STRATEGIES FOR ASSOCIATIONS

HOW TO PLAN A
HYBRID
CONFERENCE

OVER 100 VIRTUAL EVENTS IN 2020

OpenWater

2020 Virtual Conference

ISPOR
Improving healthcare decisions

LSA LAW AND SOCIETY ASSOCIATION

AAS AMERICAN ASTRONOMICAL SOCIETY

AAPT PHYSICS EDUCATION

AAG AMERICAN ASSOCIATION of GEOGRAPHERS

BCNPHA BC Non–Profit Housing Association

TLTA TEXAS LAND TITLE ASSOCIATION

THE AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS 1951 WOMEN'S HEALTH CARE PHYSICIANS

NACCHO National Association of County & City Health Officials

SHA SOCIETY for HISTORICAL ARCHAEOLOGY ETHICS

BC SUPPORT Unit Advancing patient-oriented research

APPA American Public Power Association

UTC Utilities Technology Council™

COE COUNCIL for OPPORTUNITY in EDUCATION

NCJFCJ NATIONAL COUNCIL OF JUVENILE AND FAMILY COURT JUDGES est. 1937

What is next for my large scale conference or annual meeting?

THE COST OF INACTION

The hidden cost to doing nothing is losing membership engagement and losing faith from your sponsors.

No one knows when we'll be able to promote large scale in-person events-or even host one. We've seen associations pivot to all-virtual conferencing, but what's next?

We believe today that associations will find themselves planning for hybrid conferences in 2021 and a majority of associations will likely find the best value for their members with a hybrid model long term even after restrictions on gathering let up.

73% of Meeting Planners are Planning for a Hybrid Event Before the End of 2020

Continue the Virtual Momentum Indefinitely through Hybrid

Virtual conferences offer year-round access to session content and networking. This in turn drives sponsorship exposure and helps maximize attendance revenue.

We're seeing that most associations realized attendance goals for their conference in 2020, but with a short and disruptive planning cycle in 2020 their virtual conference goals have yet to fully mature.

2020 VIRTUAL ACHIEVEMENTS

✅ Year round access to conference content

✅ Increase attendance, and validation from members that virtual is desired

✅ Learned how to staff support for day of the conference

2021 VIRTUAL GOALS

✅ Increase attendance revenue from virtual

✅ Increase sponsorship revenue

✅ Improve virtual engagement, and bridge in person with year round virtual networking

HOW TO SCHEDULE A HYBRID

The biggest confusion around hybrid usually comes from scheduling the in person event with the virtual event.

For a majority of organizations, in-person event planning should be prioritized, followed by the hybrid event.

A. This reduces costs. Live streaming an in person event to virtual will rapidly drive up audio visual team costs and make every aspect of your planning process more complex.

B. This allows insights and takeaways from the in person event to flow into the virtual event. Speakers and panelists can then be brought into the virtual environment to replay sessions and lead virtual networking, or Q&A.

In Person Happens First

✅ Keynote Sessions, Plenaries, & Panelist Sessions are Recorded

✅ In Person Sponsorship Networking, Exhibit Hall

✅ In Person Networking
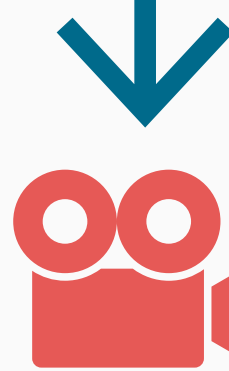
Recorded sessions are loaded into OpenWater

Virtual After In Person

✅ In person speakers join the virtual event to answer Q&A during the session replay.

✅ Virtual networking through chat based on sessions, topics, and 1 on 1 connections etc keeps virtual conference networking humming.

