THE STATE OF VIRTUAL CONFERENCES 2021









Celisa Steele



Iames Parker





leadinglearning.com/ virtual-conferences-report



virtual conference

- : Web-based event that replicates aspects of a traditional place-based conference, membership meeting, or trade show
- : standalone or as a hybrid
- : multiple sessions, **not just a single**Webinar or Webcast
- : in real time (synchronously), on demand (asynchronously), or both

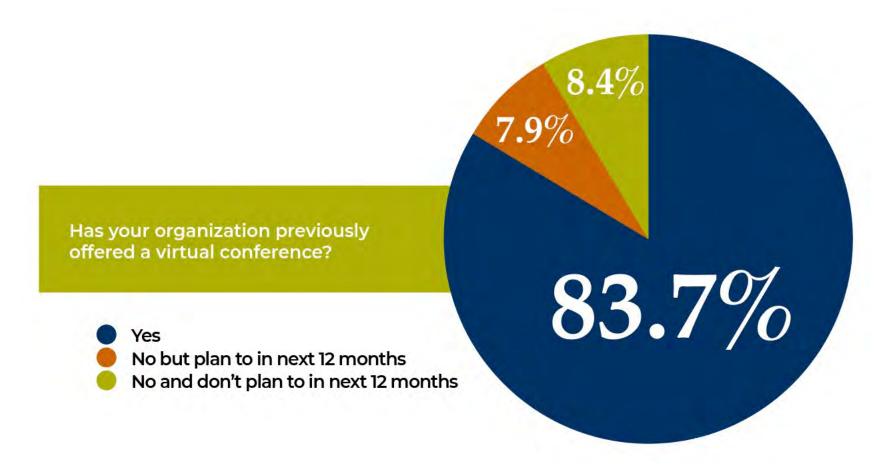
Have you offered a virtual conference?

- Yes
- No, but plan to in the next 12 months
- No, and don't plan to in the next 12 months

How has COVID impacted you?

- COVID pushed us to offer our 1st virtual conference.
- COVID led us to expand our virtual conference offering(s).
- COVID hasn't impacted what we're doing or not with virtual conferences.

use of virtual conferences



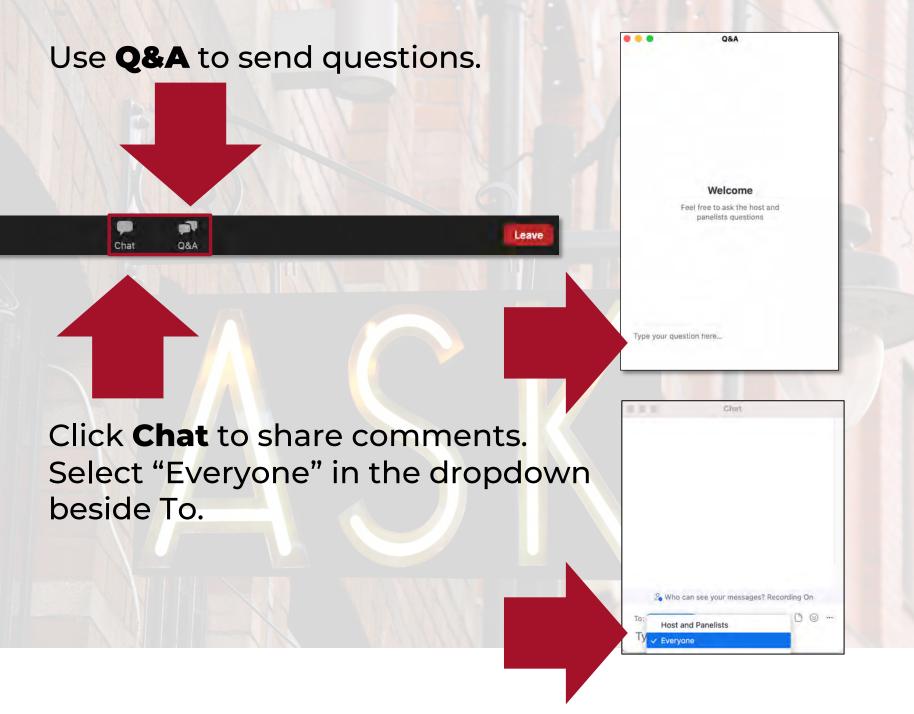
Source: The Virtual Conferences Report by Celisa Steele and Jeff Cobb (Leading Learning, 2021).

