Going Virtual: An IEEE Conferences Committee Town Hall

29 July 2020
Welcome

*Bin Zhao*

Chair, IEEE Conferences Committee
Welcome

Going Virtual Town Hall Meeting

▶ Thank you for joining us today as we bring together our community of:
  - Conference Organizers
  - Society, Council, Region, Section Leadership
  - Related IEEE Boards and Committees
  - IEEE Staff Teams

▶ A great opportunity to discuss our shared interest in the world of virtual events

▶ Given the size and diversity of the Town Hall audience, an opportunity to submit questions ahead of time has been given
  - These questions have been shared with the speakers at this Town Hall Meeting
  - They will be addressed as many as possible during the presentation

▶ While we won’t take your questions live today, we will take them via e-mail and provide responses on the website
  - Please visit https://ieeemce.org/introduction-to-ieee-virtual-events/ and click “Submit Your Question” at the bottom

▶ We will also be sending a brief pulse survey after the event

Source: IEEE MCE, ieee-mce@ieee.org
COVID-19 Pandemic Evolution and Action Strategy

Preparation
- Standing team
- Insurance coverage
- Planning
- Templates & protocols established

Response
- Communication
- Triage
- Customized response
- Expanded team
- Digital expertise
- Rapid response

Recovery
- Health and safety first
- Eye on the industry
- Lessons learned
- Define new normal
- New budgeting norms

Innovate/Thrive
- Petri dish for experimentation
- New event types
- Business models normalized

Source: IEEE MCE, m.m.hunter@ieee.org
Going Virtual

Message from IEEE Conferences Committee / MCE

- The IEEE Conferences Committee recognizes that many conferences in our IEEE conference portfolio are looking for an effective alternative to holding live events during the COVID-19 pandemic.

- Many are looking to virtualize as an excellent option to continue to serve their communities; their authors, presenters, attendees, sponsors and exhibitors.

- IEEE Meetings, Conferences & Events has been working one-on-one with the organizers since the beginning of February, and we recognize there is a need for wider dissemination of their experience and knowledge to our larger community as events evolve.
Going Virtual

Message from IEEE Conferences Committee / MCE

- In order to support our IEEE Conferences Community as they look to translate a planned event to a virtual one, I am pleased to share with you a set of online virtual event resources we have developed. These resources provide overall guidance and provide the organizers with a framework for transitioning their in-person event to the virtual environment.

- Also included is an introductory guide, a list of key considerations, and an FAQ section. Topics covered include stakeholder consensus-building, technology considerations, participant engagement, and technical program modification, to name just a few.

- Full resources are available on the IEEE MCE Website at:

  https://ieeemce.org/introduction-to-ieee-virtual-events/
Going Virtual

Susan Root
Director, Conference Business Services & Strategic Programs

Marie Hunter
Sr. Director, IEEE Global Meetings, Conferences & Events (MCE)
Going Virtual

The forecast

- As part of the EERT support, the MCE Digital Events Team has been providing guidance and service to conferences organizers wishing to virtualize their events.
- The pipeline of requests for consult is growing each day.
- Staff were providing services free of charge and as volunteers, working in new roles and at unusual hours.
- Benefit to IEEE Financially Sponsored Conferences.
- In 2021, no longer an emergency.

Serving the conference community; the Authors, Speakers, Attendees, Sponsors, & Exhibitors, is at the core of this work.
Why We ♥ Virtual Events

*Cultivating engagement and quality*

Virtual events:
- Support our community
- Enable papers to be published
- Produce revenue
- Broaden our audiences
- Advance innovation

Source: IEEE MCE, ieee-mce@ieee.org
Sample of 2020 IEEE Virtual Events

Source: IEEE MCE, e.kurzawa@ieee.org
IEEE Women in Engineering International Leadership Conference (IEEE WIE ILC)

David Stankiewicz
Digital Event Producer, MCE Strategic Programs

Source: IEEE MCE, d.stankiewicz@ieee.org
About IEEE WIE ILC

Overview

- Launched 7 years ago, the IEEE Women in Engineering International Leadership Conference (IEEE WIE ILC) provides professional women in technology, whether in industry, academia, or government, the opportunity to create communities that fuel innovation, facilitate knowledge sharing and provide support through highly interactive sessions designed to foster discussion and collaboration.

