



Digital Event Strategist

Lesson: Building Digital into Your Meeting Strategy

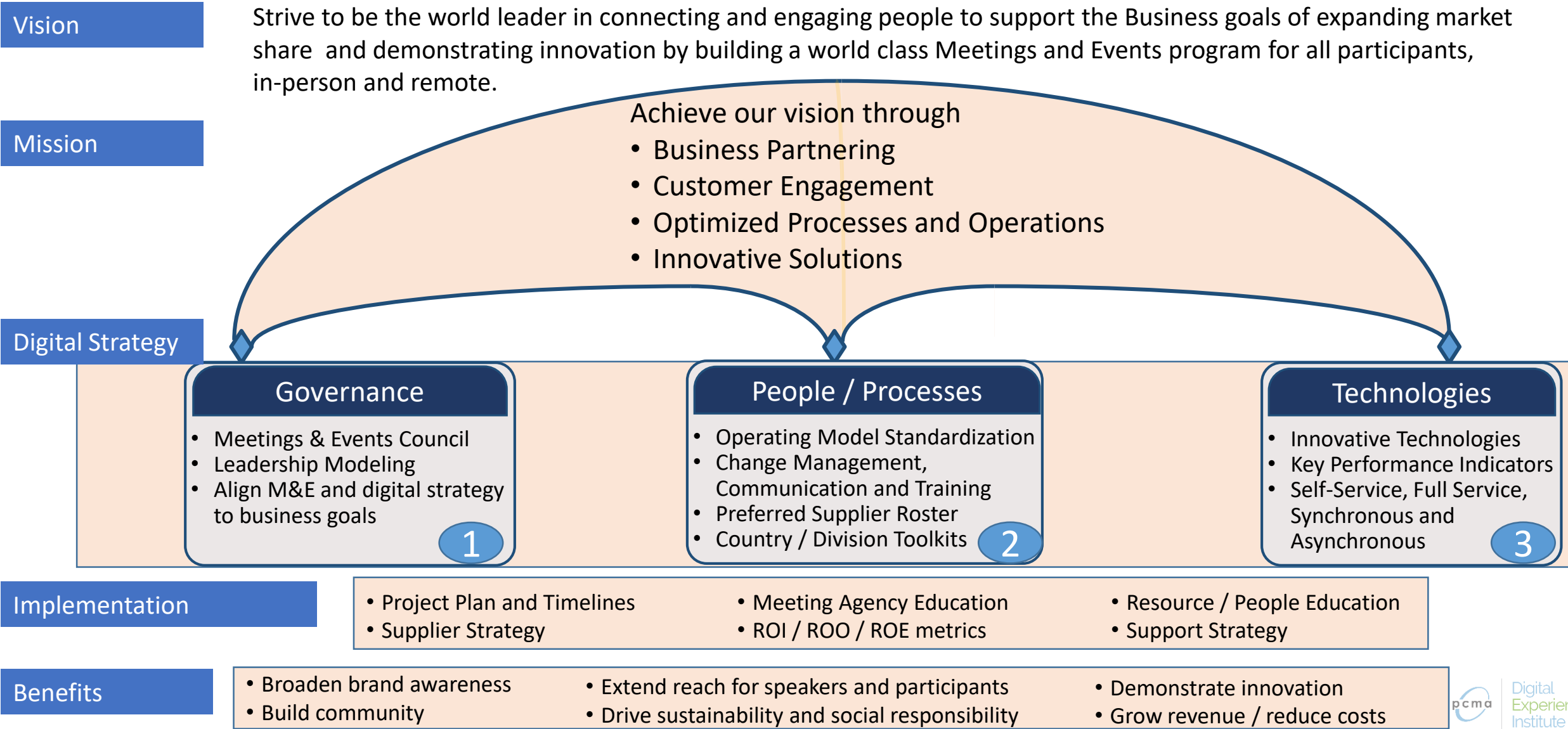
Digital Event Strategy Agenda

- Digital Event Strategy
- Project Charter
- Stakeholders
- Meeting Types aligned with Digital Technologies
- Build for the 5 A's
- Collaboration / Presentation
- Resources
- Supplier Roles
- Scripts
- Offering Options
- Measurements and Savings



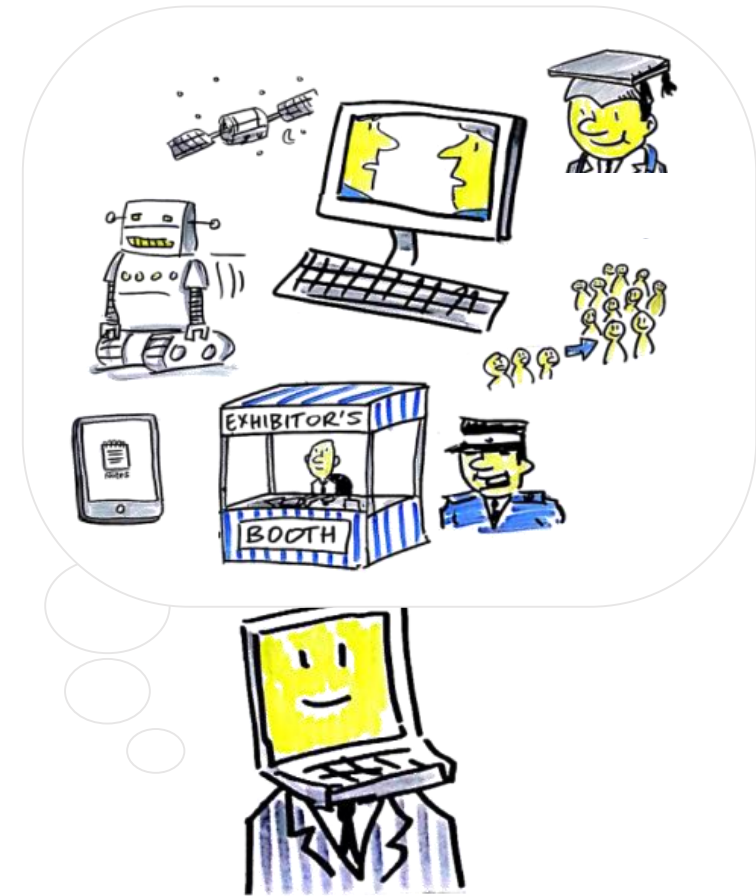
Digital Event Strategy aligned with Meetings & Events

Incorporate Digital and Hybrid Meetings into your Strategic Meetings Management (SMM) Program



Strategy: Build It

- Do you have a 3-5 year digital strategy?
- What are the outcome expectations of your strategy?
- Do you have governance, resources, operational processes, supplier strategy, and a combination of numerous virtual technologies for:
 - Self-service
 - Full-service
 - External, client facing
 - Internal, staff facing
 - Synchronous
 - Asynchronous
 - Perpetual





Digital Meetings & Events
Project Charter

Project Name	Digital / Hybrid Meetings	Scope	Global, All Divisions
Project Leader	[Name]	Sponsor	Meetings Council

Title/description

Digital / Hybrid meetings incorporated into all Meeting Types (Marketing, Training, Customer, Exhibits, Leadership, etc.)

Scope-Define the Project	Measure-As Is vs. Future	Deliverables (strategy, operations)
<ul style="list-style-type: none">Digital / Hybrid Meetings for internal business meetings including brand team meetings, general business meetings, training, etc.; for external meetings such as Customer Meetings, Conferences, etc.If applicable, define revenue streams from digital and hybridAll Divisions; all Countries	<ul style="list-style-type: none">Return on Investment, Return on Objective, Return on EngagementSpend (Meetings, Events, Training, Travel, etc.)Participant and Speaker originating locations; identify opportunity to leverage additional speakers and attendance from other countries, virtuallyOther metrics by meeting type may be required	<ul style="list-style-type: none">Division and Country Toolkit includes:<ul style="list-style-type: none">How to measure success (ROI, ROO, ROE)Governance structure, policiesResources / Operations (people and processes)Preferred supplier roster for each meeting typeTechnologies available, along with negotiated rate cardsQuick Reference GuidesTraining for Planners, Trainers, Speakers, etc.Change Management Plans (communications, etc.)