Why did your organization decide to offer a virtual conference?

93.5% due to COVID-19

agenda

- background on Leading Learning, Tagoras, and Digitell
- 3 takeaways from the data
- 3 implications for your organization
- the future of virtual conferences
- your questions and comments









- 40+ years in learning and education
- deep experience with learning businesses
- learning business-focused resources
 - www.tagoras.com/perspectives
 - www.leadinglearning.com
- Leading Learning Podcast
 - www.leadinglearning.com/podcast







Experience ABOUT DIGITELL

DELIVERED OVER OVER **POSITIVE** HYBRID & VIRTUAL EVENTS YEARS OF INDUSTRY EXPERIENCE **REVIEWS EXISTING** CLIENTS







HYBRID * VIRTUAL * ON-DEMAND



LEARNING •
TECHNOLOGY
• DESIGN = Learning • Technology • Design is brought to you by Tagorus.

3 takeaways from the data

It needs to be challenging

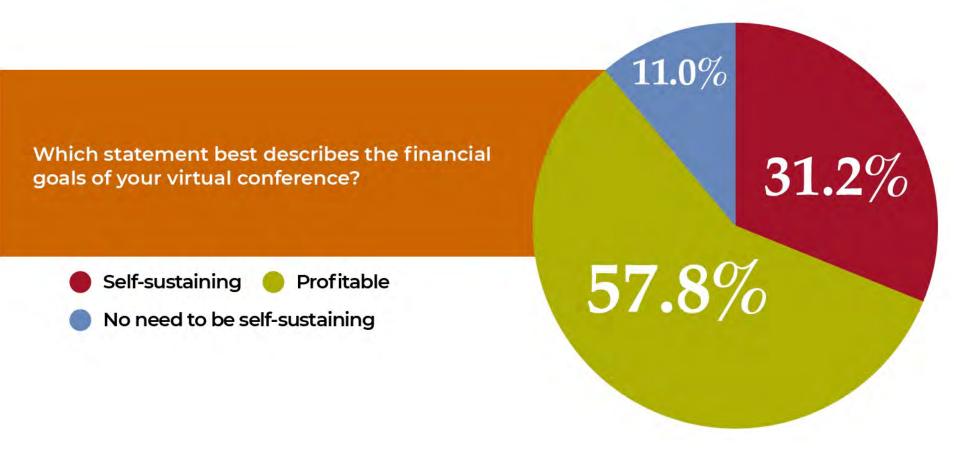
- Strategy is MIA.
- Fees and sponsorships are growing of a Rasmuser, C. (1994). Designing learning and technology of Rasmuser, C. (1994). Designing learning and technology of Regional Educational Laboratory. [Online]. Available: http://www.ncrtec.org.metry/porfile/profusive.htm and Schlechty. R. C. (1997). http://www.ncrtec.org.metry/porfile/profusive.htm and Schlechty. R. C. (1997).
- Interactions are rising.





