Breakout 1 - Introduction to Virtual Meetings

TODAY'S AGENDA

- **Virtual Meeting Considerations**

- **Virtual Meeting Planning & Timeline**

- **Platform Providers**

- **Registration Options**

- **Presentation Options and Speaker Guidelines**

- **Technical & Operational Support on "GO LIVE" Day**

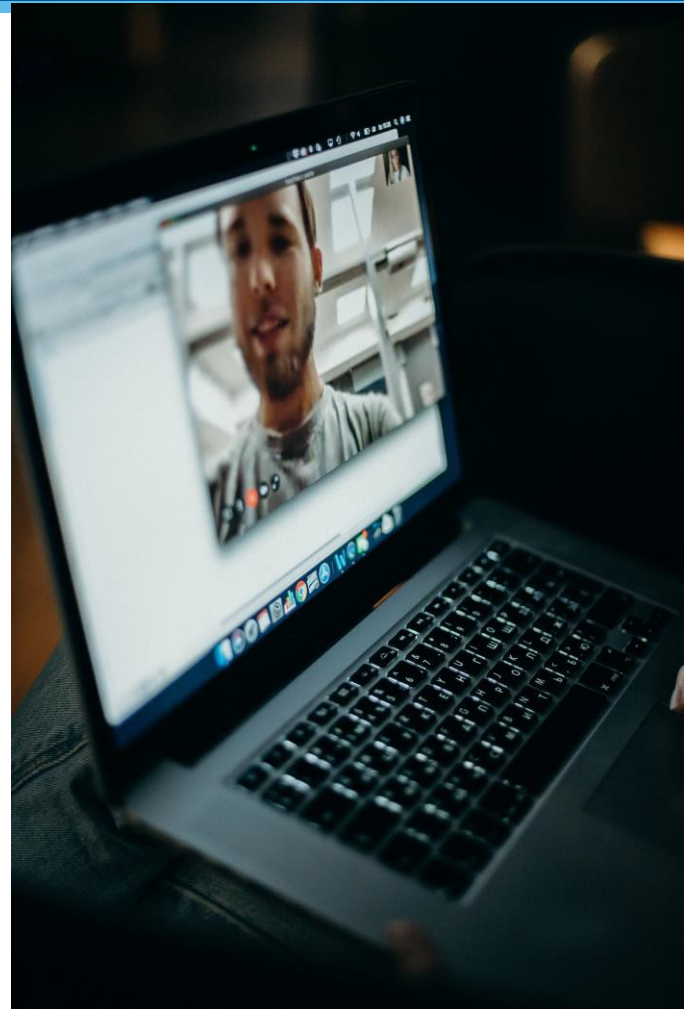# Meeting Options In-Person vs. Virtual vs. Hybrid

1. **Traditional Meetings** – Attendees and other event participants attend the meeting at the venue

2. **Virtual Meetings** – Attendees and other event participants engaging remotely

3. **Hybrid Meetings** – Some attendees attend in person and some attendees engage remotely