- IEEE WIE ILC focuses on providing leading-edge professional development for mid-level and senior level women.

- The event was originally scheduled for 18-20 May 2020 in San Diego, California

- Expected attendance was ~750 people

- Event sponsors: Cirrus Logic, Google, Mercer, Qualcomm, IEEE WIE

- Lead volunteers: Kathy Herring Hayashi, Chair, IEEE WIE ILC 2020; Dr. Heather Quinn, Vice Chair, IEEE WIE ILC 2020
Due to the impacts of the COVID-19 pandemic, the in-person event was transformed into a four-week virtual series in June 2020.

- **Key learning** – Pivot and adapt

Updated Theme: #LeadingThroughChange

- **Key learning** – Adapt your content to be relevant

Free to all (IEEE members and non-members)

- **Key learning** – A sponsorship funding model that is free to all participants is possible

The event format was 100% virtual with live, on-demand, and pre-recorded elements

Platforms employed → ON24, and Zoom

http://ieee-wie-ilc.org
IEEE WIE ILC - Virtual Event Highlights

Successes & accomplishments

Attendance & Program
- **2800+** Registrants; **95** Countries; **23** Speakers
- **10** Live Sessions; **12** On-demand Videos; **3** Sponsored Networking (Empower Hour) Sessions
  - **Key learning** – Free sponsored networking events can be successful
  - Private screening of the award-winning Pioneers in Skirts documentary film
    - **Key Learning** – Incorporate the arts to inspire

Social Media & Promotion
- **44.3k** Twitter impressions in June (**350%** increase from May)
- **94** new Twitter followers in June (**84%** increase from May)
- **1,989** new contacts/leads for future communication (**170%** increase from 2019)

Source: IEEE MCE, d.stankiewicz@ieee.org
# 2020 Live Session Highlights

Registrants, live attendees, Country representation

## Top 5 Countries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>% of Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United States</td>
<td>43.8%</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td>14.3%</td>
</tr>
<tr>
<td>3</td>
<td>Canada</td>
<td>6.4%</td>
</tr>
<tr>
<td>4</td>
<td>Mexico</td>
<td>3.2%</td>
</tr>
<tr>
<td>5</td>
<td>Brazil</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

## Date/Time | IEEE WIE ILC Virtual Series - Session Title | Total Registrants | Countries of Total Registrants | Registrants % WIE Members | Live Attendees | Live Conversion |
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Jun 02, 2020 12:00 PM EDT</td>
<td>Crisis or Opportunity?: The Economic Impact on Underrepresented Communities and How We Move Forward</td>
<td>1704</td>
<td>83</td>
<td>46%</td>
<td>505</td>
<td>35%</td>
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<tr>
<td>Jun 03, 2020 02:00 PM EDT</td>
<td>Leading in Engineering</td>
<td>1989</td>
<td>86</td>
<td>47%</td>
<td>572</td>
<td>32%</td>
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<tr>
<td>Jun 05, 2020 01:00 PM EDT</td>
<td>It Takes Resiliency, Curiosity, and Courage - One Entrepreneur's Journey in Technology</td>
<td>1801</td>
<td>85</td>
<td>46%</td>
<td>424</td>
<td>25%</td>
</tr>
<tr>
<td>Jun 10, 2020 01:00 PM EDT</td>
<td>Enabling Digital Transformation and Creating Impacts: Finding the Intersection of Your Passion, Skills and Purpose</td>
<td>1988</td>
<td>90</td>
<td>46%</td>
<td>449</td>
<td>24%</td>
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<tr>
<td>Jun 11, 2020 02:00 PM EDT</td>
<td>Telle Whitney, Sonita Lontoh, and Kathy Herman Hayashi</td>
<td>1465</td>
<td>80</td>
<td>48%</td>
<td>227</td>
<td>16%</td>
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<tr>
<td>Jun 16, 2020 01:00 PM EDT</td>
<td>Besting the Odds: Winning Strategies of Women in STEM</td>
<td>2019</td>
<td>88</td>
<td>46%</td>
<td>407</td>
<td>21%</td>
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<tr>
<td>Jun 17, 2020 01:00 PM EDT</td>
<td>IEEE WIE ILC 2020 Virtual Series</td>
<td>1852</td>
<td>85</td>
<td>46%</td>
<td>315</td>
<td>17%</td>
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<tr>
<td>Jun 18, 2020 01:00 PM EDT</td>
<td>CCL Panel with Patty Burke &amp; Kelly Simmons</td>
<td>1442</td>
<td>79</td>
<td>48%</td>
<td>197</td>
<td>14%</td>
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<tr>
<td>Jun 23, 2020 01:00 PM EDT</td>
<td>IEEE WIE ILC 2020 Virtual Series</td>
<td>1961</td>
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<td>44%</td>
<td>305</td>
<td>16%</td>
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<td>Jun 24, 2020 01:00 PM EDT</td>
<td>Pioneers in Skirts Panel Discussion with Lisa Ann W. Borst, Ashley Mana, and Kathy Land</td>
<td>1730</td>
<td>81</td>
<td>46%</td>
<td>249</td>
<td>14%</td>
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</table>

