***
: in real time (synchronously), on demand (asynchronously), or both

Have you offered a virtual conference?

- Yes
- No, but plan to in the next 12 months
- No, and don't plan to in the next 12 months

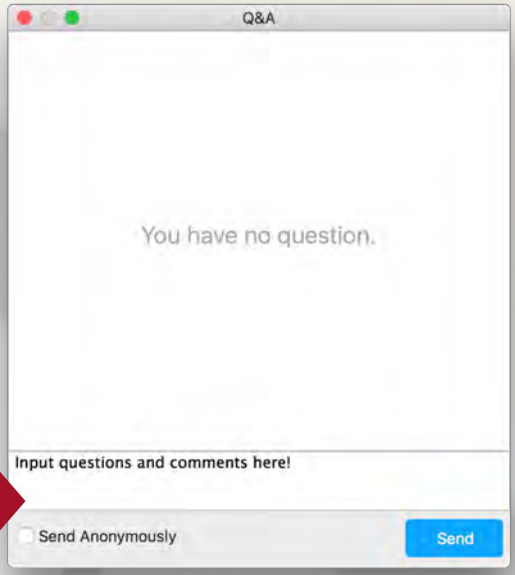
How has COVID-19 impacted you?

- We have plans to offer our 1st virtual conference.
- We're considering offering our 1st.
- We're expanding our virtual conference offering(s).
- We're considering expanding offering(s).
- It hasn't impacted what we're doing or not with virtual conferences.

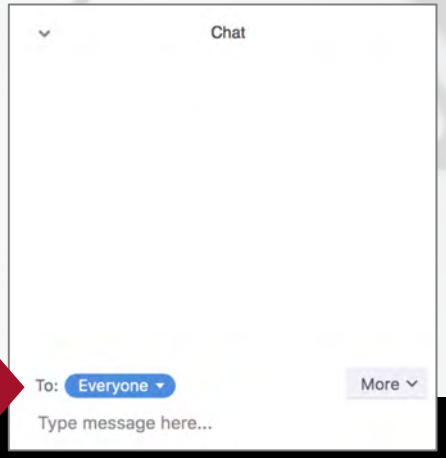
agenda

- 4 key aspects of virtual conferences
  - planning
  - preparation
  - delivery
  - follow-up
- Q&A
- parting thoughts

Use **Q&A** to send questions.



Use **Chat** to share comments and to see what others share. So everyone may see what you share, **select "All panelists and attendees"** in the dropdown beside To.

