



IAPCO

MEETING QUALITY

IT&CM Asia

Virtual Meetings

What DOES and DOES NOT work

Virtual Events

What Does and Does Not Work

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Types of Virtual Events

- ✓ Hub and Spoke
- ✓ Hybrid
- ✓ Satellite
- ✓ Virtual
- ✓ Webinar



VIRTUAL FAILS

**A VIDEO CONFERENCE CALL
IN REAL LIFE**



What does not work



- Back-to-back sessions
- Face-to-face techniques
- Tech-first mentality
- One-man-band

What does work



- ✓ Alternating content
- ✓ Designing for online
- ✓ Audience-first mentality
- ✓ Engaging a DCO
- ✓ Utilising professional suppliers

Going Virtual?



✓ Plan

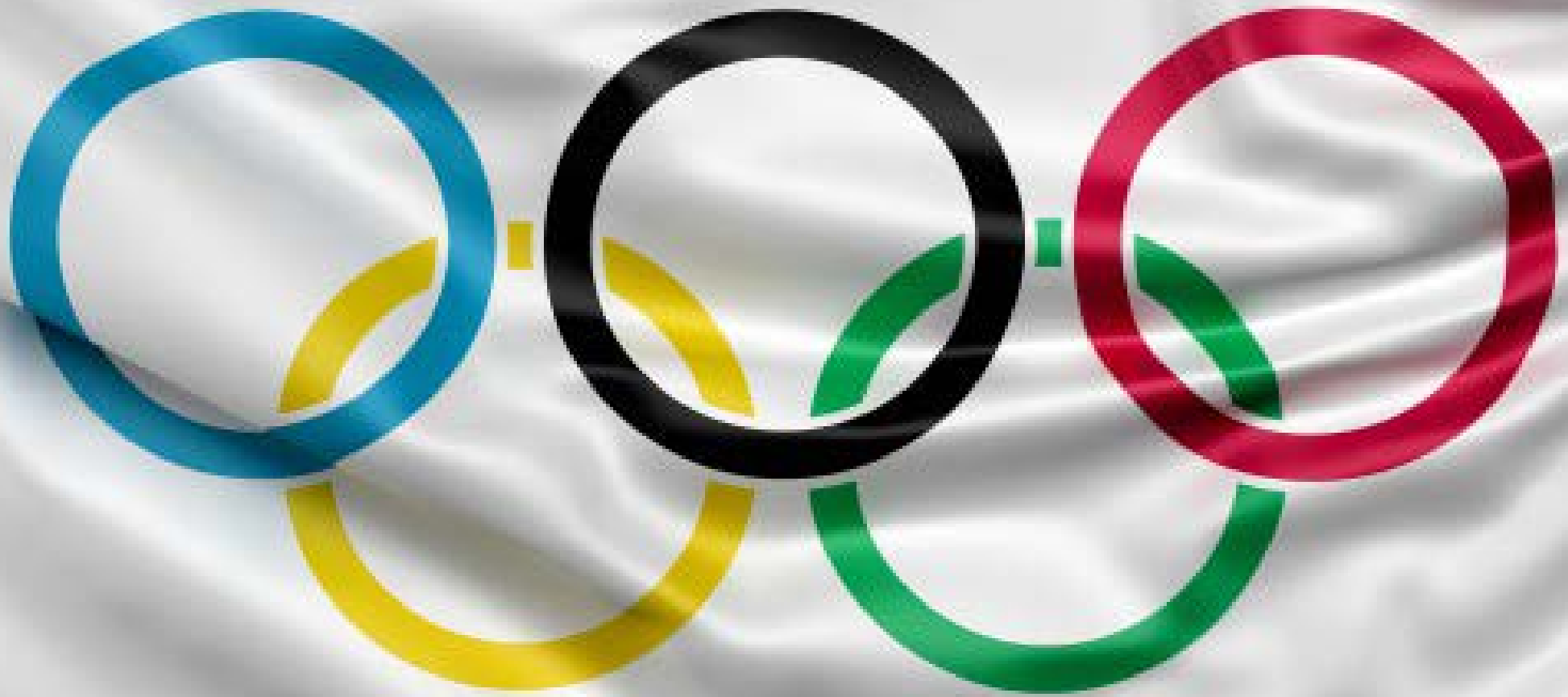
✓ Promote

✓ Prepare

✓ Present

✓ Participate

✓ Report



The Turn of Events


Bringing
Business
Events
Back



The Challenge

The COVID-19 pandemic decimated the Business Events and Conference Industry globally with **96% of all business events** scheduled for 2020 in Australia either **cancelled or postponed**, resulting in the greatest economic downturn in history.

After **six months** with no physical events, it was **essential to educate the industry** and prospective clients about **COVIDSafe measures** and provide a platform for all Australian cities to be represented whilst interstate travel was unavailable.



The Solution



Arinex collaborated with **26 partners** across Australia and globally to deliver in a **timeframe of just 8 weeks** *'The Turn of Events, Bringing Business Events Back'*.

Partners were invited to provide a full showcase of COVIDSafe venues, suppliers and key operations relevant to the business events sector.

The Outcome

- The biggest face-to-face business event industry collaboration of 2020
- Australia wide hub and spoke event live streamed globally
- 26 partners + 20 guest speakers
- Full city hubs + over 300 virtual attendees
- Over 100,000 reached through social media
- Worldwide media coverage

*90% say hybrid events are here to stay**





FAQs

- Cost of hosting a virtual and/or hybrid?
- How do you facilitate networking effectively?
- How do you ensure ROI for sponsors and successfully 'sell' sponsorship of virtual events?
- How do I know which platform is right for my event?
- How do you determine the registration fees for a virtual attendee?
- How do we ensure delegates attend virtual and stay on until the end of sessions?

Thank You

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