Key project milestones/activities (Link to project plan)		Benefits Expected
Milestone/activity	Deadline	<ul style="list-style-type: none">Adoption to digital meetings & events will continue to gain momentum and result in increased engagement, greater opportunities to use worldwide subject matter experts, ability to demonstrate innovation, and reduced costs for participants and possibly the organization.
<ul style="list-style-type: none">Align technology and suppliers to Use Cases by meeting type (internal, external, congresses)	[insert]	
<ul style="list-style-type: none">Finalize education and toolkits for each meeting type		

Key issues/risks	Next Steps/Actions Notes
<ul style="list-style-type: none">Adoption to digital meetingsCultural acceptance to digital events in some countriesCountry bandwidth and cultural acceptanceCompliance / legal concerns	<ul style="list-style-type: none">Continue to align project teams; provide ongoing communicationsDevelop configurations based on Use Cases; align right technology providers with Use Cases; engage Procurement for strategic sourcingDevelop toolkit(s) based on meeting type

Strategy: Organize Stakeholders

Meetings & Events Council

- **Marketing Leader**
- **Sales Leader**
- **Procurement Leader**
- **Meetings / Travel Leader(s)**
- **IT Leader**
- **Training Leader**

Monthly updates by program management, weekly written status summary

M&E & Digital / Program Management

- Meetings & Events Manager, Lead
 - IT / Digital Support Manager
 - Training Manager
 - Procurement Manager
- Continue to add other People as needed*

Weekly status report meetings
with Project Management and
workstream leads

Marketing & Sales Workstream

Names from Divisions and Countries

IT / Digital Workstream

IT Names from Divisions and Countries

Digital Names from Divisions and Countries

Meetings, Travel and Training Workstream

Names from Divisions and Countries

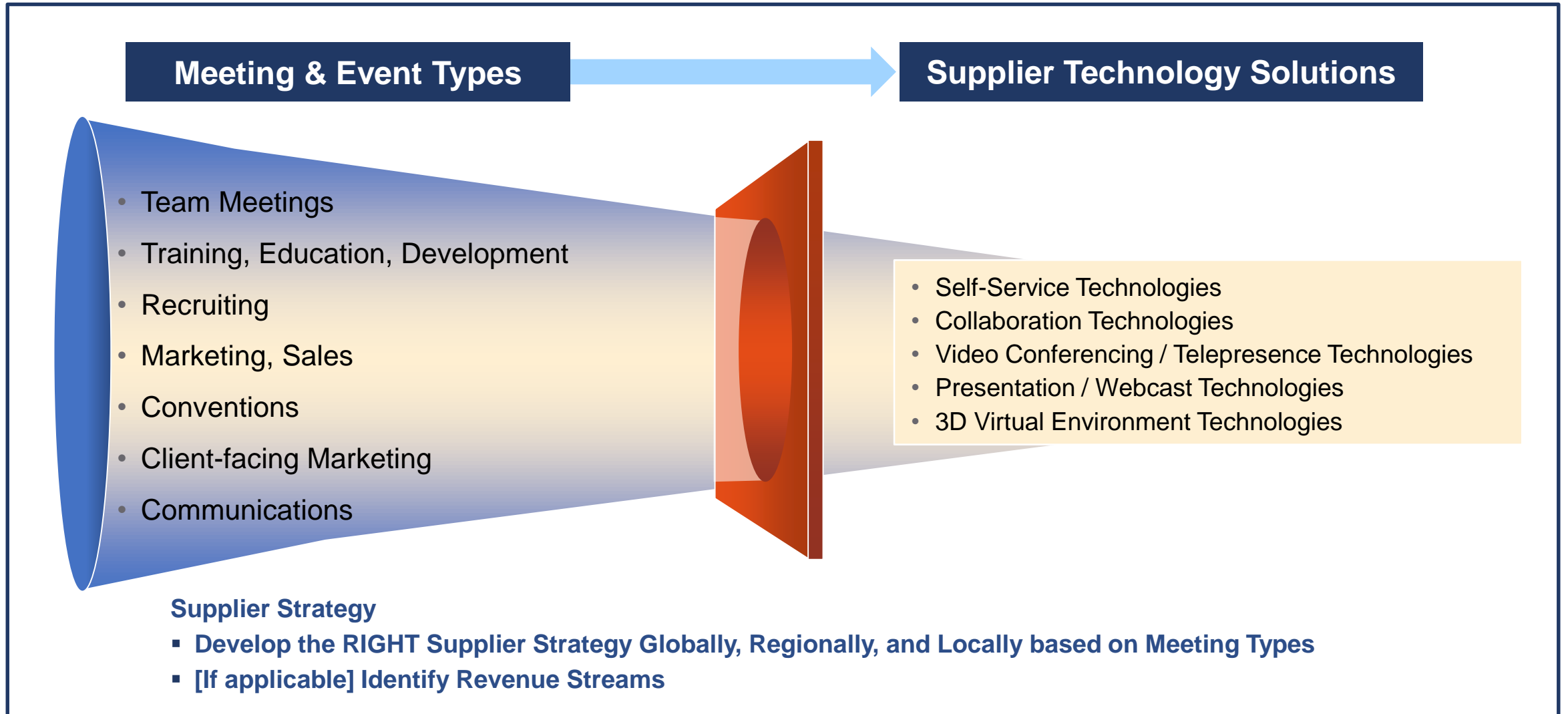
Procurement Workstream

Names from Divisions and Countries

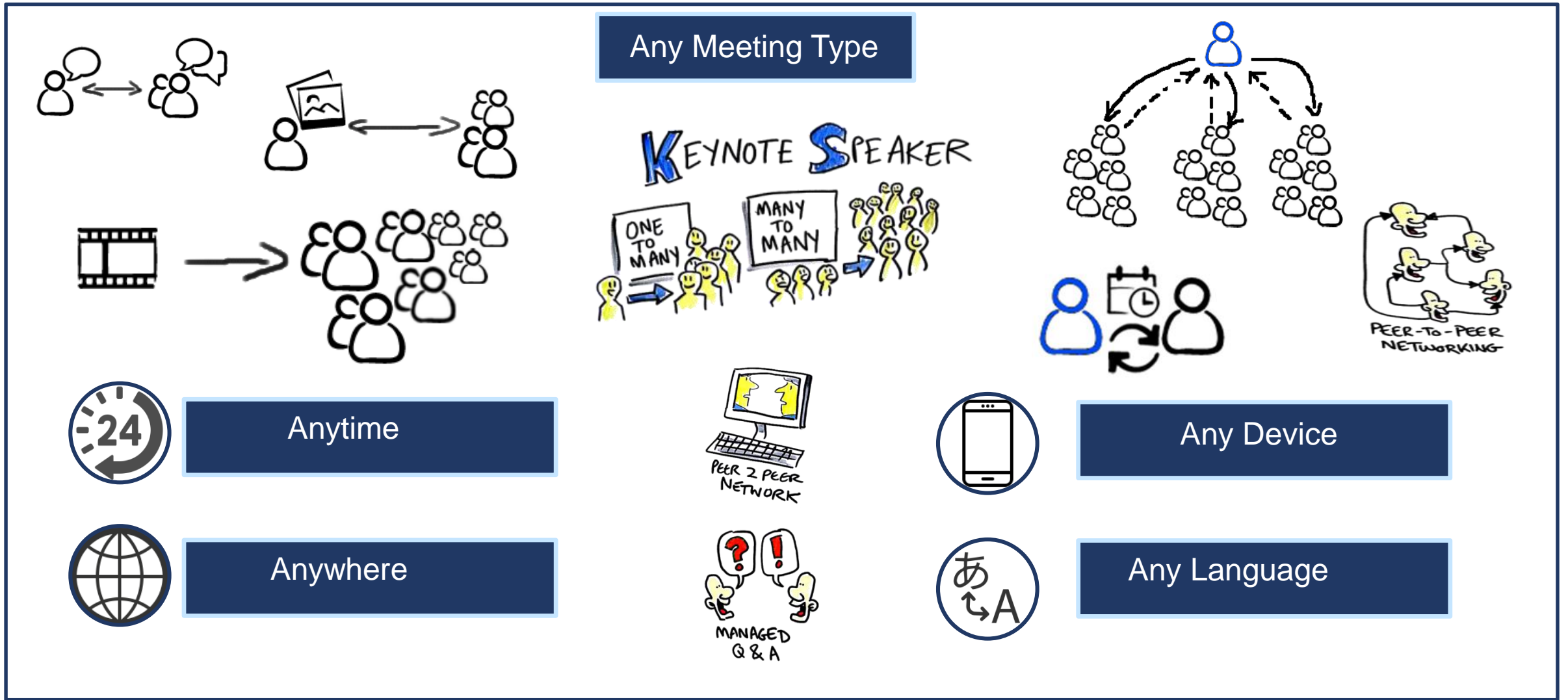
Change Management, Communications Workstream

Names from Divisions and Countries`

Strategy: Match Meeting Types to Technologies

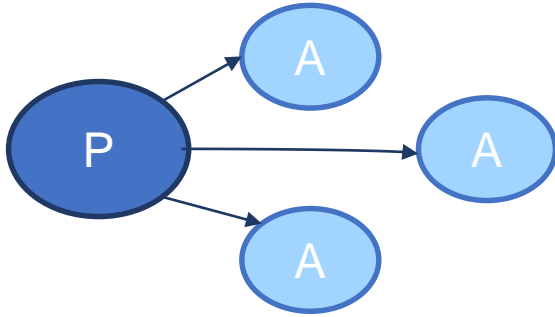


Strategy: Build for the Five (5) A's

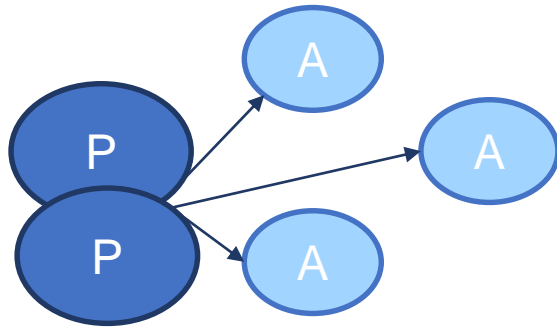


Supplier Strategy: Collaboration & Presentation

One to Many (Presentation)



Multiple to Many (Presentation)