Source: IEEE MCE, d.stankiewicz@ieee.org
IEEE WIE ILC - Lessons Learned

Insights & reflections

▷ Who is the audience?
  - Key learning – Build your program around your key audience

▷ Spread content out over the span of a few weeks rather than the original 2 days
  - Key learning – Spread content over 2-3 weeks to avoid event fatigue

▷ Think about the audience and what they are dealing with so you can adapt properly

▷ It has to be worth their time: Are the speakers interesting? Is it worth taking time out of the day to attend?
ICDE 2020

Laura Perry Edmondson
Manager, Conference and Event Services, IEEE Computer Society
About ICDE

Overview

- 36th IEEE International Conference on Data Engineering
- Originally scheduled to take place in Dallas, TX in April 2020, typically takes place globally
  - Program is typically 4-5 full days of keynotes, paper presentations and special events
  - Multiple workshops over course of conference
- Long-standing organizers have very high expectations of the Computer Society and Staff
- Typical number of attendees: 450
- Program included over 260 paper presentations between main presentations and workshops
ICDE - Going Virtual

With the onset of COVID-19 escalating, the ICDE Conference Organizers decided to go virtual less than three weeks before conference start date

▸ Platform Selection and Conference Layout
  - Due to time constraints, organizers had no choice but to use a combination of Zoom and Slack to facilitate the conference
  - 4-5 Tracks along with Keynotes and Workshops taking place Monday – Thursday
  - Women in Engineering Workshop on Friday,
    • Streamed through IEEE Computer Society YouTube Channel

▸ Establishing Registration Rates
  - Organizers decided to charge registration rates for Authors only, allowing virtual attendance to be complimentary

▸ Networking and Engagement
  - Slack was utilized for networking and asynchronous chats during the conference
ICDE - Virtual Event Highlights

Successes & accomplishments

- **Platform Selection and Conference Execution**
  - High-touch collaboration between CS Staff and Organizers
  - CS Staff trained over 70 individuals on how to successfully host and moderate a virtual meeting on both Zoom and Zoom Webinar
  - Pre-recorded Paper Presentations to mitigate potential technical issues
    - Presentations included recorded video and live Q&A on Slack
  - Live Keynotes used to push additional engagement

- **Establishing Registration Rates and Budget**
  - Over 2,000 Registrants for the Conference
  - Staff were able to enact Force Majeure on all contracts pre and post-conference
  - Staff was able to balance budget with Author Registration Income due to reduced expenses

- **Networking and Engagement**
  - Consistent communication on any and all issues pertaining to Conference
  - Used structure of Slack channels for engagement and Q&A for different sessions
  - Created post-event Case Study to show virtual attendance and engagement over course of conference

"Without the support and help of IEEE CS we would never have been able to have this virtual conference within such a short time. We could not have received better support from IEEE CS. Not only did they provide excellent support they were also very patient with us as this was a whole new experience for us."