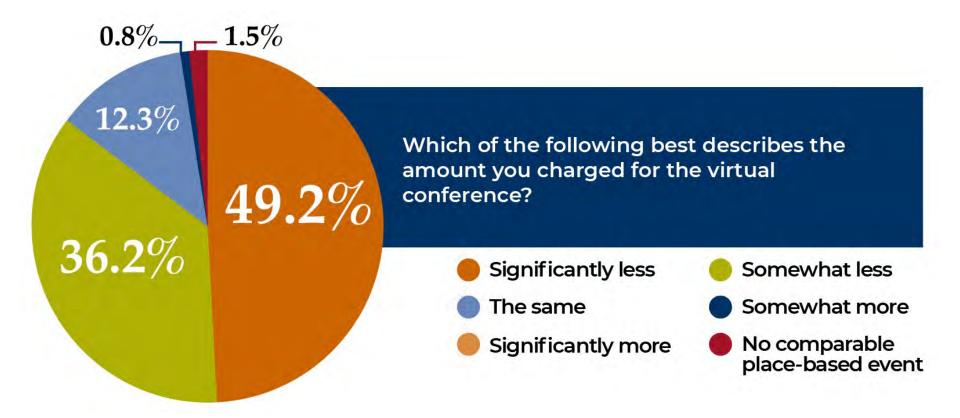


financial goal



Source: The Virtual Conferences Report by Celisa Steele and Jeff Cobb (Leading Learning, 2021).

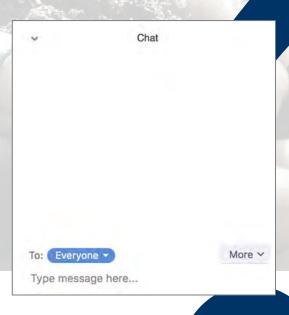
registration fees



Source: The Virtual Conferences Report by Celisa Steele and Jeff Cobb (Leading Learning, 2021).

If you have offered or plan to offer a virtual conference, what is your approach to pricing?

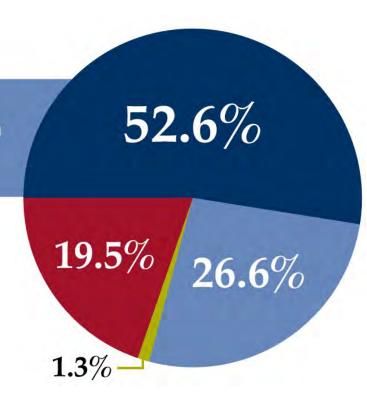
Select "Everyone," and share in the chat.



sponsors and exhibitors

Did your virtual conference generate revenue from sponsorships or exhibitor fees?

- Both sponsor and exhibitor fees
- Sponsorships only
- Exhibitor fees only
- No revenue from sponsors or exhibitors

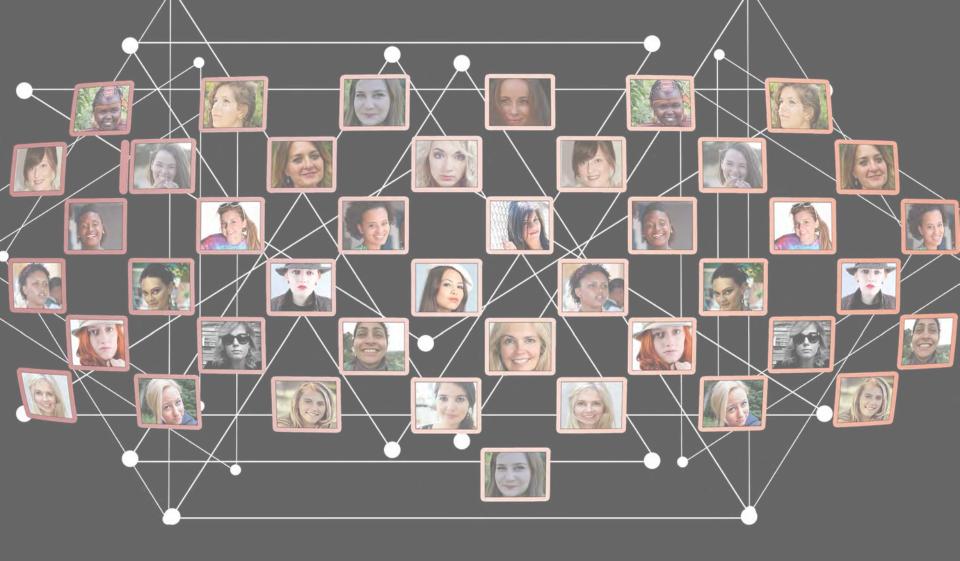


Source: The Virtual Conferences Report by Celisa Steele and Jeff Cobb (Leading Learning, 2021).