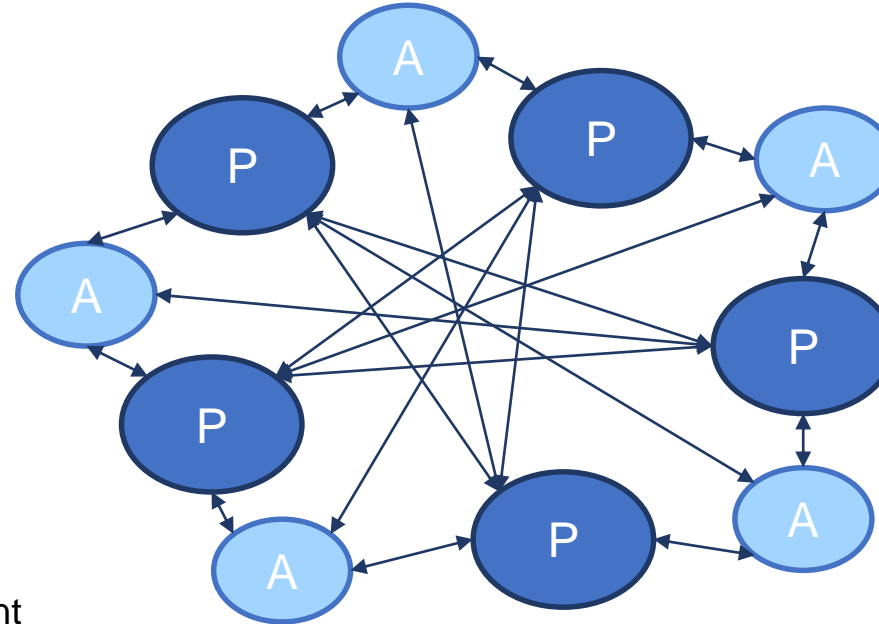


P = Presenter(s)
A = Attendee or Participant

Technologies may differ based on meeting type.
Ask... Does the Meeting Type require:

- Collaboration?
- Presentation?
- Both?

Many to Many (Collaboration)



Strategy: Select the Right Technologies

Meeting Type	Collaboration / Presentation	Service Provider
Team Meetings	Collaboration	Usually Self-Service using common tools
Training, Education	Collaboration with ability to use virtual break-out rooms, trainer back-channels, etc.	Self-Service or Supplier-Serviced using common tools
Recruiting	Collaboration but may have unique requirements for asynchronous uploads for initial interview questions	Self-Service or Video Conferencing / TelePresence
Marketing, Sales, Conventions	Presentation, Exhibits, Collaboration	Supplier-Serviced, e.g. Webcasts, Virtual Exhibits and Symposia
Communications	Collaboration and Presentation	Supplier-Serviced Town Halls, etc.
Ancillary engagement (e.g. social media, self-service live video streams, etc.)	Collaboration and Presentation	Self-Service or Supplier-Serviced

Meetings, Conventions, and Events may combine multiple technologies and services e.g. a) engagement through social media, b) webcast, c) Twitter, d) Periscope, e) perpetual on-demand environment

Strategy: Offer a Variety of Solutions

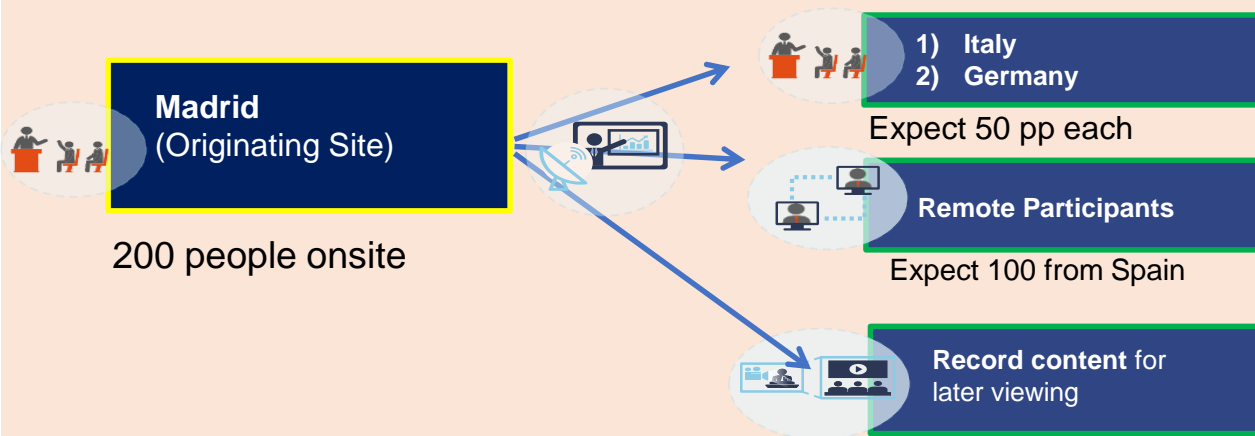
Solution

Education or Communication – content streamed from one originating site to two remote locations live and remote
Madrid, Spain

- Madrid (main site) – 2 remote locations were live (Italy and Germany).
- On-Demand will be required
- Simulated Webcast will be made available

Live Broadcast

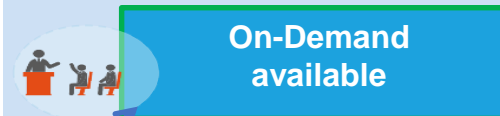
(shown to all countries at same time and recorded)



Option 1.2: Price: \$

On-Demand

(available online; access when required – e.g. one location at a time, could include a live component but not synchronized across countries or viewers)



Option 5.1: Price: \$

Simulated Webcast

(live event shown at specific time with multiple venues or viewers using pre-recorded synchronized content; also may be used if Presenters want to be on-camera or if viewers want live access to player functionality. Q&A discussion recorded live and made available post event as fully synchronized on demand webcast)



Option 3.2: Price: \$

Strategy: Offer Options and Suppliers



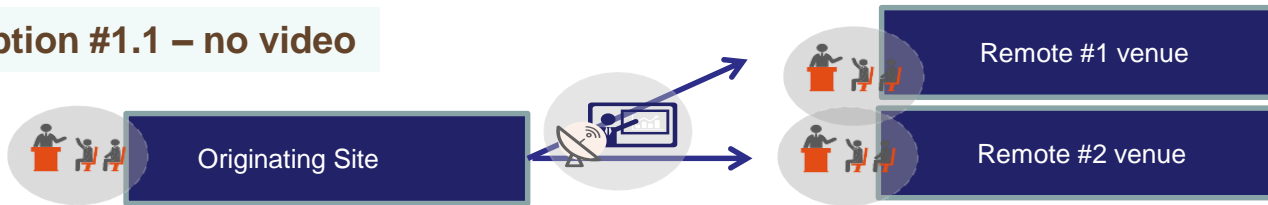
- Identify 2-5 options per meeting type
- Price out the options using your preferred virtual meeting providers
- Encourage innovative approaches

Strategy: Offer Options with Simple Pricing

Hybrid Configurations

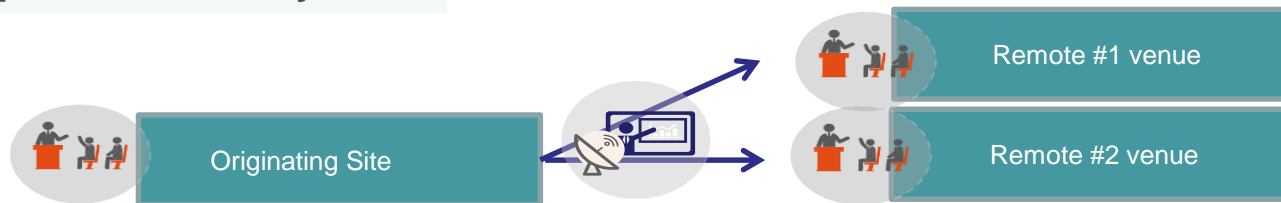
1. **Live** meeting originating in one location with one or several remote locations (no individual **remote** presenters or participants)

Option #1.1 – no video



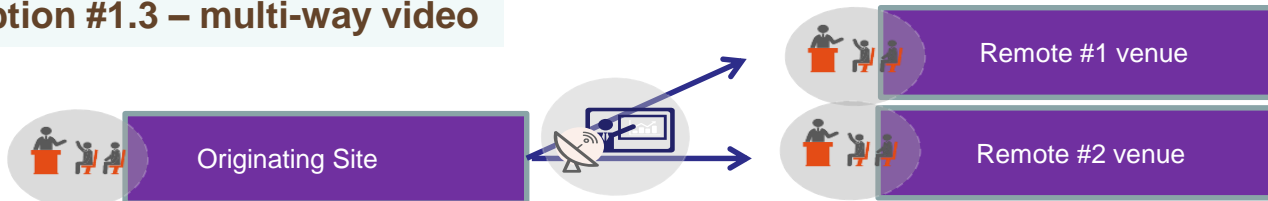
- Less Cost
- Less Bandwidth
- Less Engagement
- May be best for some countries, venues

Option #1.2 – 1-way video



- Less Bandwidth with Video 1-way
- Less Engagement for Remote Sites
- Less chance of not working