- **Bhavani Thuraisingham, General Chair, ICDE 2020**
ICDE - Lessons Learned

Insights & reflections

- **Platform Selection**
  - Over the last four months, our team has conducted an initial review and evaluation of over 25 Virtual Platform Providers
  - No “One Size Fits All” solution to transitioning from in-person to virtual conferences – Organizers want custom guidance rather than general recommendations
  - Training and preparation are critical to the success of a virtual conference
  - CS Staff created a Best Practice document and a virtual tool ‘cheat sheet’ for Conference Organizers
    - Volunteer input and collaboration from events like ICDE has been critical for development of Best Practices for conferences
  - Developed Volunteer training on WebEx and Zoom platforms

- **Establishing Registration Rates**
  - In evaluating our conferences, we discovered it is best to charge registration fees for ALL attendees – even if non-author fees are small
  - Nominal registration rate for ‘virtual only’ attendees ensure those signing up have a stake in the conference, helps to control security risks and allows organizers to better estimate number of engaged attendees
  - Many conferences far exceeded estimated virtual attendees – gaining thousands in additional income for the conference

- **Networking and Engagement**
  - Utilization of platforms such as Slack or Hub to facilitate more in-depth conversations and Q&A on specific paper or topic
  - Enlisting Student Volunteers to help lead conversations and act as ‘ambassadors’
IEEE Signal Processing Society’s ICASSP
Lessons Learned and Thoughts for Future Conferences

Ana Perez, Xavier Mestre
ICASSP General Chairs

Miquel Payaro
ICASSP Finance Chair

Fernando Pereira
SPS VP-Conferences

Ahmed Tewfik
SPS President

Rich Baseil
SPS Exec. Director

Caroline Johnson
SPS Sr. Mgr, Conferences

Nicole Allen, Samantha Walter
SPS Conference Team

Lea Provost
MCE Audience Dev.

Steve Esker
IEEE.tv

Also thanks to: Chris Dyer, Rachel Brockhoff, Brandon Ratzloff and Conference Catalysts Team

Billene Cannon, Lance Cotton and CMS Team

Susan Hayden and the BCD Events Team

For questions, discussion or feedback, email sp.conferences.info@ieee.org
2020 ICASSP: Physical to virtual in 6 weeks

2020 Attendee Stats

- 74% (almost 12,000 people) are first time ICASSP Attendees
- 80% (almost 13,000 people) are not authors of an accepted paper
- 49% (almost 8,000 people) are Young Professionals (working for <10 years)
- 59% Academia
- 19% Industry Researchers
- 14% Industry Engineering/Applications, still over 2,000 people

Source: IEEE SPS, sp.conferences.info@ieee.org
Lessons Learned and Thoughts for the Future

• Strong demand for virtual conferences: from regulars (~3,000+) and first time attendees (12,000)

• Conference became a de facto “limited open access” conference

• Video content a requirement in the future: conferences and regular publications?

• Journal publications vs virtual conference publication

• The Hybrid future:
  • Discounts for authors attending in person?
  • Discounts for non-authors attending virtually? (if not open access)
  • Effective networking and exchanges?
Conference Possibilities – *Presenting Authors* View

**Fully Physical**

Authors required to present physically\(^1\)

**Fully Virtual**

Authors required to present virtually, in real-time and/or pre-recorded

**Add virtual audience to physical event**

Authors required to pre-record and present physically\(^1\)

**Author choice** whether to present physically or virtually

**Add physical audience(s) to virtual event**

Authors required to present virtually in real-time

\(^1\) Very limited exceptions are possible

Source: IEEE SPS, sp.conferences.info@ieee.org
IEEE Intersociety Conference on Thermal and Thermomechanical Phenomena in Electronic Systems (ITherm)

David Stankiewicz
Digital Event Producer, MCE Strategic Programs
About ITherm

Overview

- ITherm is an international conference for scientific and engineering exploration of thermal, thermomechanical and emerging technology issues associated with electronic devices, packages and systems.

- The event is sponsored by the IEEE Electronics Packaging Society (EPS).

- The conference was originally scheduled for **26-29 May in Orlando, FL, USA**.