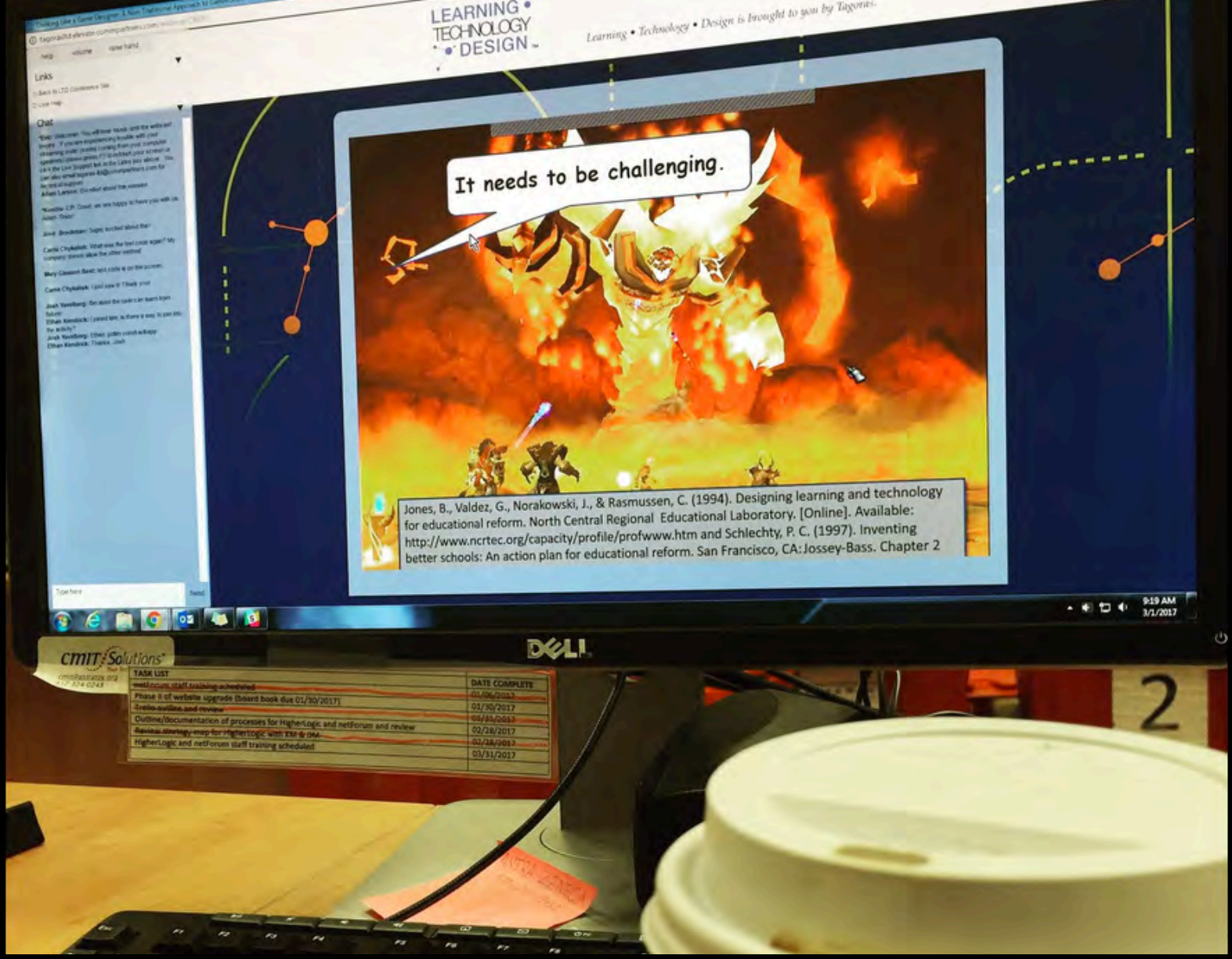


THE ENCYCLOPEDIA
OF SAUCES
FOR YOUR FOOD
Good Housekeeping
THE GOOD HOUSEKEEPING
GRILL

planning

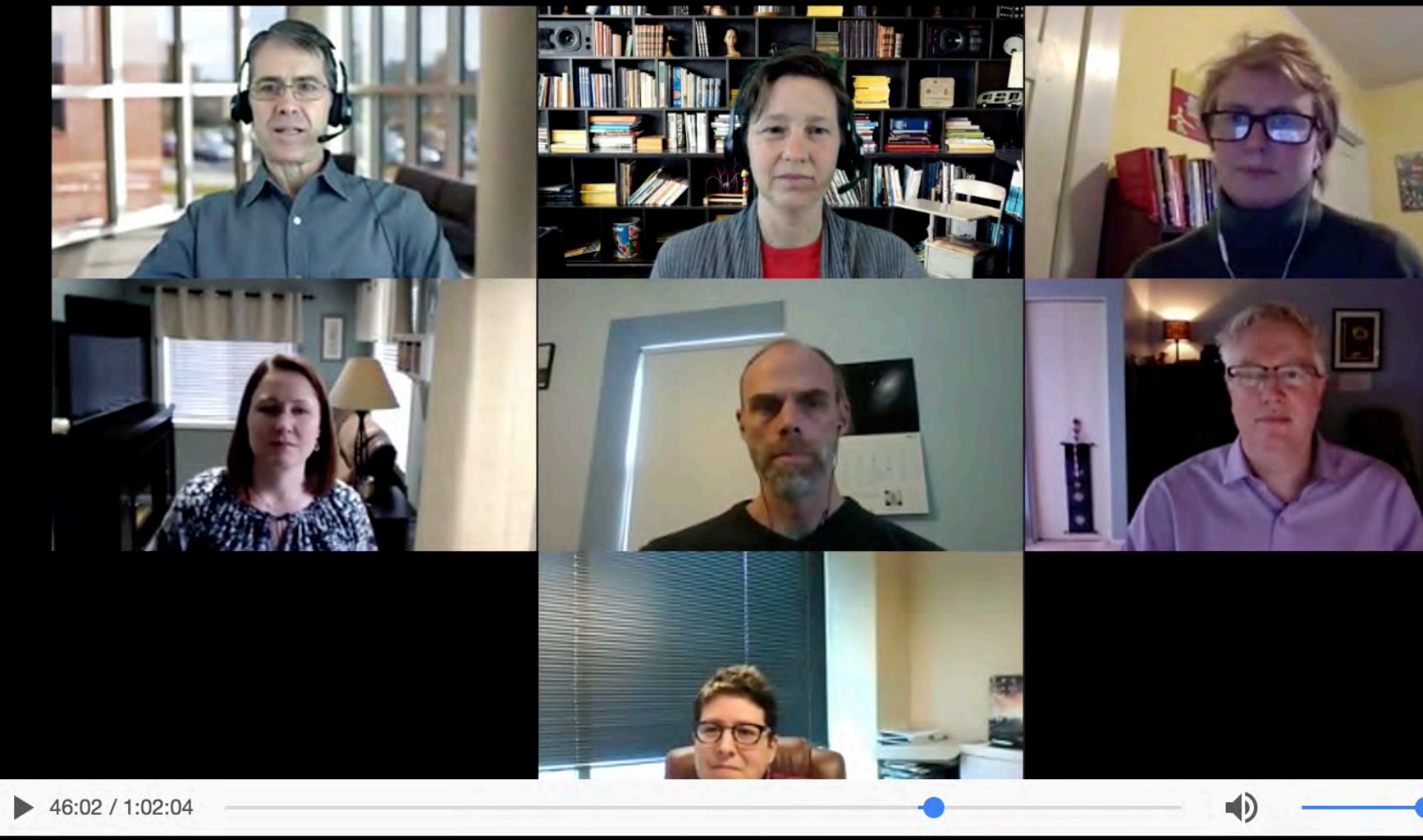
Learning • Technology • Design

May 2016 | **Arlington, VA**



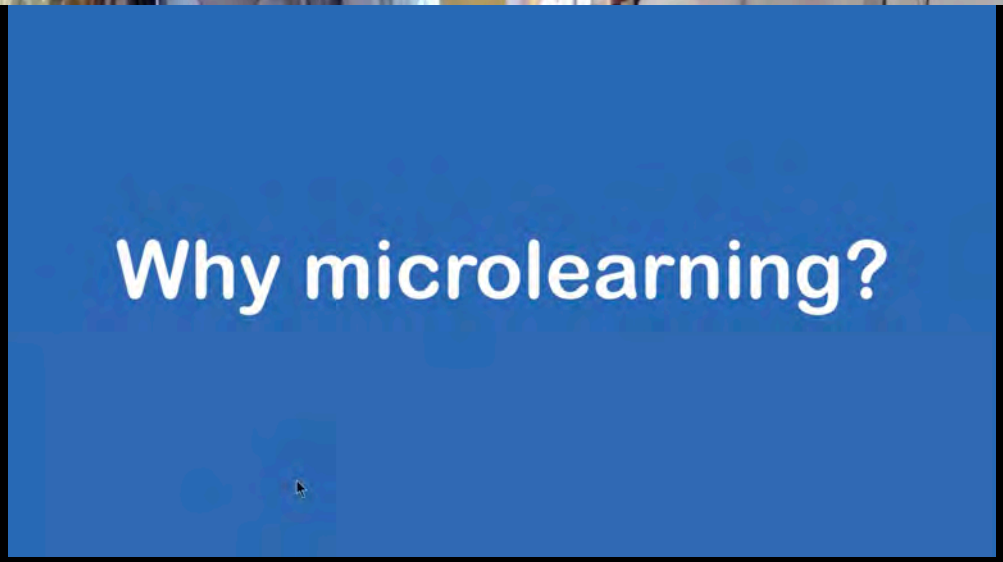
Learning • Technology • Design

March 2017 | **online**



Learning • Technology • Design

February 2018 | **online**



Learning • Technology • Design

February 2019 | **online**

Learning • Technology • Design

February 2020 | **online**

planning

- timeline
- location
- structure
- value proposition
- decisions about sponsorship
- pricing
- marketing