Option #1.3 – multi-way video



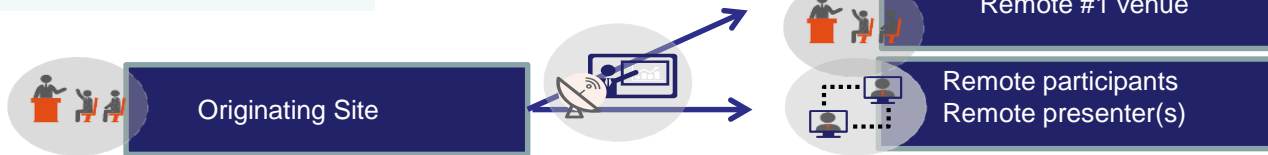
- More engagement
- More bandwidth, more complex
- More costly

Strategy: Offer Options with Simple Pricing

Hybrid Configurations

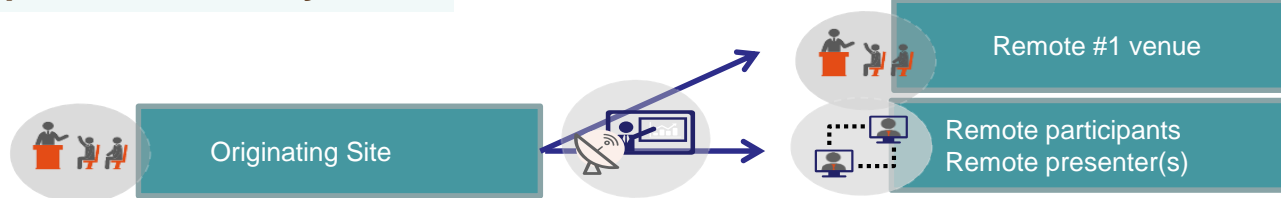
2. **Live** meeting originating in one location with one or several remote locations and **remote** participants; possibility of **remote** presenter(s)

Option #2.1 – no video



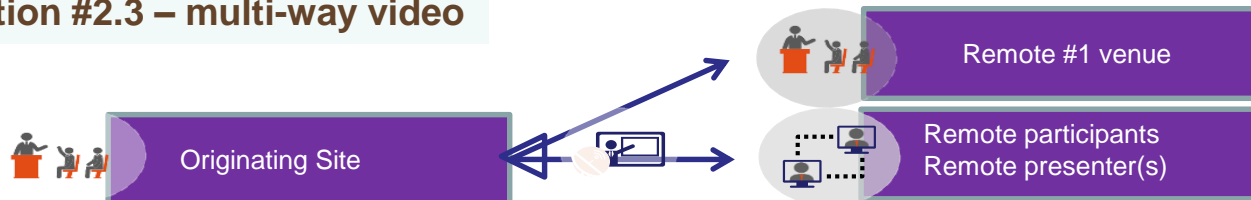
- Less Cost
- Less Bandwidth
- Less Engagement
- May be best for some countries, venues and presenters

Option #2.2 – 1-way video



- Less Bandwidth with Video 1-way
- Remote presenters could use webcam
- Less Engagement for Remote Sites
- Less chance of not working

Option #2.3 – multi-way video



- More engagement
- More bandwidth, more complex
- More options
- More costly

May include various options to develop the right solution

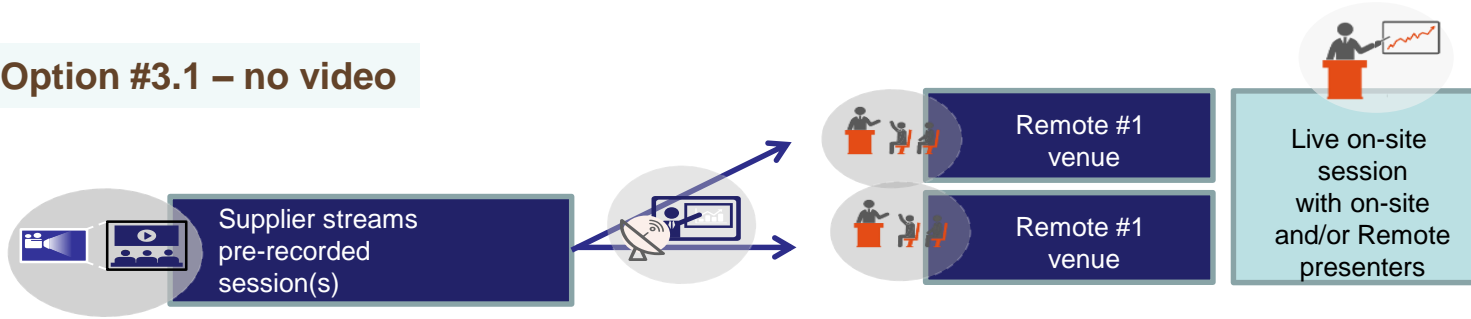
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Strategy: Offer Options with Simple Pricing

Hybrid Configurations

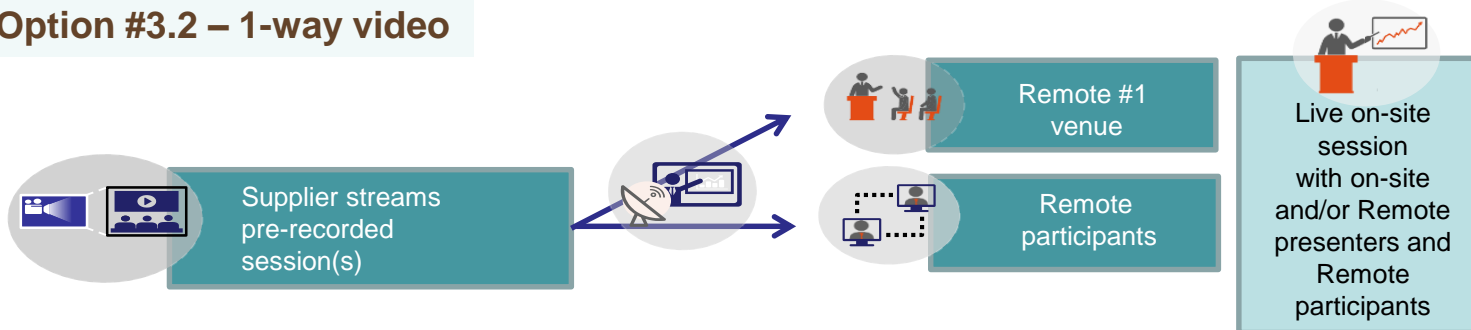
3. **Pre-Recorded (“simulated live” or “simulive”)** originating from Streaming Supplier to one or several remote locations and **remote** participants; possibility of **live or remote** presenters during agenda

Option #3.1 – no video



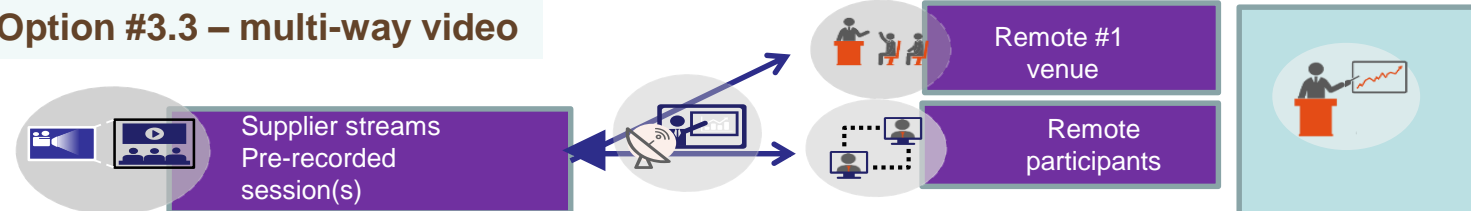
- Unedited or Edited Recording streamed to Remote Venue(s)
- Recording may be accessed through URL or Portal
- Less costly without video for onsite

Option #3.2 – 1-way video



- Same as above except remote participants will have live experience with video as part of agenda streamed to them

Option #3.3 – multi-way video



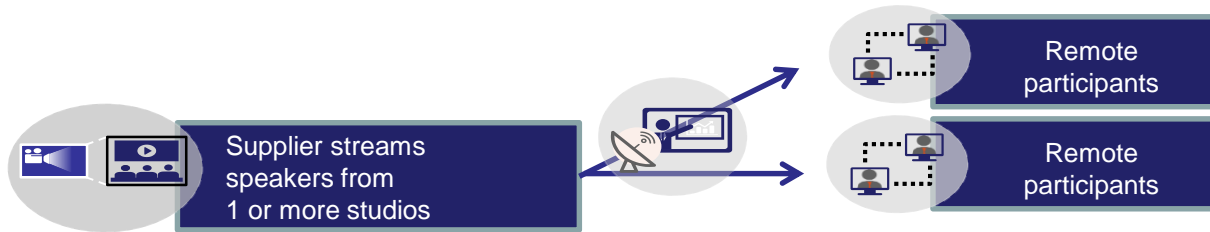
- Same as above except if 2 or more remote venues, each location has camera
- More costly