- Expected attendance was ~**400** people with an estimated 220 papers.
ITherm – Going Virtual

Our story

- The virtual event was held from **21-23 July 2020** (Hot off the press)
  - *Access available until 20 August*
- The event format is a mix of live, pre-recorded and on-demand presentations
- Platform employed → ON24
- The program included:
  - **62** total sessions:
    - **3** live keynotes
    - **53** technical sessions (oral / paper presentations)
    - **1** Joint/Diversity panel session co-located with ECTC 2020
    - **4** student poster sessions
    - **1** Road mapping workshop
  - **3** sponsors / **3** exhibitors

Source: IEEE MCE, d.stankiewicz@ieee.org
The conference had a detailed budget with IEEE, and needed to ensure they priced accordingly so as not to run a deficit.

They estimated attendance for virtual (market research of similar peer conferences, on the same topic, of approximately the same size); with the goal = capture the same approximate size of registrations (*which they hit spot on – see next slide*). This would require a lower price point than the physical conference. (Contrast their approach with having a smaller audience at a higher price, or a very low cost model to try to get lots of new attendees.)

They wanted the virtual event to be affordable for students, as this was a unique opportunity for students who don’t always have the luxury of traveling to the F2F.

### Registration funding model had three core tenets they needed to balance

<table>
<thead>
<tr>
<th>Reg. Type</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>IEEE Member</td>
<td>$100</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$150</td>
</tr>
<tr>
<td>Life Member</td>
<td>$50</td>
</tr>
<tr>
<td>Student</td>
<td>$50</td>
</tr>
</tbody>
</table>

*Source: IEEE MCE, d.stankiewicz@ieee.org*
You can sell sponsorships for virtual events (no really, you can!)

- **Key learning** – You can attract sponsorship

Live content is great, but…..On-demand and/or pre-recorded video content aids in:

- Reducing, or even eliminating, technology issues
- ‘Perfecting’ your authors presentations
- Reducing the amount of (hired) help and live production management
- Solving the ‘time zone conundrum’, combating event fatigue, and shortening lengthy (sometimes unreasonable) amounts of screen time for attendees

- **Key learning** - Leverage your video – BOTH on-demand / live

Extending access periods (e.g., 2 weeks, 1 month) actually allows for the consumption of MORE content than if you were on-site (value add)
Additional IEEE Virtual Event High Points

David Stankiewicz
Digital Event Producer, MCE Strategic Programs
Additional IEEE Virtual Event High Points

Engaging your committee is paramount (ITherm) – i.e. session chairs collaborating to ‘order’ sessions, QA check pre-recorded videos, chase authors, etc.

Pre-recorded does not mean boring, nor does it mean not live! You can get creative! (Summer Topicals, WIE ILC, ITEC)

People want information, not perfection (APEC)

Taking calculated risks can pay off (AP-S URSI – Virtual Tours and Awards Ceremony; EMC+SIPI’s Five Minute Webinar Battle, Town Hall)

Going digital now yields 2021 virtual, hybrid, and contingency plans for the future (RADAR, ECTC)

Take that program of yours, and MIX IT UP (VTC Spring = live+OD+pre-recorded, VLSI polling and Zoom rooms)
Virtual Events – The New Normal

Susan Root
Director, Conference Business Services & Strategic Programs
The New Normal

Changing times

- We are all adjusting a New Normal
- The New Normal is forward looking – we’re not looking in the rear view mirror
  - New models, new technology, new attendee expectations
- Rethinking…. Event types, budget, registration, programs ➔ indeed the whole event
- Being prepared to pivot
- Industry, academic and government policies and funding for attendance / participation
- Plan for half of your audience – plan for hybrid or virtual to make this work
- F2F considerations—layout, social distancing, staff to support, social, grab and go meals, networking from 10 feet apart

Source: IEEE MCE, ieee-mce@ieee.org
COVID-19 Pandemic Evolution and Action Strategy

Preparation
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Response
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- Triage
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Innovate/Thrive
- Petri dish for experimentation
- New event types
- Business models normalized

Source: IEEE MCE, m.m.hunter@ieee.org
Event Types

Spectrum of formats and participation

**Traditional Event**

All event elements and all attendee participation take place in-person at a physical location.

*Smaller and local*

**Hybrid Event**

Some event elements & some attendee participation take place in-person at a physical location, while others take place virtually.

*Limited physical attendance, broad virtual outreach*

**Virtual Event**

All event elements and all attendee participation take place virtually.

