

LOOKING AHEAD; OPPORTUNITY TOOL KIT



Virtual Events

The magic of virtual events is the opportunity for unlimited scalability with a worldwide audience. There are many platforms available to host these events, options to consider include sponsor visibility and ROI, networking and connectivity options for attendees, program formats and interactivity, as well as gamification. Prices will range from hundreds to tens of thousands of dollars.

Points to Consider for Virtual Events:

- It is recommended to keep the days shorter than an in-person conference. Keep each day's agenda to two to four hours, over a number of days, as attention begins to diminish after a couple hours in front of a computer.
- Registration pricing for virtual events can range from free to thousands of dollars. The recommended monetization strategy is to set the registration fee low, with the objective to broaden the registration pool. There are other options, depending on the industry and other factors.
- At minimum we can plan and execute a virtual event in eight weeks, if the content is ready. However due to the increase in virtual events in 2020, platform providers are commonly requesting a minimum of ten to eleven weeks. Remember that the same rule holds true as with in-person events; that the more time to promote the event, the greater opportunity there is to increase attendance.
- There are many different opportunities available for sponsors. Managing Matters can create a specific sponsorship options tailored to your audience and specific needs. With virtual events, sponsorship is key and ROI for sponsors becomes critical.
- Don't forget to integrate networking opportunities into your virtual event, some examples are online chats, Q&A sessions, gamification and app integration.
- A lot of content from your previously planned in-person event can be tailored to virtual depending on the nature of the program and the platform you choose. For example, a presenter with a PowerPoint slide versus an interactive workshop, both are available virtually. It would just require different features on the platforms and would be different price points.
- Be sure to record your sessions to ensure future access and monetization. The recording is helpful for archival purposes as well.

Virtual events are an exciting opportunity to grow your audience and collaborate with others around the globe, which may have not been possible with an in-person event. We would love to discuss how we can support you with the planning and execution of your virtual event.

Governance

So many organizations already hold board meetings virtually and the option to run your Annual General Meeting (AGM) virtually can be just as smooth!

The first step is to review your Bylaws to understand if there any clauses explicitly prohibiting the association from holding electronic AGMs. If you are unable to hold an electronic AGM, based on your bylaws, then you are automatically able to delay your AGM until social gatherings are allowed again. The delay should be communicated with your members.

If you are a not-for-profit incorporated federally in Canada, you must hold your AGM within 6 months of your fiscal year end. However, you can apply to Corporations Canada for an extension. We anticipate they will grant most extensions, based on the current environment. The extension is granted for one fiscal year.

Points to Consider for a Virtual AGM:

- Ensure all members are provided electronic access and the ability to vote electronically.
- Communicate the date and details well in advance to members so they can mark their calendars.
- Allow people to register for the AGM to help track quorum.
- Allow people to submit proxies, if they cannot attend, so quorum is still met.
- Consider adding an interactive professional development portion before or after your AGM. This could be a speaker or a panel of experts.
- Ensure your technology is tested with a group in advance so there are no connection issues on the day of!

Annual General Meetings often mark the start of the "new" year for associations, new Board, new ideas and an opportunity to collectively contribute to the association. We have previous experience with setting up electronic voting and broadcasting in-person AGM's live and we would be thrilled to help your association make this leap to a virtual AGM. Please contact us to setup a virtual meeting.

E-learning

E-learning is more important than ever, to ensure your members collaborate and professionally grow. It also is an opportunity for you to be the champion and leader in your industry during this unpredictable time. As you review your current e-learning initiatives and/or explore new programs.

Points to Consider for Virtual E-learning:

- **Designing Your Program:** Are you looking at converting current classroom training, certification courses or onboarding members to a virtual environment? Will you need a partial re-design or a full re-design to move to virtual? If it is an entirely new program, the design can be created from the start with the virtual environment in mind.
- **Evaluation:** Do you need quizzes to test the learner's knowledge? Some LMS solutions offer the ability to set security (e.g., passwords to access, screenlocking) and timed exams as well as automatic grading for multiple choice tests
- **Learner Experience:** Do your learners have access to the tools that will allow them to fully access the course or training? Are they in different time zones? Do you need a platform for them to engage asynchronously and will that platform take the form of an open, unmoderated chat group or a moderated group with support provided by the instructor? Do you need to set up a mentoring or coaching program for remote learners to connect with mentors using a specialized software?

Professional Development is key member benefit and we want to help you set up your e-learning program for success. Please contact us to setup a virtual meeting about e-learning.

Networking

Networking is one of the number one reasons why an individual joins an association. More than ever networking with our peers and colleagues is needed to ensure we are sharing best practices and keeping each other motivated, while increasing your member value proposition. There are a number of virtual options for creating connections.

Ideas to Consider for Virtual Networking:

- Virtual Coffee Chats
 - Organize one-on-one meetups between your members. You can organize it so they to discuss a specific topic or leave it open ended for each connection to determine the focus of the meetup.
- Virtual Mentorship Programs
 - With school being out for students, this a great opportunity to connect with them and help to re-engage them with their chosen industry.
- Online Committees
 - Create online discussion boards for your members to share concerns, questions or best practices. The best way to find solutions is together.
 - Plus, this is a great opportunity to understand the needs of your members, which ensures you are providing them with relevant and timely content.
- Remember to have fun!
 - Create an online competition or game for your members to compete against one another! A little friendly competition never hurt anyone.



Quick Wins

Here are some easy to implement ideas for the coming weeks to continue to deliver value to your members, using your already established tools and platforms:

- Online Book Clubs
- Additional Webinars
- Panel Discussions
- Review your past webinar recording and articles to create a resource centre for your members.

Interested in implementing these ideas? Talk to your team lead about the quick wins above and start providing additional benefits for your members!