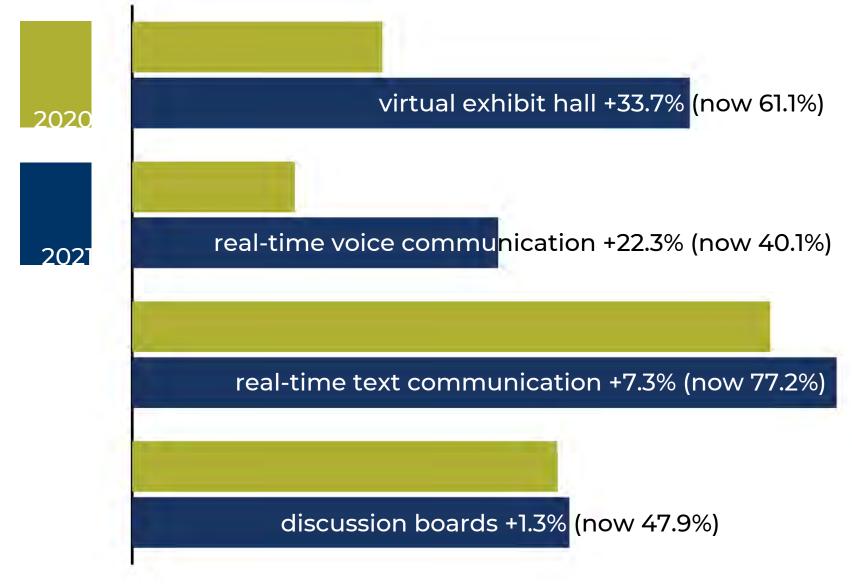
If you have offered or plan to offer a virtual conference, what is your approach to pricing?

Select "Everyone," and share in the chat.





Interactions are rising.



Sources: *The Virtual Conferences Report* (Leading Learning, 2021) and The Virtual Conferences Report (Tagoras, 2020), both by Celisa Steele and Jeff Cobb.





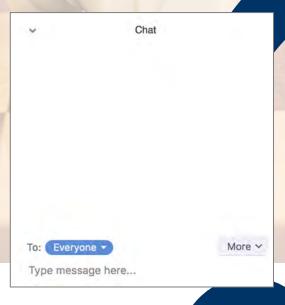
Strategy will drive sustainability.

strategic considerations

- objectives
- value
- differentiation
- portfolio

If you have offered or plan to offer a virtual conference, how strategic have you been?

Select "Everyone," and share in the chat.