*Entirely online, planned from the start*

Source: IEEE MCE, ieee-mce@ieee.org
### Selecting the Right Platform for the Job

*Events and sub-events: Multitude of formats and objectives*

<table>
<thead>
<tr>
<th>Category</th>
<th>Platform</th>
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</thead>
<tbody>
<tr>
<td>Business Meetings</td>
<td>Industry Trade Shows</td>
</tr>
<tr>
<td>Governance Meetings</td>
<td>Tutorials / Seminars</td>
</tr>
<tr>
<td>Webinars</td>
<td>Poster Sessions</td>
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<tr>
<td>Roadmapping</td>
<td>Symposia</td>
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<tr>
<td>Scholarly Conferences</td>
<td>Networking Sessions</td>
</tr>
<tr>
<td>Panel Discussions</td>
<td></td>
</tr>
</tbody>
</table>

Source: IEEE MCE, s.root@ieee.org
# IEEE Virtual Event Examples By Attribute

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Attributes</th>
<th>Platforms</th>
<th>Support Level</th>
<th>Companion Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Meetings</strong></td>
<td>Informal to Formal, Live Communication, Discussion, Updates, Planned / Unplanned</td>
<td>WebEx, Skype, GoogleMeet, Zoom, Citrix Go-to-Meeting, MS-Teams</td>
<td>Local Support / Not Produced</td>
<td>Agenda / Content</td>
</tr>
<tr>
<td><strong>Webinar</strong></td>
<td>Live Communication, Pre-record, Simu-live, Engagement, Moderation, Short Duration, Information Delivery</td>
<td>ON24 Blue Jeans WebEx Ev Center</td>
<td>Pre-Event Consult Production</td>
<td>Registration / fees</td>
</tr>
<tr>
<td><strong>Roadmapping / Standards Development</strong></td>
<td>Live Communication, Interactivity, Whiteboarding, Supporting Material, Breakouts, IP Developed</td>
<td>Adobe Connect ON24 WebEx Ev Center MS-Teams</td>
<td>Pre-Event Consult Event Set-Up Production</td>
<td>Registration / Agenda</td>
</tr>
<tr>
<td><strong>Scholarly Conference</strong></td>
<td>One-to-Many, Live, Prerecord, Simu-live, Supporting Material, Interactivity, Programs, Posters, Breakout Rooms, Polls, Surveys, IP Shared, Content</td>
<td>ON24 Blue Jeans Crowdcast</td>
<td>Pre-Event Consult Pre-Production Production Live Production Post-Production</td>
<td>Registration / Fees / Program / Mobile App / Presentations / Publications / Video / Sponsorship Links / Social Media</td>
</tr>
</tbody>
</table>

70+ tools evaluated

Source: IEEE MCE, s.root@ieee.org

IEEE PROPRIETARY – Do not use without permission
## IEEE Virtual Event Examples By Attribute

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</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry Event</strong></td>
<td>One-to-Many, Live, Prerecord, Simu-live, Supporting Material, Interactivity, Sponsor Rooms, Programs, Breakout Rooms, Executive Discussions, Polls, Surveys, IP Shared, Content</td>
<td>ON24</td>
<td>Pre-Event Consult</td>
<td>Registration / Fees / Program / Mobile App / Presentations / Video / Sponsorship Links / Social Media</td>
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<td>Blue Jeans</td>
<td>Pre-Production Produced</td>
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<td>Crowdcast</td>
<td>Live Production</td>
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<td>Post-Production</td>
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<tr>
<td><strong>Trade Show and Expos</strong></td>
<td>Live and Prerecorded Communication, Simu-live, Group and Individual Interactivity, Open and Closed Engagements, Supporting Materials, Sales and Lead Infrastructure, Content Hosting</td>
<td>Pathable</td>
<td>Pre-Event Consult</td>
<td>Registration / Fees / Program / Mobile App / Presentations / Video / Sponsorship Links / Social Media</td>
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<td>Post-Production</td>
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<tr>
<td><strong>Panel Discussions</strong></td>
<td>Live and Prerecorded, Simu-live, Group Interactivity, Supporting Material, Information Delivery, Content Hosting</td>
<td>ON24</td>
<td>Pre-Production Moderation</td>
<td>Registration / Fees / Program / Presentations / Video / Sponsorship Links / Social Media</td>
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<td>WebEx Ev Center</td>
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<tr>
<td><strong>Tutorial / Seminar / Lecture / Symposia</strong></td>
<td>Live, Prerecord, Simu-live, Interactivity, Information Delivery, Content Hosting</td>
<td>ON24</td>
<td>Pre-Event Consult</td>
<td>Registration / Fees / Program / Presentations / Video / Sponsorship Links / Social Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adobe Connect</td>
<td>Pre-Production Moderation</td>
<td></td>
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<td></td>
<td></td>
<td>WebEx Ev Center</td>
<td>Live Production Post Production</td>
<td></td>
</tr>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Networking Session / VIP Experiences</strong></td>
<td>Live, Interactivity, Open or Invite Only, Information Shared, Supporting Material, Business Exchange</td>
<td>Zoom</td>
<td>Pre-Event Consult</td>
<td>Registration / Fees / Agenda / Presentations / Supporting Materials / Sponsorship Links / Social Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Slack</td>
<td>Pre-Production Moderation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WebEx Personal Rm</td>
<td>Live Production Post Production</td>
<td></td>
</tr>
</tbody>
</table>