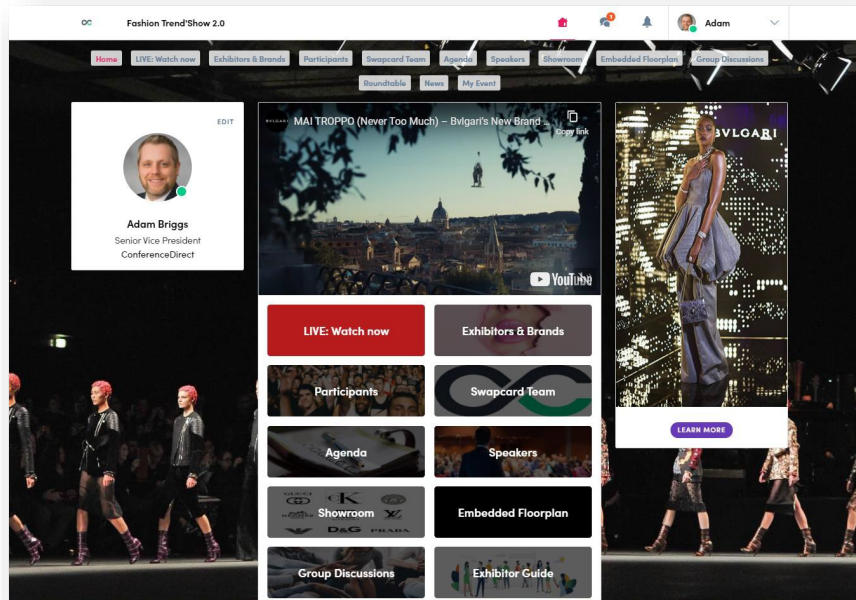# Video Conference

Platforms such as Zoom, Webex, and GoTo Meeting…

- Great tools for video conferencing, collaboration
- Lack networking capabilities
- Minimal revenue from sponsorship and advertising

swap∞card

Swapcard	
Platform Type	Software
CM Access	All (post build)
Price	$
Strengths	✓ Design ✓ Engagement ✓ Exhibits ✓ Streaming Flexibility
Weaknesses	✓ Layout Fixed ✓ No built in custom pages ✓ Agenda layout ✓ Connecting Streaming

pathable

Pathable	
Platform Type	Software
CM Access	All (post build)
Price	$$
Strengths	✓ Streaming Setup ✓ Engagement ✓ Wide ranging capabilities ✓ Vast customization capabilities ✓ Schedule layout
Weaknesses	✓ Dated Design ✓ Exhibits ✓ Reliance on Zoom

Advantages of Virtual Meetings

1. Expand your audience / larger pool of potential attendees / event participants
2. Greater access to education / sessions
3. Opportunity to extend your engagement with attendees
4. More strategic networking
5. Less cost (virtual)
6. Exhibit hall
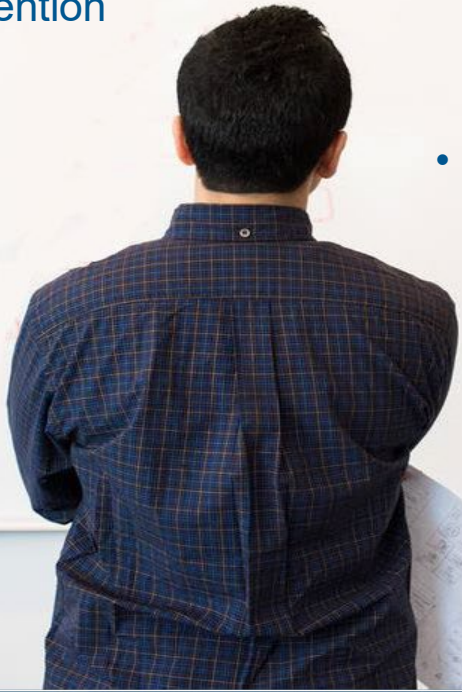7. Session tracking

Virtual Conference

- More complete experience for participants
- Ability to facilitate education, networking, sponsorships and exhibits
- Maintain Branding
- Notifications
- Extend engagement pre and post event

Virtual Meeting Considerations

- Lack of physical interaction / networking
- Time Zone differences
- Schedule adjustments / Attention spans
- Less control over attendee experience
- Voting bylaws
- Security

- Remote speaker management
  - Quality of audio / video equipment
  - Background
  - Tech support
  - Bandwidth
- Potential impacts to revenue
  - Registration fees
  - Sponsorships
  - Exhibits

Other Considerations

- Sponsors, Exhibitors Poster Hall (how many, if at all)
- Audience Engagement (gamification, good MC, chef cooking demonstrations, gifts, trivia)
- Networking among attendees
- Marketing to your attendees both prior to, during and post event
- Event Surveys