✅ Content is offered year round on top of networking.
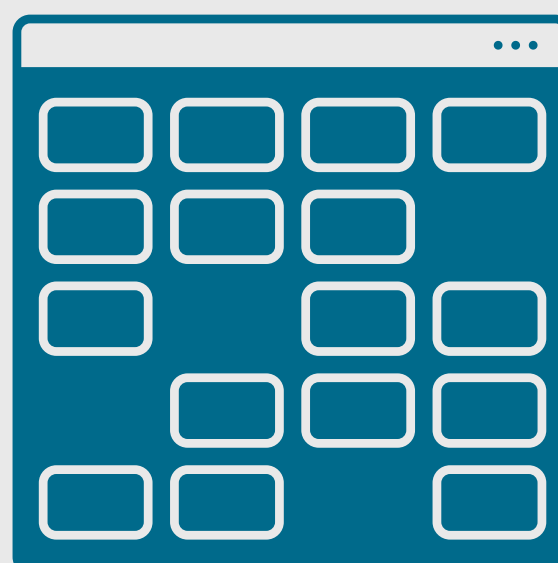
HOW TO START PLANNING
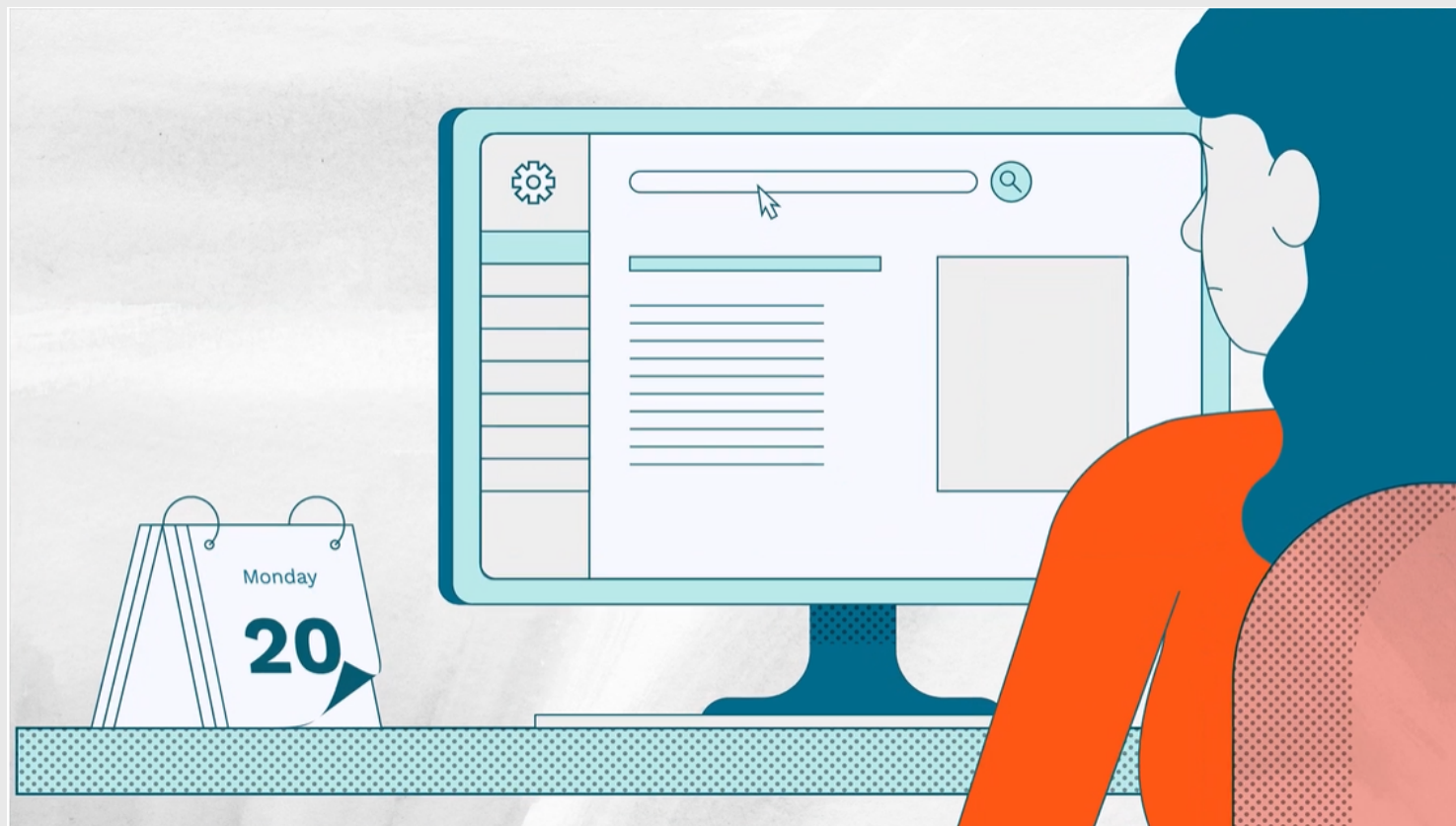
Start planning your conference agenda by dividing up elements of the conference that your organization ultimately feels **must be** in person.

Keep in mind that most educational content is best suited for the virtual portion of your conference for year round access or continuing education credits.