Source: IEEE MCE, s.root@ieee.org

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# IEEE Virtual Event Framework – By Event Size

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Attributes</th>
<th>Platforms</th>
<th>Support Level</th>
<th>Companion Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events Under 100</td>
<td>Live Communication, Interactivity, Engagement, Close Sessions, Agenda, Supporting Materials, Moderation, Policy Changes</td>
<td>WebEx Event Center</td>
<td>Event Set-Up Live Event Mgt.</td>
<td>Registration / Fees / Program / Supporting Materials / Presentations / Publications / Video / Sponsorship Links / Social Media</td>
</tr>
<tr>
<td>Participants</td>
<td></td>
<td>Adobe Connect</td>
<td>Moderation Post-Production</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>VidGrid</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>MS Teams</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events Between</td>
<td>Live and Pre-recorded Communication, Simu-live, Moderation, Group and Individual Interactivity, Open and Closed Engagements, Sales and Lead Infrastructure, Content Hosting</td>
<td>ON24</td>
<td>Produced Post-Production</td>
<td>Registration / Fees / Program / Supporting Materials / Presentations / Publications / Video / Sponsorship Links / Social Media</td>
</tr>
<tr>
<td>100-2,000</td>
<td></td>
<td>Blue Jeans</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Engagez</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events Above 2,000</td>
<td>Live and Prerecorded Communication, Simu-live, Moderation, Group and Individual Interactivity, Open and Closed Engagements, Supporting Materials, Sales and Lead Infrastructure, Content Hosting</td>
<td>Pathable</td>
<td>Pre-Production</td>
<td>Registration / Fees / Program / Mobile App / Presentations / Video / Sponsorship Links / Social Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inxpo Intrado</td>
<td>Produced Post-Production</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Freeman</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- Interactivity – live, chat, email,
- Engagement (polls / surveys)
- Materials (PDFs, videos, QR codes, etc.), downloadable
- Sponsorship break out rooms, executive meetups, etc.
- Post production – video content, re-posting, analytics

Source: IEEE MCE, s.root@ieee.org
# Common Virtual Event Costs

*Event Size / Complexity*

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Small/Simple (up to ~100 presentations, &lt;150 attendees)</th>
<th>Medium/Average (&lt;1000 presentations, 150-1000 attendees)</th>
<th>Large/Complex (1000+ presentations, &lt;150 attendees)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platform/Tool</strong></td>
<td>$2,500-$10,000</td>
<td>$5,000-$25,000</td>
<td>$25,000+</td>
</tr>
<tr>
<td><strong>Support Services</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Train authors/presenters</td>
<td>$2,500-$10,000</td>
<td>$10,000-$25,000</td>
<td>$35,000+</td>
</tr>
<tr>
<td>• Develop Virtual Program</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Event Build</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Presenter Support &amp; QA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Engagement Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Daily Pre-record</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Production Services</strong></td>
<td>$2,500-$10,000</td>
<td>$10,000-$50,000</td>
<td>$50,000-$300,000+</td>
</tr>
<tr>
<td>• Building the event in the system</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Publishing/Hosting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Pre-recorded playback</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Concurrent live tracks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Live Event Technical Support</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: IEEE MCE Digital Events
2021 Budgeting by Event Type

