

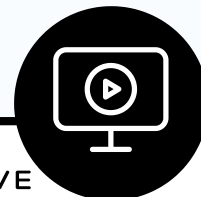
CONFERENCE CANCELLED?

Tips for hosting your event virtually through smartCONNECT



COMMUNITIES PER SESSION

The hard part of attending a conference is deciding what session to attend. Take the need for that decision away and let all your members have access to each session. Through our community platform, members can opt to FOLLOW as many communities per session as they want.



HOST SESSIONS VIA LIVE WEBINAR

Invite speakers to host their sessions via a webinar. Members can attend LIVE through the virtual platform as well as access video-on-demand copies inside the communities. Be sure to save any session handouts in the community library for easy access.

VIRTUAL Q&A WITH SPEAKER

Encourage members to post questions into the session community. Set a time frame. Then, invite the speaker inside the community to answer the questions. Responses can be posted per question or even consider hosting a virtual roundtable discussion.

PRIVATE COMMUNITY NETWORKING

Through smartCONNECT, members can not only see and engage with other members inside a community, but they can also create their own. Encourage this networking opportunity to build peer-to-peer relationships outside of a traditional bricks and mortar setting.



NEW REVENUE

Initiate the conversation with your Vendor Partners about producing additional customized content that could be featured on this site and as a part of future digital events such as: Webinars, Whitepapers, Podcasts, Virtual Roundtables, Video Interviews, etc. It's a great way to maximize your Association's exposure and generating a larger audience impact while creating new streams of revenue.

BETTER ANALYTICS

Let's move past traditional marketing analytics and lean into behavior analytics. Gain better insights into how and why your audience is engaging on content. This allows you to monetize through lead generation capabilities, paid custom content and fee-based marketing intelligence (prospects for products/services and enhanced access to them).