Strategy: Offer Options with Simple Pricing

Virtual Configurations

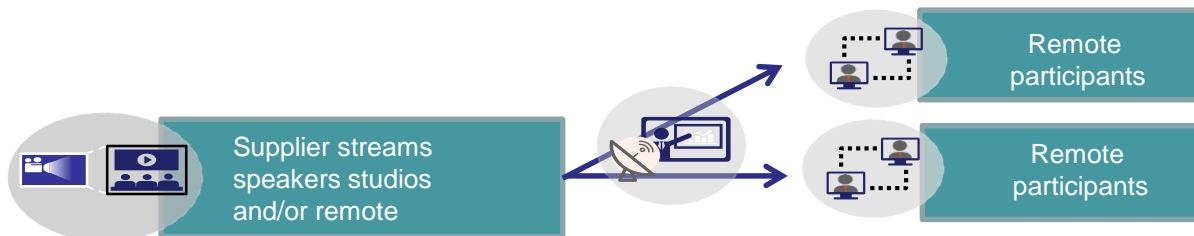
4. **All Virtual** originating from studio or remote presenters to remote participants

Option #4.1 – Speakers in Studio(s)



- Live Presenters may be in one or more Production Studios
- Video live broadcast/streaming or slides with static picture of presenter(s)
- Quality production will improve output and experience

Option #4.2 – Speakers in Studio(s) or Remote



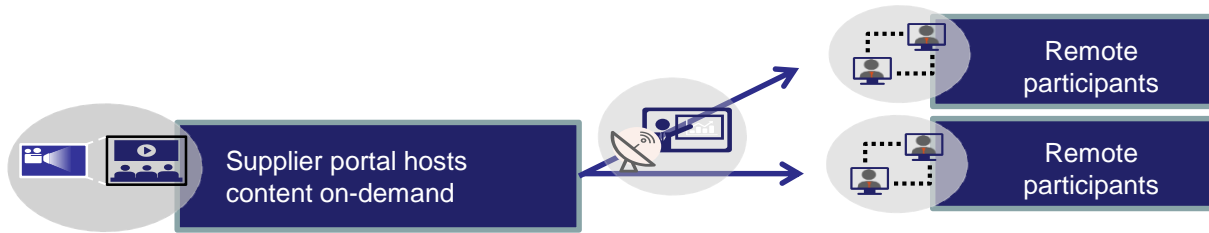
- Same as above with remote presenters
- Record either 4.1 or 4.2 for on-demand replay

Strategy: Offer Options with Simple Pricing

On-Demand Configurations (Perpetual Environment)

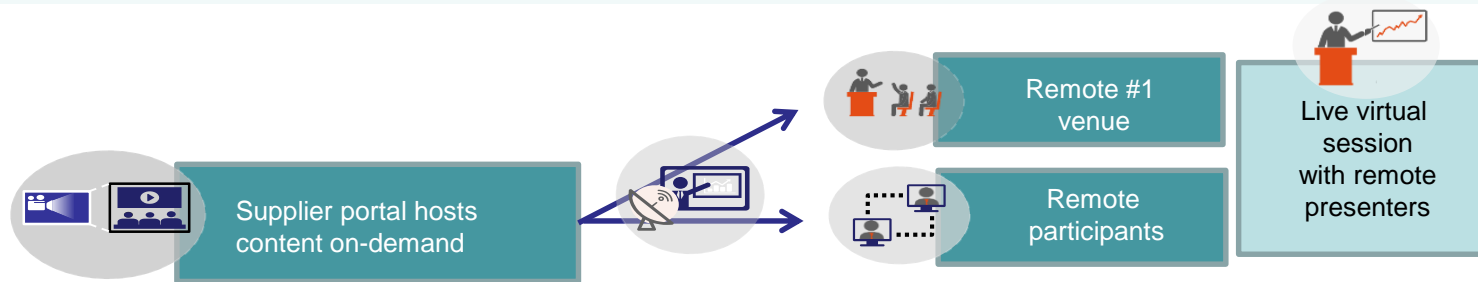
5. Virtual, On-Demand content for all remote participants

Option #5.1 – On-Demand 24/7



- Edit Content for improved quality
- Portal options available
- Questions can be asked and responded to within a reasonable amount of time

Option #5.2 – On-Demand 24/7 with virtual, scheduled live session



- Live virtual session can be scheduled periodically for those participants who attend the on-demand sessions
- Remote presenters may be in one or more Production Studios or Remote and present via Audio and/or Webcam

Strategy: Offer a Variety of Solutions

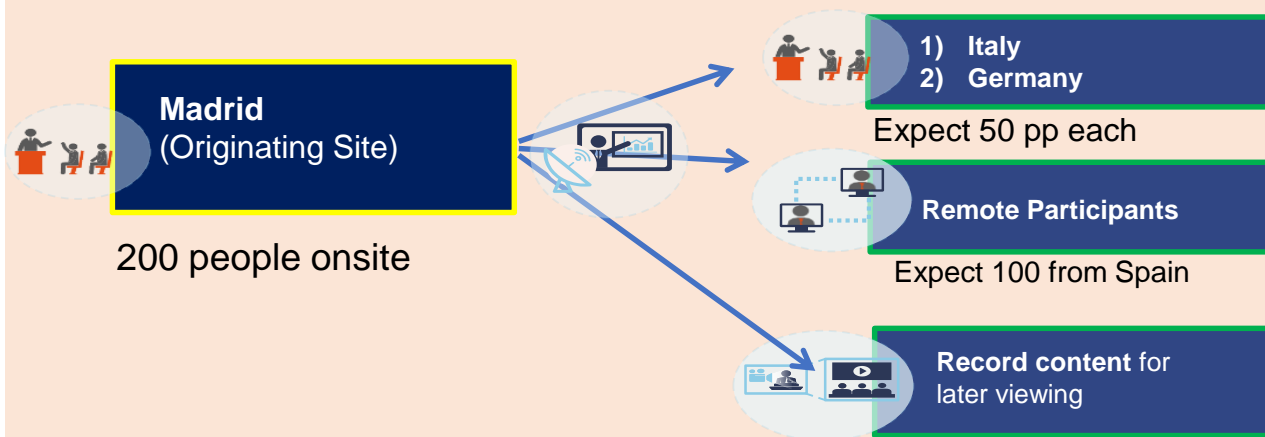
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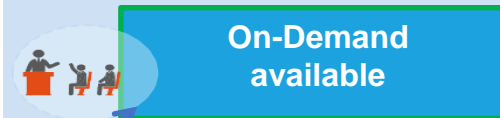
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Option 1.2: Price: \$

On-Demand

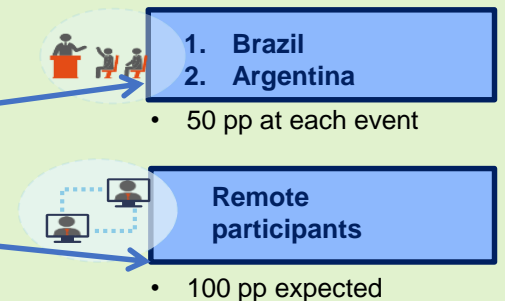
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Option 3.2: Price: \$

Strategy: Identify your Resource Requirements

Design a Strategy – Decouple suppliers or Combine suppliers based on need (e.g. hybrid, all virtual, etc.)

Meeting Management

- Project management; oversight of all suppliers
- Source venue; may be agency to select other suppliers including virtual / digital
- Pre-planning, onsite Implementation
- Attendee management, budget, meeting apps
- Post-meeting analysis from all suppliers

Creative or Content Agency

- Program development and consulting
- Speaker management
- Creative (invitations, communications, engagement, virtual booths, etc.)
- Writers, agenda management, rehearsals

Virtual / Digital Event Agency

- Video conferencing, streaming
- Virtual booths, environments
- Codecs (or AV supplier)
- Engineers, Producers
- Meeting applications, provisioned iPads, etc.
- Post-production edits

Audio Visual / On Site Production

- In room AV, e.g. microphones, computers, screens, pipe/drape, cameras, wireless clickers to advance slides, speaker phones, etc
- Video codecs for event are often supplied by AV supplier for the virtual supplier
- AV technicians

Exhibits / Booths

- Virtual and / or virtual booths for convention or virtual environment
- Booth design and build
- Drayage, storage, support

Portal / Archive Platform

- Portal / website that contains links to content repositories
- Enterprise video content management where the URL links to streaming
- Content Distribution Network (CDN)

Oversight of the suppliers may be provided by the Meeting Management Agency, Project Manager, or Virtual Meeting Planner / Producer

Strategy: Identify your Resource Requirements

Design a Strategy – Decouple suppliers or Combine suppliers based on need (e.g. hybrid, all virtual, etc.)