**Traditional Event**
- Plan as usual, but be prepared to cancel and scale back if things persist
- Be aware of no cancellation insurance and closely examine your force majeure clauses to ensure you can absorb a loss
- Have very clear refund/non-refund policies in place to eliminate questions

**Hybrid Event**
- Consider the budget/pricing from the start
- Book less space with reduced attendance
- Consider impacts of social distancing
- Implement iron clad force majeure, cancellation, & refund policies
- Budget for your virtual component
- Ensure pricing covers costs, projects returns of 20%, supports authors in publishing, & includes charges for non-author participants to encourage incremental participation
- Market from start to build demand
- Check in with IEEE partners often to monitor the situation and minimize obligations/risk

**Virtual Event**
- Consider being bold and going virtual from the start
- Budget to cover costs for authors and invest to engage more sponsors
- Don’t be confined to the traditional schedule
- Utilize our services & learnings to support the community and minimize obligations until the physical environment permits more safe gathering
# Financial Planning for Different Event Types

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Traditional</th>
<th>Hybrid</th>
<th>Virtual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation Fees (incl. Tutorials/Workshops)</td>
<td>Full Price</td>
<td>Full Price for Authors Small to significant reduction for Virtual Attendees</td>
<td>Reduced Price for Authors Small to significant reductions for Attendees</td>
</tr>
<tr>
<td>• Authors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Attendees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitors</td>
<td>Full Price</td>
<td>Full/Reduced Price</td>
<td>Evaluate Based on Offering</td>
</tr>
<tr>
<td>Sponsors</td>
<td>Full Price</td>
<td>Full Price (maybe more)</td>
<td>Evaluate Based on Offering</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Traditional</th>
<th>Hybrid</th>
<th>Virtual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>Full Cost</td>
<td>Full Cost (maybe more)</td>
<td>Reduced Costs</td>
</tr>
<tr>
<td>• Event Planning</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Attendee Registration</td>
<td></td>
<td></td>
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<tr>
<td>• Peer Review Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local Arrangements</td>
<td>Full Cost</td>
<td>Reduced Cost</td>
<td>No Cost</td>
</tr>
<tr>
<td>• Meeting Rooms</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Catering</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Audio Visual</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual Technology &amp; Production Costs</td>
<td>N/A</td>
<td>Full Cost (maybe more)</td>
<td>Full Cost</td>
</tr>
</tbody>
</table>
The Value of Digital Content

Why digital content matters for attendees

- Sharing peer-reviewed content
- Access to keynote speakers and luminaries
- Continuous engagement
- On-demand access

- Increased accessibility & wider reach
- Broader networking opportunities
- Sponsor appeal
- Smarter analytics
Top 10 Tips for Pivoting to Virtual

*Designing virtual events with impact*

01. Build Your Program Around Your Key Audience
02. Spread Content Over 2-3 Weeks
03. Incorporate the Arts to Inspire
04. Security Matters
05. You Can Attract Sponsorship!
06. Attendees Want Info, Not Perfection
07. Cut Through the Noise, Do Something Unique
08. Leverage Your Video – On-demand / Live
09. Prepare for Glitches
10. Get Feedback Quickly After the Event

Source: IEEE MCE, ieee-mce@ieee.org

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Closing

Emergency vs. forward planning

- IEEE Conferences Committee, MCE, and your OUs have been here with you from the start and will continue to partner with you.
- Our top priority is helping organizers in 2020 to renegotiate contracts, implement force majeure, transition to virtual, and successfully complete work that was initiated.
- For future conferences, MCE and IEEE Conferences Committee will continue to build resources, provide guidance and support, and offer services.
- To further explore emergency transition needs please contact: eert@ieee.org.
- For general questions and to explore options for further years contact: ieee-mce@ieee.org.
  - We will be reaching out to individuals with responses to questions submitted in advance of this webinar.
- For more information visit: https://ieeemce.org/virtual-events/.
Thank You!