

Speaker and Content Tips

- Ask MPI Academy about top-ranked WEC, EMEC and IMEX speakers & topics
- Espeakers Platform and call for proposals option
- Speakers willing to speak for discounted rates
- Partner with other associations for shared costs and higher attendance
- Appeal to seasoned members as mentors, forum facilitators, panel members and “featured experts
- Tonight Show Panel

Topics of Interest from GMID Survey

- **Contracts and negotiation with covid19 and Force Majeure Clauses**
- **Small Business Lean Tips**
- **State of the Industry**
- **How will health standards affect F&B, set up, testing, etc**
- **Event insurance**
- **Diversity and inclusion**
- **How to shift from live events to virtual in terms of pricing and getting out of contracts**
- **Virtual Platforms- options, differences, pricing**
- **Virtual tradeshow and sponsorship**
- **Show flow, talent management and selection, inclusivity, and training of speakers**
- **Podcasting – how to do it, market it, and make money**
- **Ways to increase engagement during virtual events**
- **Leading Teams virtually – team building tools and brainstorming/engagement technology and tips**
- **Wellness- mental health**
- **Crisis Communications**
- **Sales tool for 3rd party planners and small business**
- **Personal branding**

Virtual Event Platforms

- 6Connex
- All in the Loop
- Aura
- Aventri
- Avianet
- Bartizan
- Bizaboo
- Blue Sky eLearn
- Braindate
- Brandlive
- Brella
- CadmiumCD
- CommPartners
- Conference Solutions
- Cvent
- D2 Productions
- Digitell
- Educational Measures
- Endless Events
- Engagez
- Event Tech Tribe
- Flow
- Freeman
- GTR
- Hexafair
- Hyperfair
- Icebreaker
- IMS Technology Services
- Mediasite
- Network Tables
- ON24
- Pathable
- Performedia
- pheedloop
- PSAV
- Shindig
- Sonic Foundry
- Tame
- Toasty
- The Training Associates
- Webinato
- WorkCast
- Ubivent
- vConference
- vFairs
- Vimeo
- Yellowdig

Features

- Number of Participants
- Trade Show / Sponsors
- Platform Customization
- Tech Support
- Social Media
- Mobile Viewing
- Gamification
- Lobby
- Schedule-Builder
- Silent Auction
- Mobile App | Integration
- SSO
- Break-Out Rooms
- Chat
- AI Chat Bot
- Translation services/subtitles
- Trade Show/Booths
- Video Chat Customization
- Video Support
- Attachments
- Virtual Business Card
- Appointments
- Conference
- Record Sessions
- Polls
- Speaker Video
- Hosted Buyer
- Matchmaking (or Supporting)
- Appointments
- Registration and Event Communication
- Association Management Software – Aptify
- LMS - Digitell

Virtual Sponsorship Best Practices

- Know Your Event, Your Audience, and Value of Your Event
- Consider partnering with other associations for increased attendance
- Identify the Right Partners that Align with your Brand
- Story Slams
- Poll where people opt in to communications during registration
- Ability to have a poll
- Logo in platform
- Video commercial
- Facilitate Q&A
- Meet & Greet
- Virtual Goody Bag
- Non-exclusive Sponsorships Vs Exclusive



Ways to Engage Attendees During Virtual Events

- Virtual Goody Bags
- Piccles
- Slido – word clouds
- Meet & Greet with the speakers
- Music in transitions
- Hosts



Hybrid Event Best Practices

- Have a virtual host that is there in person at the meeting
- Have the speaker talk to the virtual audience and look in the camera from time to time
- Have Q&A from the virtual audience
- Have speaker repeat questions that come from regular audience
- Market virtual experience to members who haven't been to a meeting in a long time or prospects
- Still charge a fee for the virtual audience
- Translation services (audio and visual)
- Staffing for virtual audience
- Watch parties/pods
- Master Classes