Digital Meeting Planner

- Consults with requester
- Receives request, adds to calendar
- May act as project manager
- Budgets, approvals, selection of suppliers, teams with in-person meeting planners if it is a separate team
- Understands the goals, objectives, and may talk through the possible answers for “45 Questions to Ask” briefing document
- Prepare communications, “save the dates” and manages attendees
- Prepares risk mitigation strategy
- Manages pre-event, during-event, and post-event activities
- Data analysis and reporting of logistics strategy

Digital Content Designer

- Establishes requirements and confirms target audience
- Identifies all ROI / ROO / ROE requirements and how to capture the metrics
- Designs storyboarding of digital event, synchronous and asynchronous
- Presents benchmarking data from other industries
- Part of creative team
- Identifies creative ways to engage with participants in-person and digitally before, during and after the event
- Debrief with all team members on successes and improvements
- Data analysis and reporting of content strategy

Procurement

- Teams with Education, Development, IT, Meetings, Travel, and other stakeholders to design Digital Strategy Program
- Owns supplier strategy for cross-divisional, worldwide, long-term digital program
- Negotiates contracts, KPIs, SLAs, and leads quarterly Business Review meetings

IT

- Provides technical guidance during supplier selection process
- Teams with all relevant stakeholders to support supplier strategy
- May provide support for self-service tools used within infrastructure
- Aligns with supplier strategy

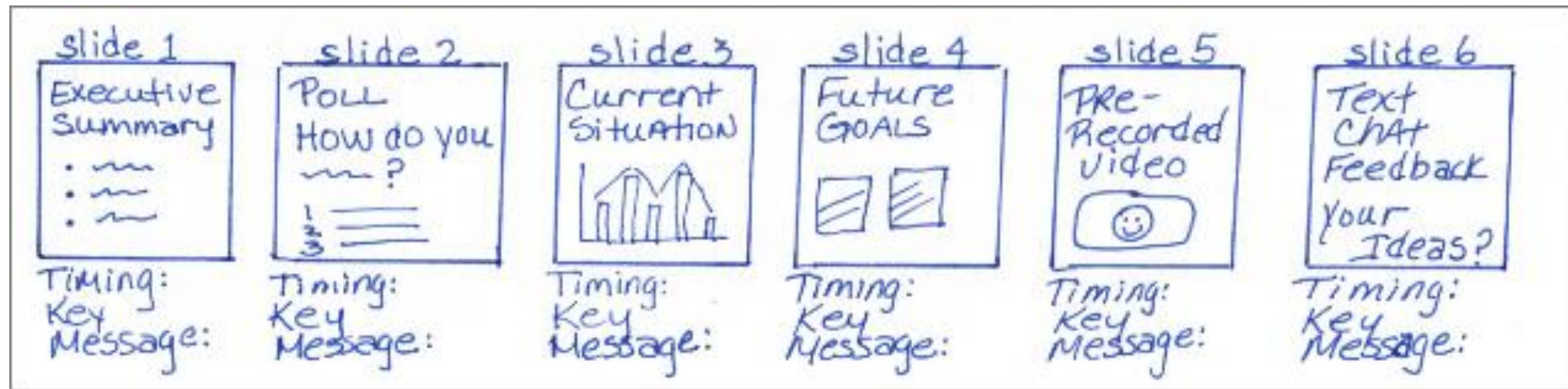
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Strategy: Content Storyboarding / Teach your SMEs*

Storyboarding can help you structure your virtual meeting, add attendee interactions, and rearrange the content as necessary. Teach your stakeholders about the importance of engagement.

To create a **storyboard**, simply determine the content, the best visual to use, (e.g. PowerPoint or other application such as sharing Excel files, etc.), attendee interaction frequency, and draw the slides as boxes or storyboard in PPT.

Check the structure, flow, clarity, and rearrange as necessary. May be accomplished or by hand



Resources for How to Storyboard:

http://theelearningcoach.com/elearning_design/storyboards-for-elearning/

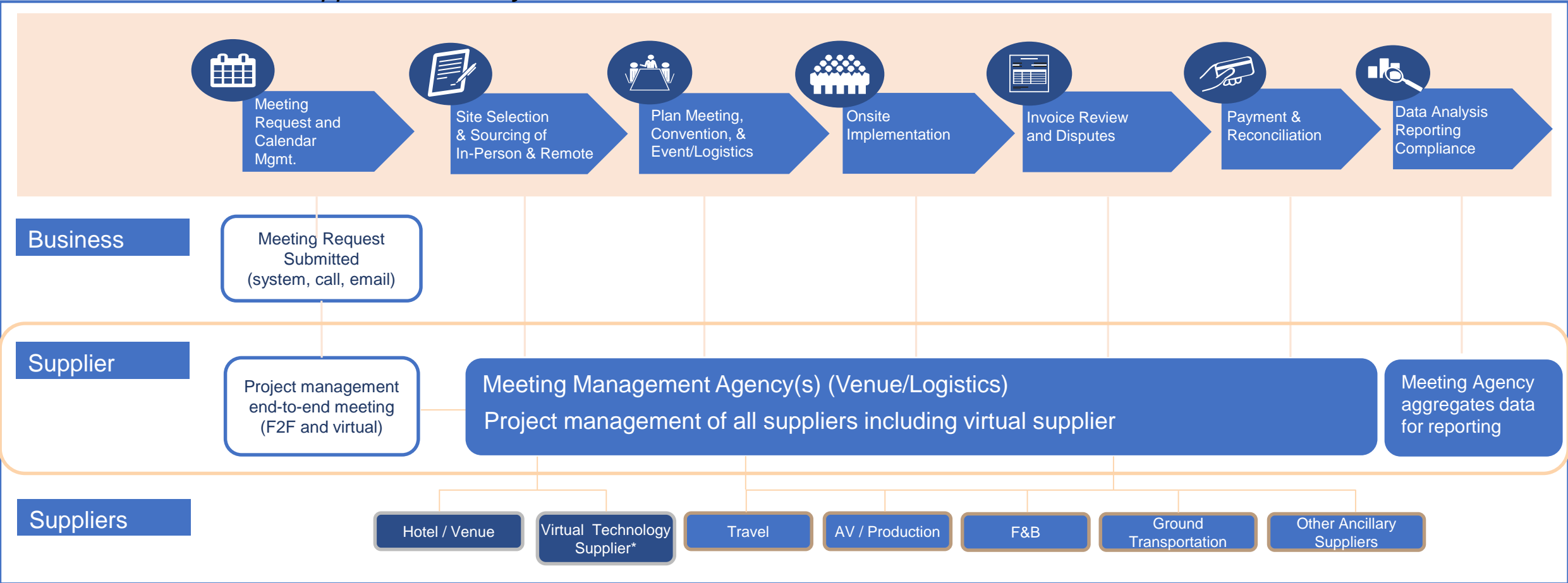
Strategy: Agenda Design / Teach your SMEs

Design the Agenda while thinking about what is happening in each of the remote locations.

City #1 – 200 attendees			City #2 – 100 attendees	
Time	Topic	Speaker	Attendance of City #2 <ul style="list-style-type: none">• e-Questions• Live questions• Translation in [Language]• e-Poll and Evaluation	
9:00-9:30	Agenda Topic #1	Speaker #1		
9:30-10:00	Agenda Topic #2	Speaker #2		
10:00-10:30	Agenda Topic #3	Speaker #3		
10:30-11:00	Questions and answers	All Speakers		
11:15 (after break)	Move to workshop rooms		Local workshops <ul style="list-style-type: none">• Same topics• Local speakers• Local language• Local case studies Lunch	
Workshops: attendees will be split into three (3) groups for the workshop sessions. Each workshop to last 45 min, with lunch following the workshop				
11:15-12:00	Workshop #1	Speaker #1		
	Workshop #2	Speaker #2		
	Workshop #3	Speaker #3		
12:00-13:00	Lunch		Attendance of City #2 <ul style="list-style-type: none">• e-Questions, Live Questions, Comments	
13:00 – 14:00	Workshop Summaries from each location	Speaker #4		
14:00 – 14:30	Summary and Close, including Polls, Evals, etc.	Speaker #1		

Strategy: Supplier Roles and Processes

Expand suppliers existing management of in-person meeting activities to include virtual or remote meetings
Collaborate with all suppliers to make your event a success



Venue and Virtual sourcing paired so that Venue bandwidth capacity meets requirements of Virtual Supplier and that virtual consulting is initiated before venue sourcing contract is signed

Virtual supplier may also be the “Lead” agency and / or may also be managed by a meeting planning / logistics company

Strategy: Building Adoption through Scripts

Preference - “Many associates [or customers] often prefer virtual meetings because it allows them to remain in their offices, retain productivity, and align with work / life balance and travel reductions.”

Reduce Costs – “A virtual or hybrid meeting will provide you with an opportunity to see, hear, and talk with each other, and share information while saving the organization. Savings are recognized by reducing travel and meeting costs; cost avoidance is recognized by reaching more attendees. We have experts and technologies that will help you transition your face-to-face meetings into a successful virtual meeting.”

Reach More Attendees – “A virtual or hybrid meeting gives you the opportunity to communicate with more people around the world quickly and consistently.”

Compete Within Industry; Be Innovative – “Virtual and hybrid meetings are used by other associations [or companies] and other industries as innovative solutions and as part of their digital transformation.”

Sustainability - “Virtual and hybrid meetings reduce our carbon emissions impact by reducing our travel.”