In Person Sessions
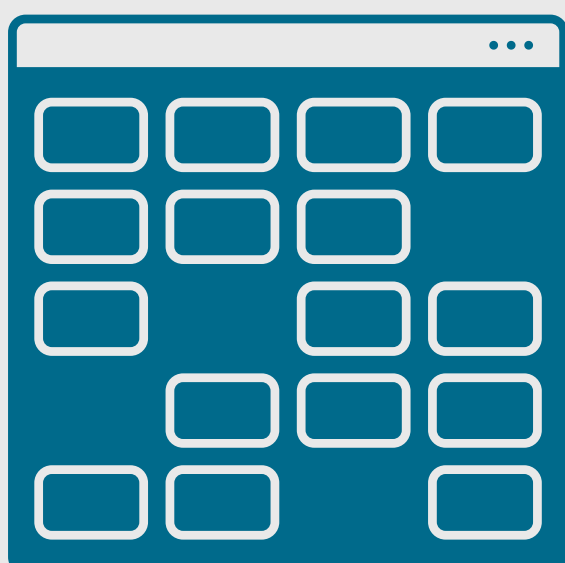
Virtual Sessions

HOW TO CREATE
VIBRANT NETWORKING

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✅ Open the virtual networking lounge at the start of the in person conference.

✅ Encourage in person attendees to post questions to the virtual lounge such as, I just spoke with ____, does anyone else out there know more about _____.

✅ Build breakout virtual networking sessions into the beginning of every day of the virtual conference.

✅ Utilize the networking lounge so that conversations or chat rooms are driven by a topic, session, poster, or exhibitor. Networking happens more often when it is niche based rather than a large mixer at the end of the day.

OpenWater's Networking Lounge
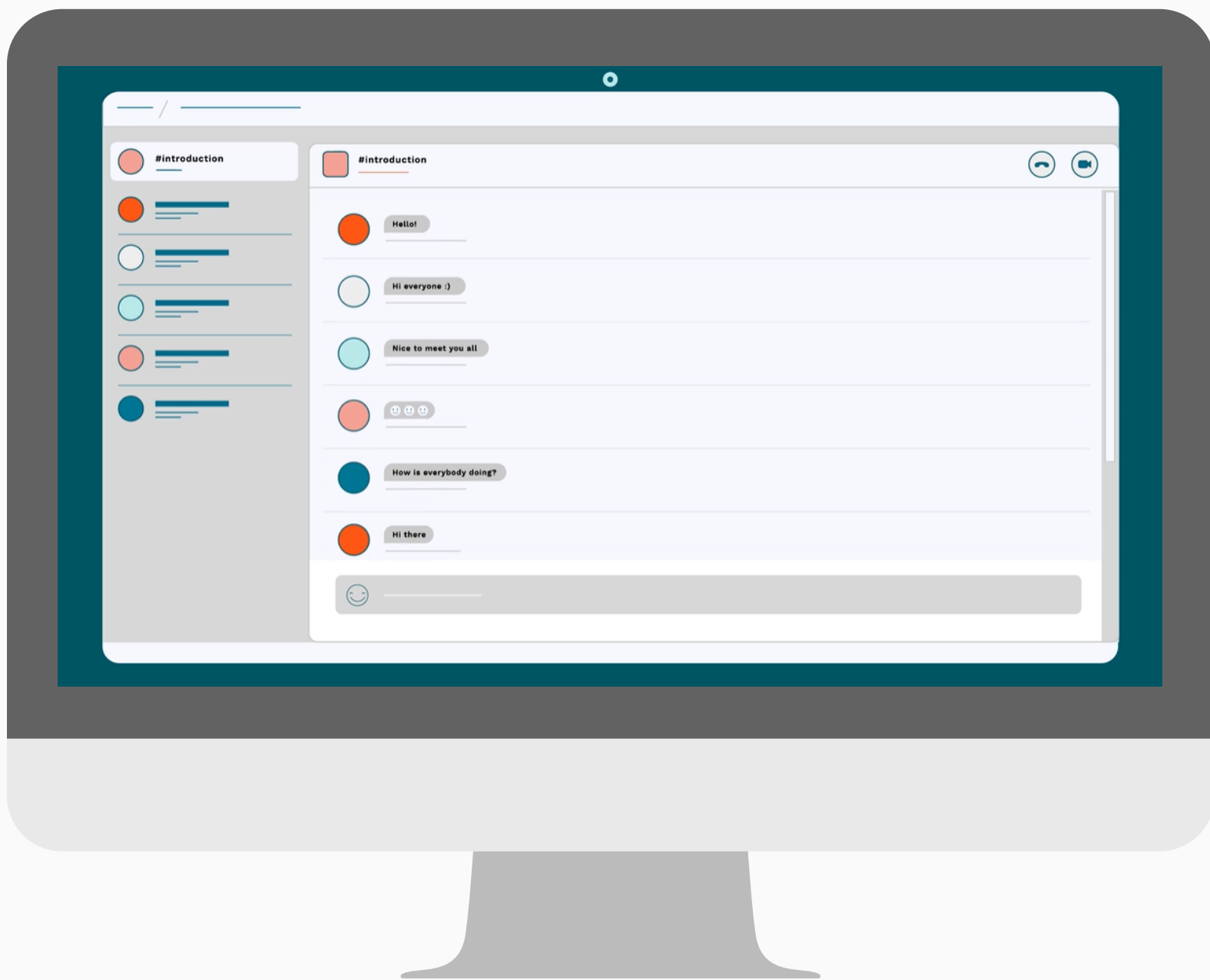
✓ Attendee to attendee chat requests, and attendee profiles.