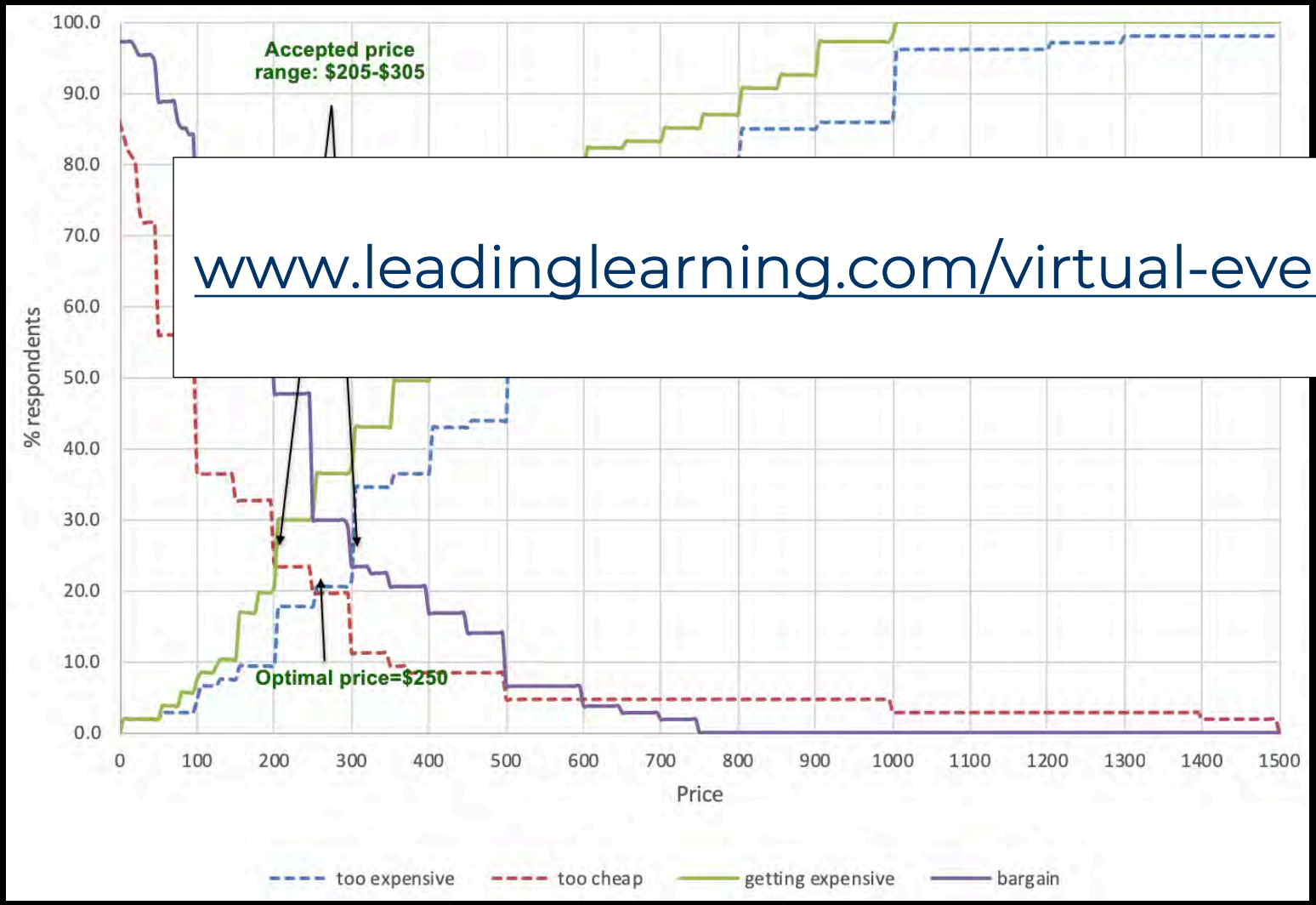
2016 (f2f)

- 11 sessions
- 2 days
- reception
- sponsor + exhibitors

2017

- 20 sessions
- 2.5 days
- sponsors + exhibitors
- 10 demos

Van Westendorp



www.leadinglearning.com/virtual-events

2016 (f2f)

- 11 sessions
- 2 days
- reception
- sponsor + exhibitors

2017

- 20 sessions
- 2.5 days
- sponsors + exhibitors
- 10 demos

2018

- 23 sessions
- 11 days/1 month
- online community
- no sponsorship

2019

- 16 sessions
- 2 days
- online community
- patrons

2020

- 20 sessions
- 2 days (gap day)
- online community
- patrons

www.leadinglearning.com/virtual-events

planning

- timeline
- location
- structure
- value proposition
- decisions about sponsorship
- pricing
- marketing

preparation

preparation

- work with SMEs
- work with sponsors
- communication with attendees
- use of a theme
- adequate support