Strategy: Pricing Strategies and Selection Criteria

- Decouple / unbundle meeting logistics from virtual suppliers
- Ask for itemized pricing for:
 - Technology / Equipment
 - Production
 - Creative
 - Resources / engineers / producers, etc. (don't forget T&E)
 - Registration / Communication / Reporting
 - Portal / URLs / Archives
 - Editing / Add on meetings (e.g. simulative)

Identify the best pricing method:

- Rate per the event, day, hour
- Rate per person
- Rate per month (e.g. archiving)
- Rate per invited guest
- Pass through costs



Supplier Selection Criteria:

- Business Information / Experience
- Approach and Experience
- Global Reach and Capabilities to Expand Delivery of Services if volume reaches maximum capacity
- Service / Quality
- Pricing
- Experience with Company / Association

Strategy: Offer Division / Country Toolkits

- Meeting Types & Options / include visuals & pictures
- Suppliers and Functionality
- Pricing / Rate Cards
- Pre and Post Meeting Asynchronous and Synchronous activities
- Savings methodologies
- Case Studies / Examples
- FAQs
- Contacts, Resources, Links to Regulatory & Legal Parameters



Strategy: Identify Revenue Streams



Drive adoption by making content and experience available – 5 A's

- Complement in-person conventions with virtual streaming of content
- Delivery convention virtually
- Allow local countries to host mini-education sessions using convention content, or simulcast content after main event
- Regular webinars
- Locally managed Q&A through focus groups after convention
- Pre-convention mentor to highlight key events
- Peer-to-peer events
- TedX-like events
- Encourage corporate sponsorship for membership and streamed content
- Offer a networking corner on the streamed portal
- Access library to presentations all year long with recommendations
- Best of convention summarizing findings and presentations
- Short videos of participants interviewed on specific topics
- Virtual guide on topic of interest
- Convention virtual journal



Strategy: 45 Questions to Ask



What type of virtual or hybrid meeting do you want to create? (collaboration? presentation?)

Then...talk to the requester to really understand the goals, objectives, and the experience that they want to create.

Basic Meeting Questions

1. When is the meeting? (Some meetings require hours to set up, some require months to plan)
2. What type of meeting is it? What is the Use Case?
3. What do you want to say about the meeting after the participants attend?
4. How will the success be measured?
5. What is your budget?

Presenter / Speaker Questions

6. Who are the presenters? (External? Internal staff?)
7. Where will the speakers be located? (in office? Or remote? What countries?)
8. What languages are required?
9. How many speakers are expected to present?
10. Do presenters / speakers require training to be able to present (on content or technology?); Will the PowerPoint be joined together with other presentations?

Experience Questions

11. What type of virtual or hybrid meeting do you want to create? (collaboration? presentation?) *Talk to the requester to really understand the goals, objectives, and the experience that they want to create.*
12. Will video (live or pre-recorded) be used?
13. One way or two way audio?
14. Do you want participants to be able to communicate with each other?
15. Do you want other functionality? (e.g. polling, webcams, screensharing, whiteboarding, chat, etc.) How will online users and people in the hotel or venue audience ask questions? Through App only? (if there is a meeting app) What if they raise their hand? How will that information get pushed to other hotels and online users?
16. What is the duration of the meeting? (can it be chunked into shorter sessions?)
17. Is this meeting part of a series?
What type of branding / theming will be used?

Strategy: 45 Questions to Ask



Security / Compliance Considerations

- 18. Recording of content / discoverability / archive
- Client's approval of delivery method (do they have to agree to be on camera? Show speakers only?)
- 19. Meeting content rules (what is allowable on camera and in archive?)
- 20. Data dissemination rules
- 21. Intellectual capital rules
- 22. Copyright acceptance disclaimer, repeat onscreen, slides copyrighted
- 23. Data privacy (e.g. collecting data for registration)
- 24. Participants and local country requirements

Participant Questions

- 25. Who are the participants? (Internal? External?)
- 26. Where will the participants be located? (in office? Or remote? What countries?)
- 27. How many participants are expected to attend?
- 28. What languages are required?
- 29. How will we invite the participants?
- 30. Will registration be required to attend the virtual meeting? (secured? Unsecured?)

Venue Questions

- 31. Where will the speaker(s) be located?
- 32. Does the venue have the appropriate bandwidth based on the supplier's recommendations?
- 33. Is it dedicated bandwidth? (both to upload and download?)
- 34. Is wired available? Or only wireless?
- 35. How much will connectivity cost? Improve it?

Technology Questions

- 36. What equipment will be used by the attendees? (e.g. computer, tablet, phone)
- 37. Do the attendees need any additional equipment? (e.g. webcam, headsets, other)
- 38. What does your interface/display look like for the user? May we see examples?
- 39. Are there firewalls that may restrict access? What type of security is required? e.g. passwords to access site, etc.
- 40. What support needed? *May be answered by supplier* - (creative director, producer, event manager, communications, technical support)
- 41. Does technology need to integrate with other technologies? (e.g. Content Distribution Network, Salesforce, Starcite, Cvent, etc.)

Strategy: 45 Questions to Ask



Content Questions

42. Is content already developed that can be repurposed? Or what needs to be developed? (e.g. invitations, reminders, testing of the interface with attendees memos, accreditation, disclaimers, video transcripts, abstracts, other)

43. What format is the content in? (content may require storyboarding for engagement, different method of delivery, etc.)

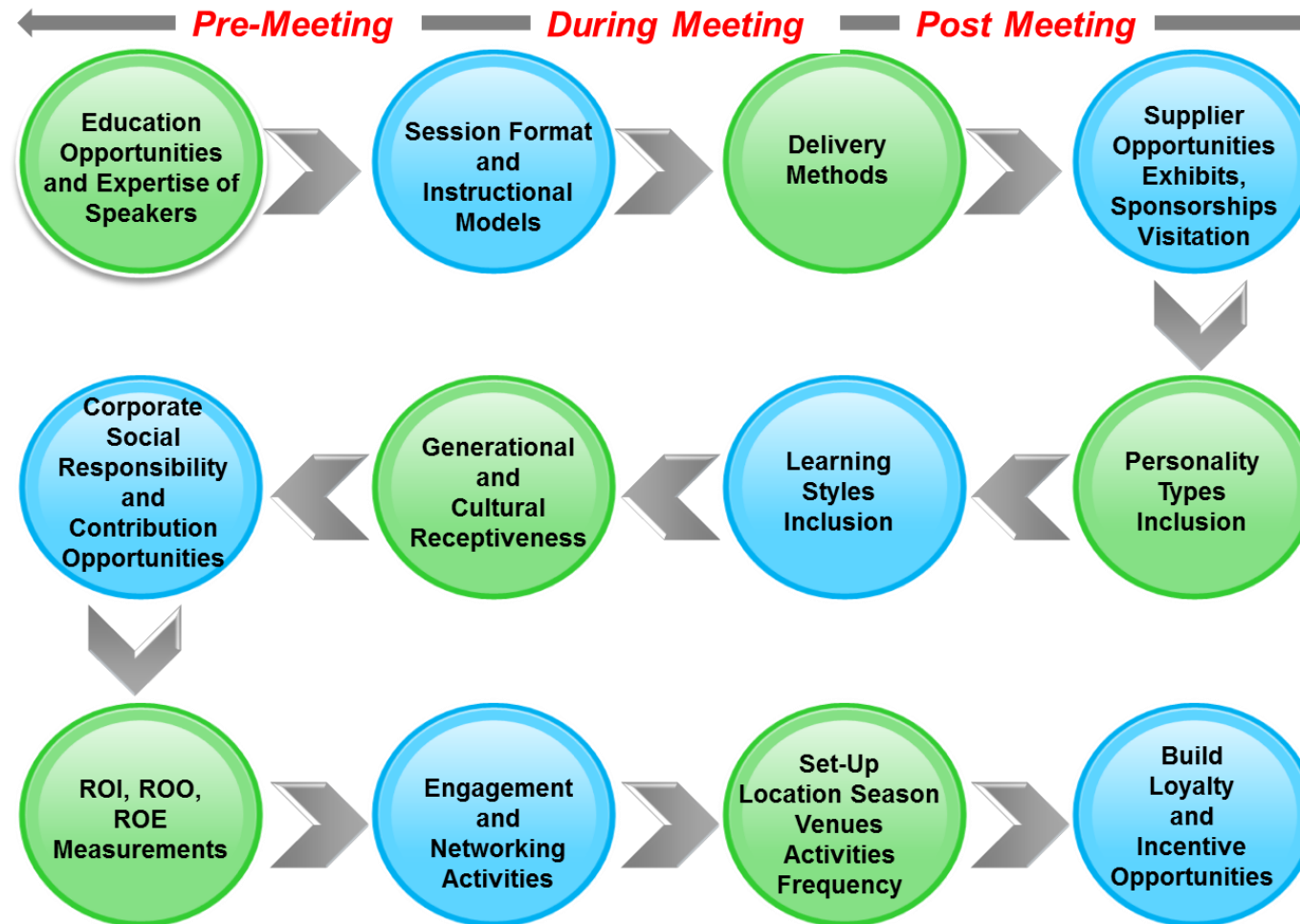
Reporting Questions

44. What type of reporting is necessary? (e.g. participants joined, when and how long were they engaged, poll questions asked / answered, survey pre and post, satisfaction ratings, contributions by uploads / downloads, etc.)

45. Does reporting need to be exported to another tool? (e.g. Salesforce, Cvent, Lanyon's Starcite, Business Intelligence tool, etc.)

Strategy: Effectiveness and Engagement Quotient

Meeting Effectiveness and Engagement Quotient[©]



Meeting / event effectiveness and engagement quantifies the extent to which a desired outcome is achieved to meet or exceed the goals and objectives of the meeting. The Meeting Effectiveness and Engagement Quotient provides a roadmap to develop the targeted meeting / event content for the optimal experience and measures the attendees' experience in the pre-, during-, and post-meeting / event in 12 critical components.

Strategy: Meeting Type Measurements

What is the purpose of your meeting?