Getting Started

1. Engage key stakeholders to develop the framework for the meeting
2. Agree upon content / schedule
3. Build team and assign responsibilities
4. Identify virtual meeting and registration solutions
5. Develop project plan / timeline
6. Implement registration and virtual meeting solution
7. Build a marketing / communication plan
8. Establish content – Are you going to extend the attendee engagement to pre or post events
9. Market, Market, and Market some more
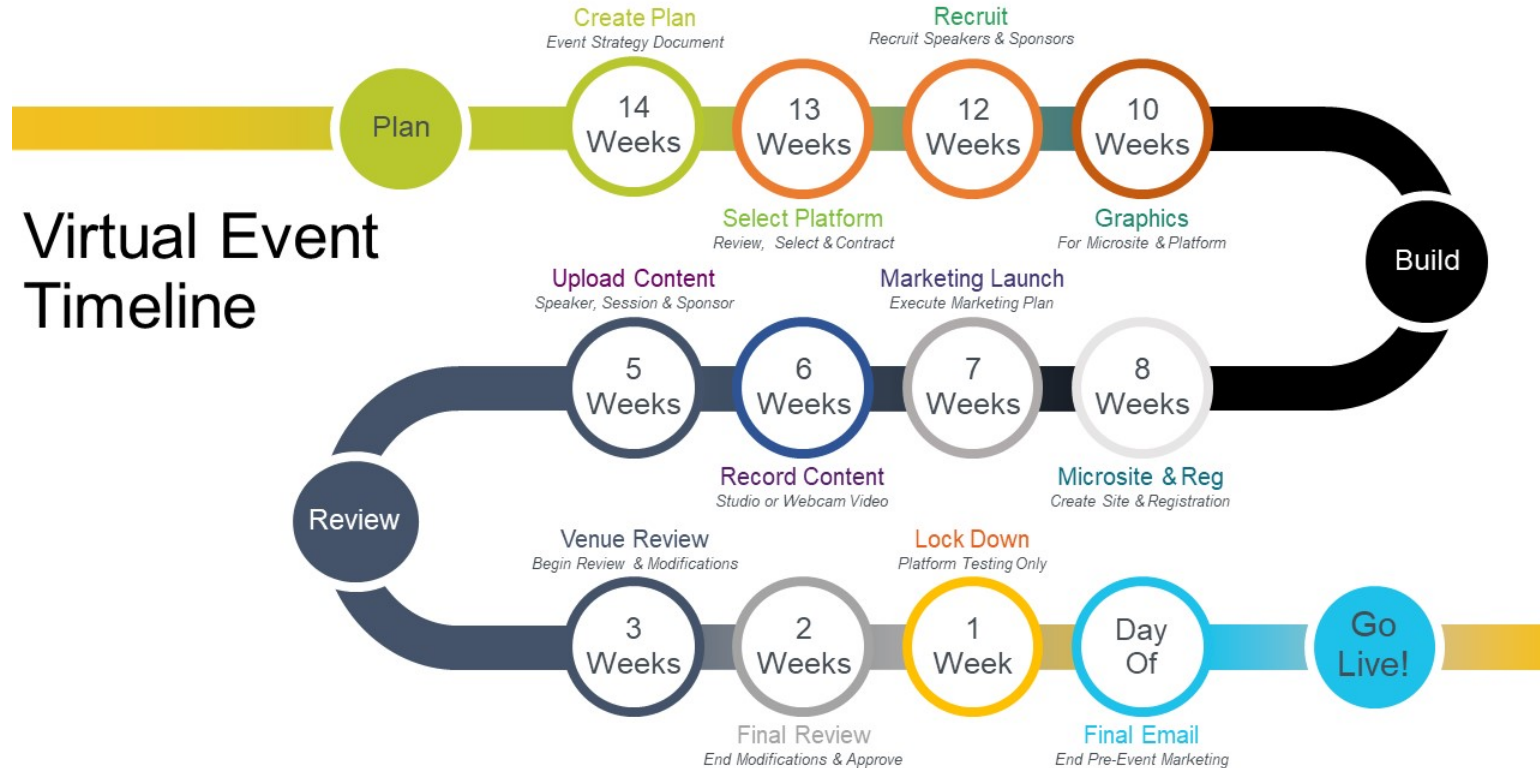
Getting Started (continued)