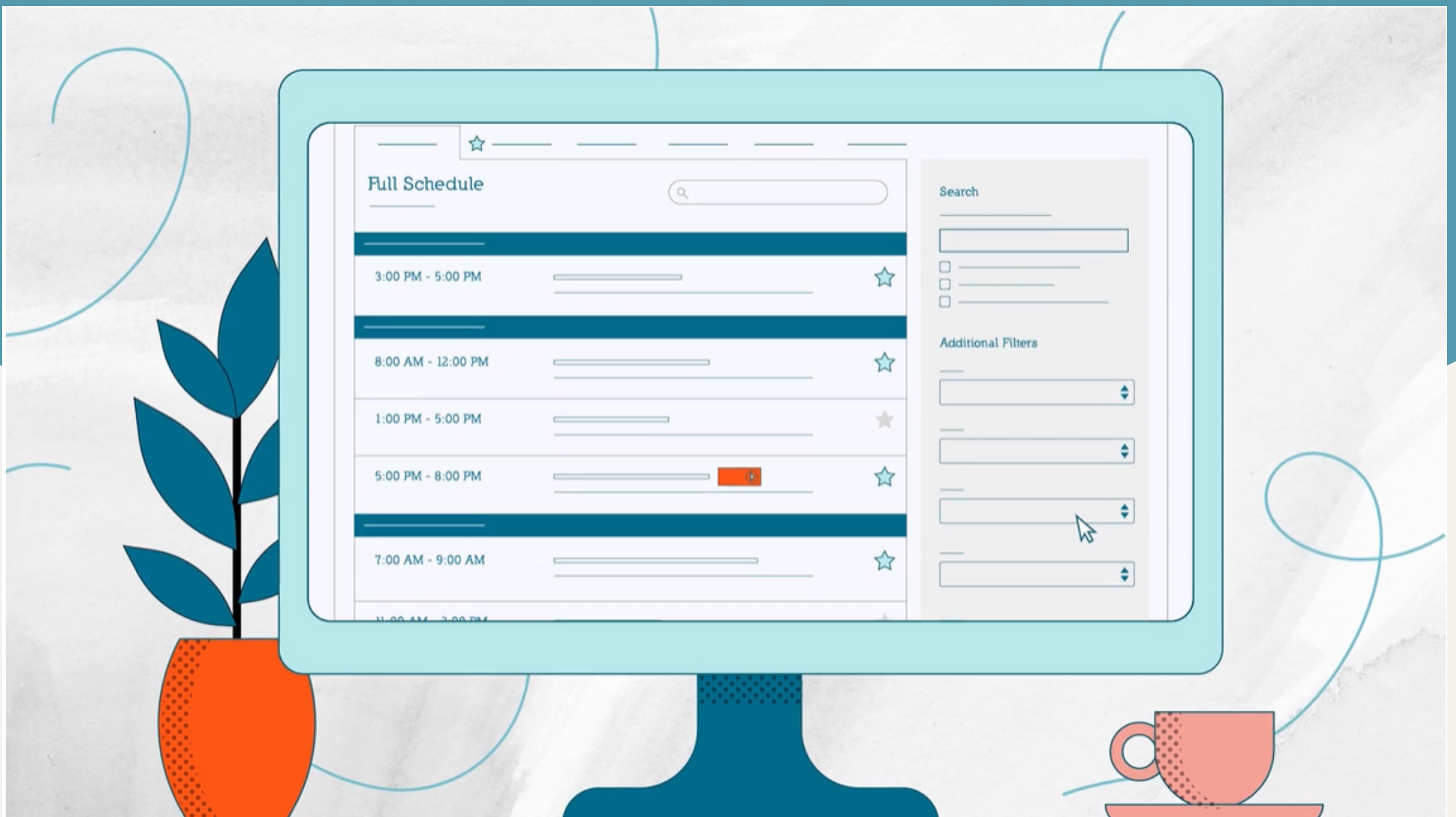✓ A dedicated chatroom for the entire conference, and or per session, poster, or sponsor.

✓ 100% mobile friendly chat for easy multi tasking during conference sessions.

✓ Create year round networking opportunity directly tied to session content.

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SCHEDULE A DEMO OF OPENWATER'S EVENT CLOUD TODAY