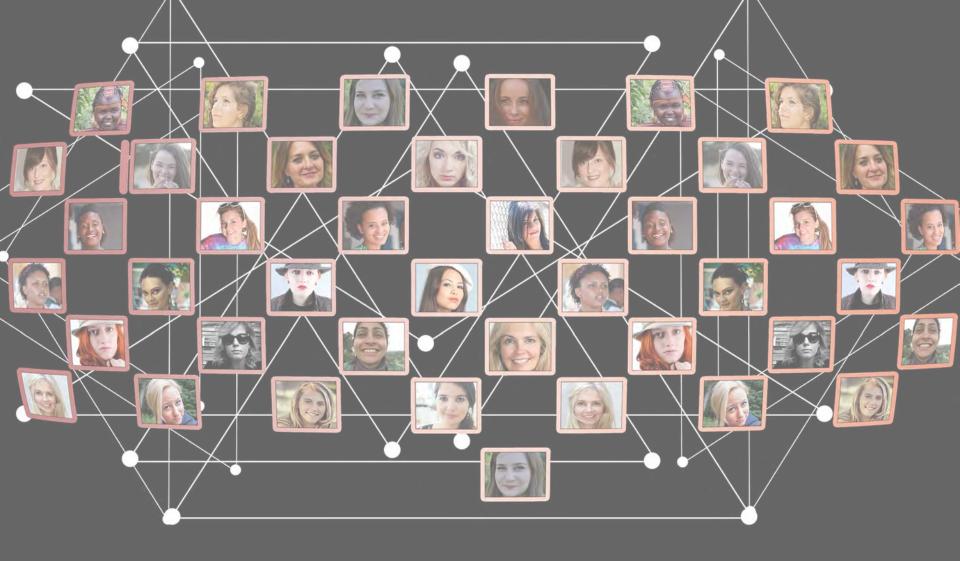




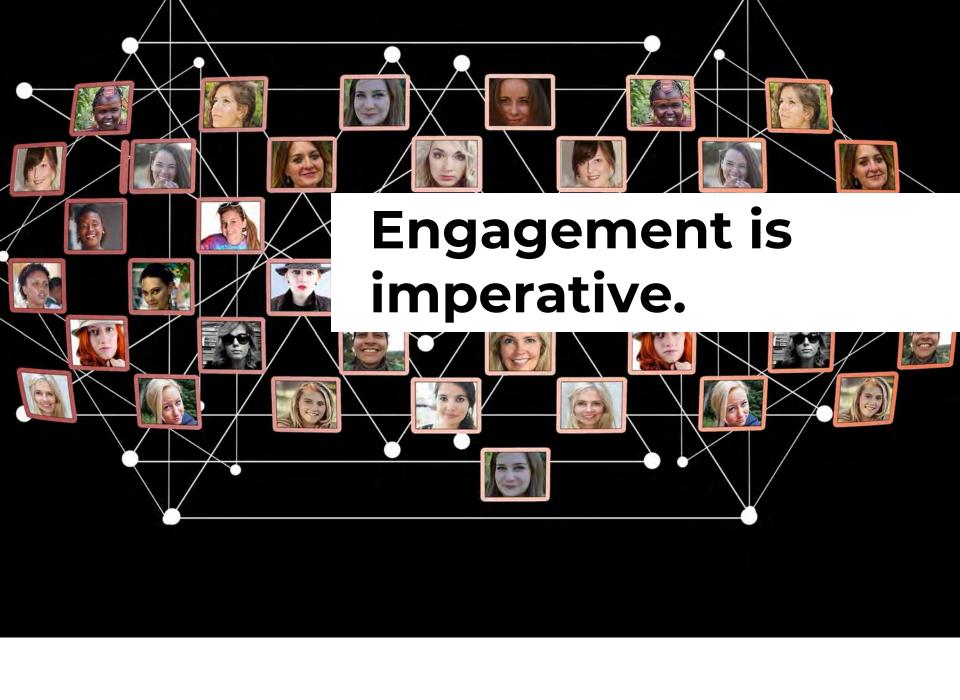


viable business model

- registration fees for attendees
- sponsors and exhibitors
- content strategy
- disaggregation