1. Develop a comprehensive "onsite" plan
   - Show runner
   - Planners
   - Tech Support
   - AV
2. Rehearsals (full)
3. Execute your virtual meeting
4. Develop follow up plan for event participants by providing CEs and a post event survey

Planning Timeline

Registration for Virtual

- Use a current registration system
  - Export the registration data and import into the virtual solution
  - Use a registration link to the virtual solution for real-time updating
- Use a manual system (Excel, other) and upload into virtual solution
- If using Zoom or similar, you can just send Outlook invites to attendees with the links to the Zoom sessions

Speaker Presentation Options

- Live Sessions (speakers present live and are on-hand for Q&A)
- Simulive (speakers record sessions but are live for Q&A)
- Pre-Recorded (all sessions are recorded, and Q&A can be handled after the event)

Speaker Best Practices

- Have a light source in front of you, and no windows behind you.
- The camera should be at eye level.
- Make sure that your background doesn't contain anything distracting
- Lean forward to present that most important point. Remember to make eye contact.
- If available, use a headset with microphone that plugs directly into your laptop or a good microphone (test in advance)
- Be sure to Rehearse! It does not take the spontaneity away from the actual presentation. It ensures that everyone is cued to present.

Day of Meeting(s) Support – "Go Live"!!

- Make sure someone is handling the registration issues that may pop-up either by phone or by email (what is the link, cannot access, cannot hear, etc.).
- Ensure moderators are available to jump in to ask questions from the chat for the Q&A.
- Have a technical manager to handle live support questions or if in a Zoom meeting, handle breakout assignments, co-host privileges and any speaker troubleshooting.
- Have a back up plan - If you are doing live presentations, what to do if speaker's internet goes down.

Final Thoughts

Virtual Meetings take a lot of planning and organization, but they provide a great option to connect to your attendees and bring value when you can't have a face-to-face meeting.

Your virtual meeting may be as easy as a Zoom Meeting or as complex as a fully produced Virtual Conference with a production team, and many options to engage the attendees.

Depending on your needs, there are a lot of different platform providers for all types of virtual meetings and at various price points.

If you are doing a virtual meeting, make use of your resources available to assist you through NEHA and ConferenceDirect, (debbie.draper@conferencedirect.com).

QUESTIONS??

Breakout 2 - Producing Safe Traditional Meetings

A Hybrid Meeting

For the hybrid portion of the meeting, consider:
- Audio Visual and production Costs (cameras, streaming)
- Internet Bandwidth
- Virtual Platform to stream through
- Speakers both live and virtual
- Virtual and Live Audience Engagement

Planning Considerations

- Governmental Regulations
- Health Monitoring
- Logistics
- Communication

Governmental Regulations

➡ State of Emergency Declarations

➡ Occupancy Limits

➡ Mask Requirements Travel

➡ Quarantine Requirements

➡ ❖Meetings Mean Business Reopening Tracker

➡ ❖Covid Multi State Research

Health Monitoring

- Screen & Survey Participants
  - Pre-event
  - Onsite
- Develop & Communicate Expectations
  - Masks
  - No handshakes, no hugs
  - Practice physical distancing
  - Handwashing/Sanitation Stations

Logistics

- Pre-conference
  - Communication
  - Liability waivers
  - Emergency contact
  - Registration (set up, contactless credentialing)
- Venue
  - Guest rooms
  - Front desk
  - Public space
  - Meeting rooms
  - Catering
  - Exhibitions/Trade shows

Venue

1

Venue Health & Safety Protocols

- Front Desk
- Public Space
- Meeting room cleaning standards

2

Meeting Space

- Registration
- Theater
- Rounds
- Exhibits

3

Catering

- Breakfast
- Breaks
- Lunch/Dinner
- Receptions

DIRECTIONAL & INFORMATIONAL

Instruct participants how to safely navigate and interact within the event campus.