BUON APPETITO
BUON APPETITO
BUON APPETITO
GRAZIE E ARRIVEDERCI
GRAZIE E ARRIVEDERCI
GRAZIE E ARRIVEDERCI
GRAZIE E ARRIVEDERCI
pizza
PIZZA

delivery

delivery

- use of Web cams
- use of chat
- priming and synthesis (thematic arc and pre-suasion)
- Collaborative Coaching and Follow-Up Friday
- execution and technical points

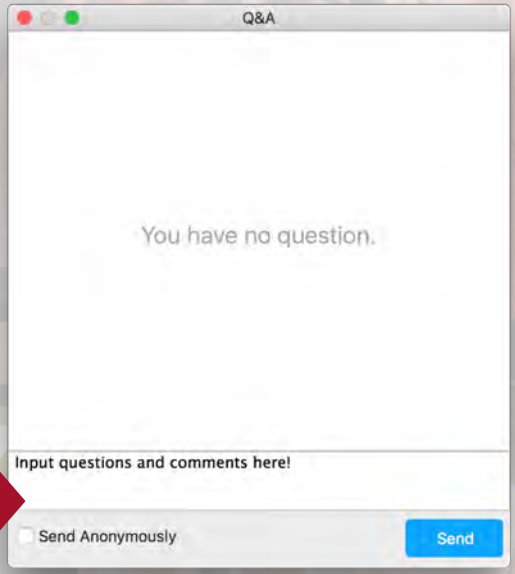
follow-up

follow-up

- recordings
- online community
- evaluation (testimonials)
- boosting and e-book
- persistence of Web site and interest pop-up

ASK

Use **Q&A** to send questions.



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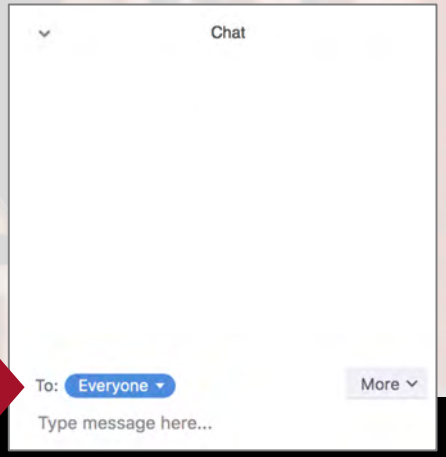
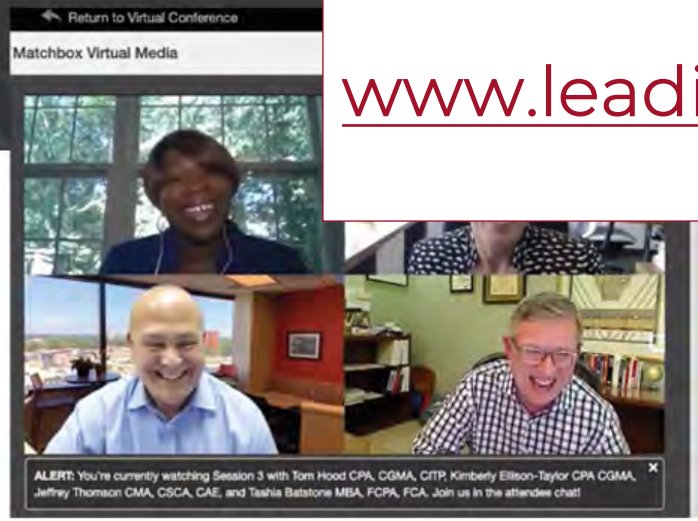


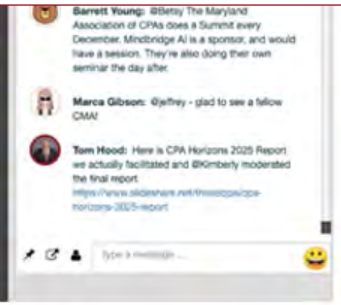
matchbox VIRTUAL MEDIA

WHO WE ARE

We help organizations and individuals host virtual conferences that foster meaningful conversations and promote high audience engagement.

www.leadinglearning.com/matchbox





LEARNING INSTITUTE | macpa

Colorado Psychiatric Society

NYCPS New York County Psychiatric Society

TAPPI

billhighway™

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