Purpose	Ask	Measure	Example
Communicate	Was it understood and used?	Effects of efforts	If a business meeting was held to discuss a new project, the measurement could be the success of the project completion as evaluated by the project sponsor.
Motivate	Change or improve behavior?	Effects of improved behavior	If a meeting was held to motivate attendees to use the new Strategic Meetings Management Program (SMMP) and the benefits it will bring, the measurement could be the adoption to using the new SMM program

Strategy: Meeting Type Measurements

What is the purpose of your meeting?

Purpose	Ask	Measure	Example
Educate	Learn something that may reduce costs, risks, improve productivity, quality, or generate more sales?	Effects of the education	If a meeting was held to educate attendees on how to use technology, the measurement could be the increase in productivity as a result of using the new technology.
Celebrate	Feel appreciated?	Effects of the perceived value of the celebratory event	If a meeting was held to celebrate an accomplishment within a team, the measurement could be the increase in accomplishments throughout the year or the perceived feeling that the attendees had during the celebratory event.

Strategy: Meeting Type Measurements

What is the purpose of your meeting?

Purpose	Ask	Measure	Example
Evaluate	Evaluate the service or product and provide the needed feedback?	Effects of the attendee feedback	If a forum was held to evaluate a product or service, the measurement could be the thoroughness of the responses or the amount of changes that were required based on the feedback.
Generate Revenue	More revenue?	Effects of the leads or revenue generated	If a meeting was held to generate sales, the measurement could be the number of leads generated and the resulting sales from those leads.
Regenerate the workforce	Hire more staff? Recruit better candidates?	Effects of the recruiting or performance of new staff	If a job fair was held to generate interest in a company, the measurement could be the number of subsequent interviews held or the number hired who attended the job fair.

Strategy: Meeting Type Measurements - Engagement

Goal	Measurable Factors	Methods to Measure It	What is the Goal Worth? Or, what is the desirable goal?
Strengthen Client Relationships	Attitude	Survey (before and after)	Surveys should be rated at a X% or higher
	Intended Behaviors	Interactions / meetings	Participation should be at X times per month, quarter, year, etc.
Build Loyalty for Future Business	Actual Behaviors	Attendance	Revenue should increase by X%
		Revenue	Quantity of referrals received
	Referrals	Release opportunities for rewards for referrals	# of clients retained monthly, quarterly, annually
	Retention	Ask new clients if someone referred them	
		Attrition rate of clients	

How many times was the Goal Achieved?

Strategy: Meeting Type Measurements - Engagement

Goal	Measurable Factors	Methods to Measure It	What is the Goal Worth? Or, what is the desirable goal?
Networking among Clients Contribution Collaboration	Engagement	<p>Meeting apps on devices have numerous opportunities to connect people that can be measured</p> <p># of attendees who contribute to conferences</p> <p># of attendees participating in networking events</p> <p># of people who collaborate at event during sessions(s) or opportunities to collaborate at event</p> <p>Return attendance at conferences</p> <p>Survey question about networking experiences</p>	<p>Identify how many times the goal is for the attendee to visit a sponsors page, or buy from sponsor, or other activity</p> <p>35% of volunteers contribute to conference</p> <p>55% of attendees participated in one or more networking events</p> <p>25% of attendees collaborate using the mobile app during sessions</p> <p>75% of attendees are recurring for the 2nd time; etc.</p> <p>Average rating was 4.75 and goal was 4.50 (out of 5 being the highest)</p>

Strategy: Monetize Digital Events

Conference or Convention

This worksheet is for **On-Demand Access** but another, similar worksheet may be developed for **Live Access**

Access to [Association or Corporation] On-Demand Content 6-24 hours after each event	Per Person Costs / Unique licensing Per Person / Each Person can view repeatedly (any country that has been approved)				
	<500 pp log-ins	501-1,000 pp	1,001 - 5,000 pp	5,001 - 10,000 pp	> 10,001 pp / Unlimited Viewing
[Buying Entity] Portal Access by Participant registration (No Metrics Sharing from Buying Entity)					
Full access to all recorded content	\$	\$	\$	\$	\$
Full access to 1 Track	\$	\$	\$	\$	\$
Full access to 2 Tracks	\$	\$	\$	\$	\$
Full access to 3 or more Tracks	\$	\$	\$	\$	\$
[Buying Entity] Portal Access by Participant registration (Share Data from Portal)					
Full access to all recorded content	\$	\$	\$	\$	\$
Full access to 1 Disease Track	\$	\$	\$	\$	\$
Full access to 2 Disease Tracks	\$	\$	\$	\$	\$
Full access to 3 or more Disease Tracks	\$	\$	\$	\$	\$
[Content Owner] Portal Access by Participant registration (No Metrics Sharing from Content Owner)					
Portal Access	\$	\$	\$	\$	\$
[Buyer] to purchase [Content Owner] access codes for all recorded content	\$	\$	\$	\$	\$
[Buyer] to purchase [Content Owner] access codes for 1 Track	\$	\$	\$	\$	\$
[Buyer] to purchase [Content Owner] access codes for 2 Tracks	\$	\$	\$	\$	\$
[Buyer] to purchase [Content Owner] access codes for 3 or more Tracks	\$	\$	\$	\$	\$

Strategy: Monetize Digital Events

After-Session Guided Digital Session

Content Experts Guided Virtual [Content] Coverage for Remote Education	Price Per Event Per Country		
	1-10 Countries	11 - 20 Countries	> 21 Countries
Regional / National Content Experts video recorded at [Convention] presenting synopsis of 20-40 sessions			
3-5 Content Experts pre-select sessions they will cover			
3-5 Content Experts attend [Convention]			
[Convention] provides access to selected sessions			
Content Experts to be video recorded on-site summarizing the selected presentations in their area of expertise	\$	\$	\$
Content Expert video and downloadable slides available within 24-48 hours to remote participants via access controlled website			
[Buyer or Content Owner] selected vendor organizes all logistics, recording, and IT Platforms; content held on portal for 1 year			

Strategy: Monetize Digital Events

After-Session Guided Digital Session

[Buyer] Localized Live Learning

[Buyer] Organized Events in Country

Price Per Event Per Country

1-10 Countries

11 - 20 Countries

> 21 Countries

[Buyer] selects Content Experts in one or more areas

[Content Owner] provides access to session information and presentations from selected tracks

[Buyer] selects presentations to highlight in local in-person and/or digital meeting

[Buyer] contracts with a logistics agency to organize meeting,
[Buyer] invites participants to the event

[Buyer] supported event takes place post main convention

Opportunity to Stream content from one originating location to Other Countries identified in each price range using

[Buyer] virtual supplier; content recorded on [Buyer] Portal for access for 1 year

\$

\$

\$

Strategy: Virtual / Hybrid Savings Guidelines

Principles

- Calculation covers all meeting spend areas (accommodation, food & beverage, travel, meeting facilities, audio-visual, local transfers, registration fees & sponsorship, agencies fees, booth, and virtual meeting technology costs).
- Savings results from decreased cost of services per person per day; note that it is normal for 2-day in-person meeting to be delivered in 1-day virtual
- Based on Previous year (or previous event if same event) price, or average cost per person for this meeting type
- Data Used: invoiced spend.

Savings Calculation Method

Average Cost Per Person Per Day

- a) **Savings** = (Per Person Cost Prior year (PY) – Per Person Cost Current Year (CY) x order volume PY) **OR**
 b) **Savings** = [(Average¹) average cost per participant per day PY by meeting type) - (Cost per participant per day CY)] x number of participants CY x number of days CY
 c) **Cost Avoidance** = [(# of participants CY) - (# of participants PY)] x Difference in Cost Per Person

EXAMPLE

Virtual meetings savings and cost avoidance											
Meeting Type	In - Person Face-to-Face meetings (Prior Year)			Virtual/ Hybrid Meeting (Current Year)			Difference in Cost per person E= B-D	Savings on PY # of attendees F= E*A	Cost Avoidance on CY # of additional attendees		
	# of Participants(A)	Total Cost	Cost per Person (B)	# of Participants(C)	Total Cost	Cost per Person (D)			G= E*(C-A)	3a or 3b	3c
Education Meeting	100	\$ 250,000	\$ 2,500	275	\$ 233,750	\$ 850	\$ 1,650	\$ 165,000	\$ 288,750		
Small Meeting	15	\$ 29,560	\$ 1,971	15	\$ 5,000	\$ 333	\$ 1,637	\$ 24,560	\$ -		
Client Advisory Board	75	\$ 148,300	\$ 1,977	300	\$ 185,000	\$ 617	\$ 1,361	\$ 102,050	\$ 306,150		
Convention	200	\$ 645,250	\$ 3,226	600	\$ 155,000	\$ 258	\$ 2,968	\$ 593,583	\$ 1,187,167		

1. CY savings may be claimed for the PY # of participants. For the virtual participants, if there is a clear business case that the CY participants added would have participated in the in-person meeting, then the savings may be reported based on CY participants. Also CY savings can not be more than PY spend based on our company savings policy.
2. Cost Avoidance can be presented as a value to stakeholders as it allows a greater participation of associates.

¹ Linear or weighted average

Summary: People, Processes & Technologies

Incorporate Digital and Hybrid Meetings into your Strategic Meetings Management (SMM) Program