KEY FEATURES:

- Define traffic flows
- Enforce crowd control
- Cleanable surfaces
- Formatted to different sizes
- Bold colors
- Clear and catchy messaging

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STANDARD 22"x28"

Signage Examples

Registration Desk Example

ENTRANCE UNIT OPTION A

KEY FEATURES:

- Combined entrance and exit unit with safety partition
- Easily enforced traffic flows
- Clear directional signage
- Floor markers for social distance
- Cleanable substrates
- Built-in hand sanitizer stations

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Exhibit Hall Entrance Unit Example

EVENT THEATER OPTION A

KEY FEATURES:

- Open layout formatted to 6'x6' grid
- Floor markers to easily reinforce social distancing standards
- Staggered seating for safety and visibility
- Plastic chairs for easy sanitization
- Freestanding multi-unit hand sanitizer stations
- Cleanable substrates & surfaces
- Stage partition for physical distance

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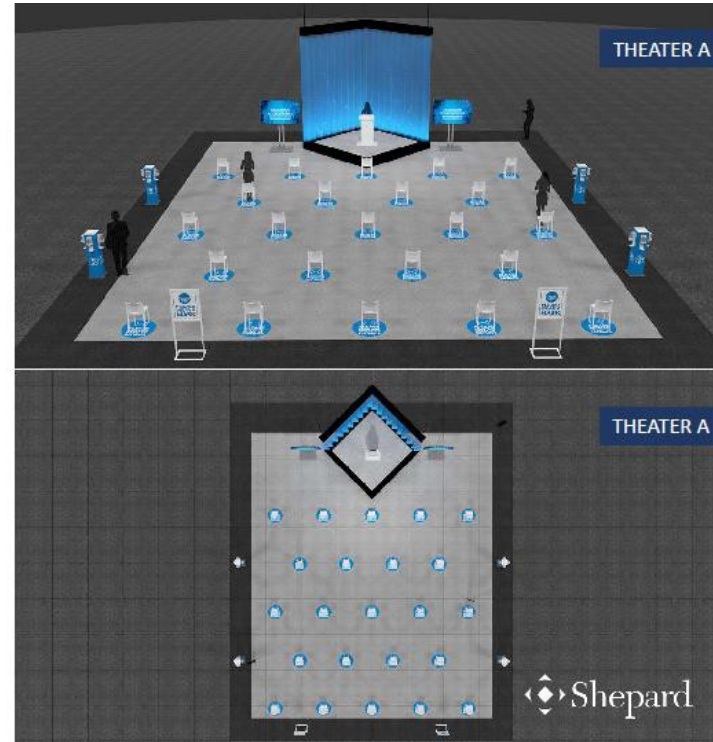
Theater Set Up Example
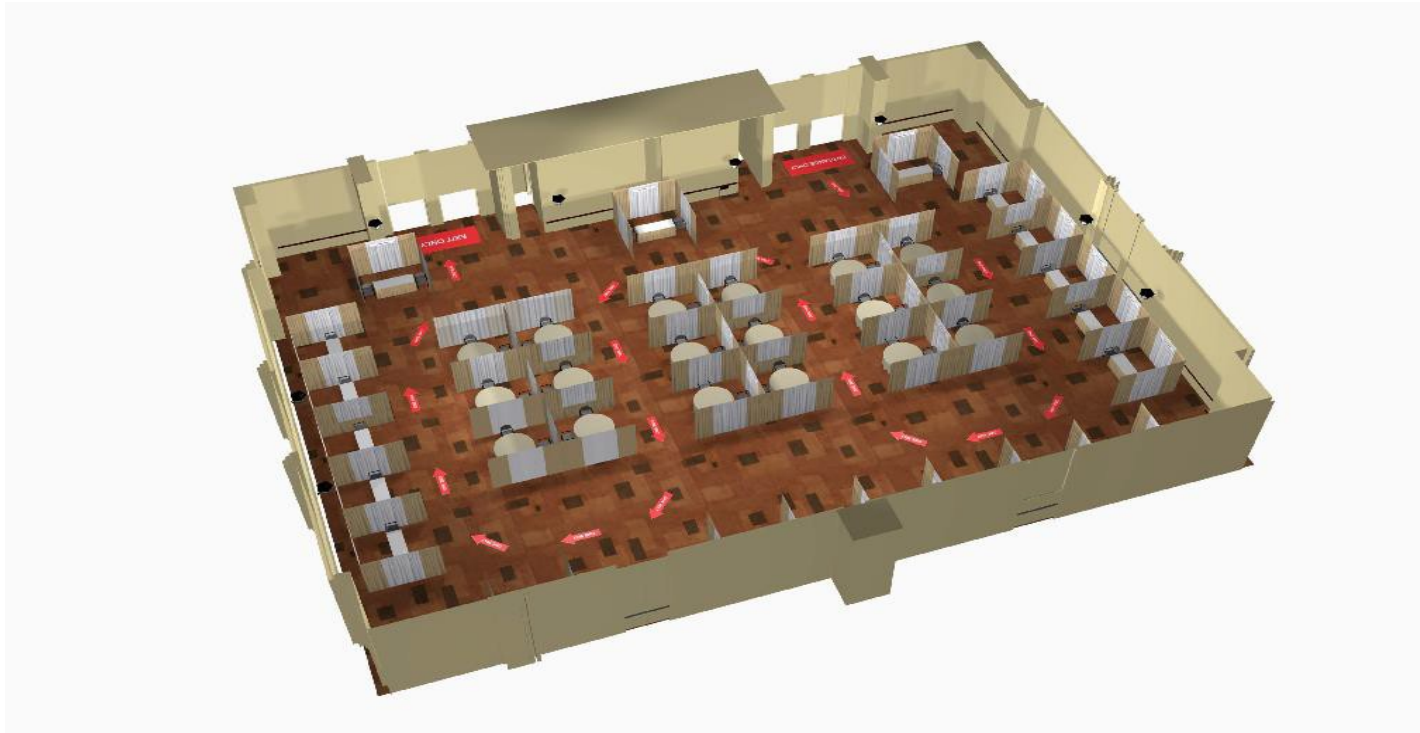
Trade Show Example
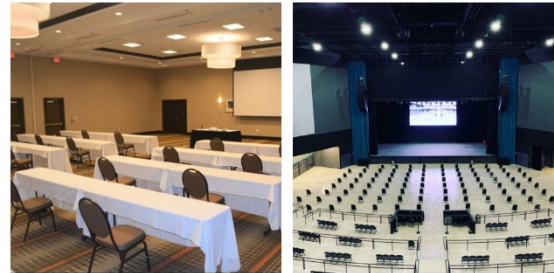
Resources

Plexiglass Dividers:
https://meetingshields.com

COVID19 meeting space calculator

Social Distancing Room Space Calculator:
https://www.stageamerica.com/calculate

Final Thoughts

Managing Face-to-Face Meetings in a socially distanced, Coronavirus world, includes many more details and items than historically considered.

If you opt for a Virtual component (making your meeting Hybrid), you will need to plan for much higher costs due to streaming, production and internet bandwith.

Depending on your needs, be sure to make use of resources available to you through NEHA and ConferenceDirect (debbie.draper@conferencedirect.com).

QUESTIONS??