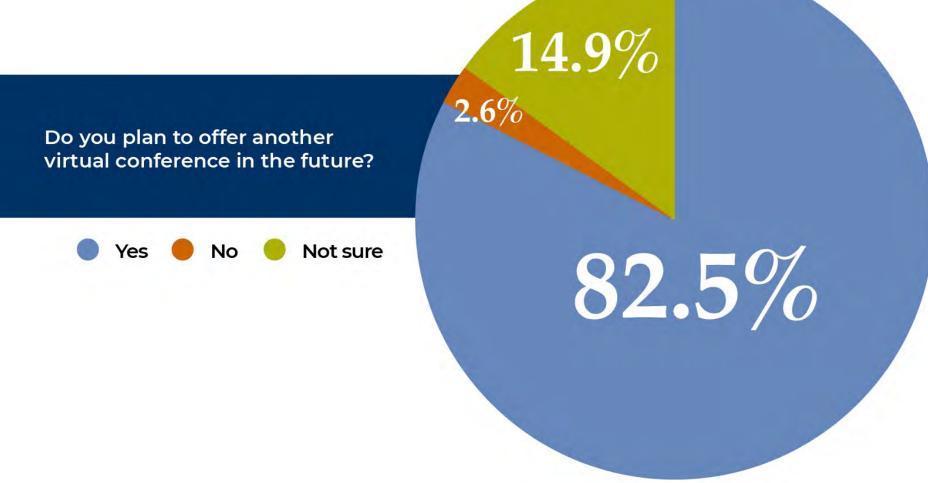
Interactions are rising.



design to engage

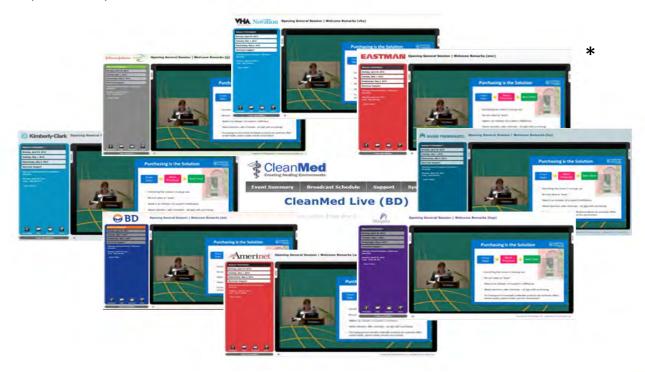
- desired outcomes
- technology
- staffing
- training
- metrics

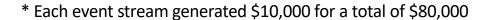
future of virtual conferences



Source: The Virtual Conferences Report by Celisa Steele and Jeff Cobb (Leading Learning, 2021).

"Live Streaming Education to their website was seen as a huge benefit by our corporate sponsors."

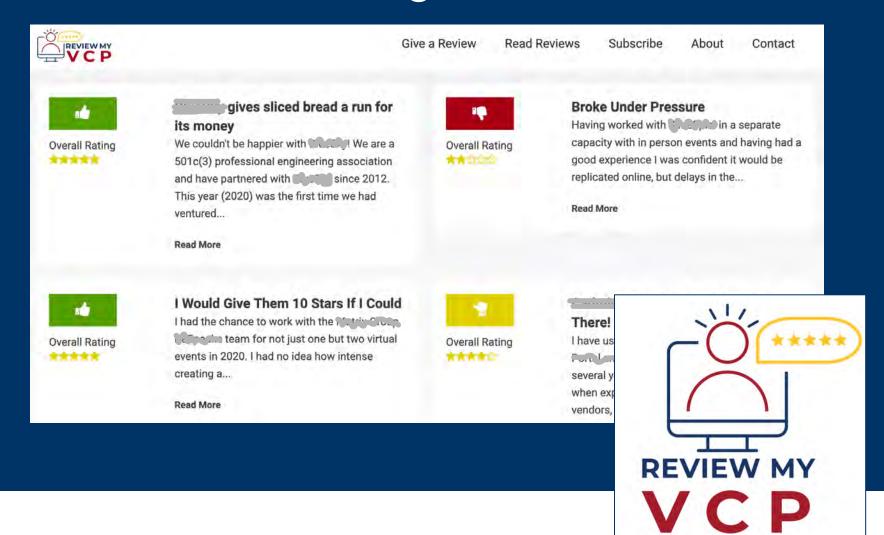








Peer reviews to help you vet platforms ReviewMyVCP.com





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