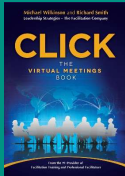


# Virtual Conferences

## Success through the 6 Ps



Adapted from  
**CLICK: The  
Virtual Meeting  
Book**

Leadership  
Strategies  
Level up.

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## The 6 Ps

Leadership  
Strategies

### Purpose

Define **FIRST** by answering the questions:

- Why are we holding this conference...what is our purpose? (why)
- How will we define success? (measures)

**Note: This statement is important!**

- It forms the foundation for all the other Ps.
- It provides clarity to the entire planning team when making decisions.

**Bottom Line:** Take the time to get it right!



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## Sample Purpose Statement

The purpose of this conference is to have members benefit from an education and networking opportunity while raising funds for the organization.

← Why

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The purpose of this conference is to have members benefit from an education and networking opportunity while raising funds for the organization.

← Why

We define success by:

← Success

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## Sample Purpose Statement

The purpose of this conference is to have members benefit from an education and networking opportunity while raising funds for the organization.

← Why

We define success by:

← Success

- X paid registrants
- X% indicate educational opportunities were beneficial or highly beneficial
- X% indicate networking opportunities were beneficial or highly beneficial
- \$X net proceeds to the organization

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## The 6 Ps

### Product

- What will be the products of the conference?
- What do we want participants to have when the conference is over?
- The 3 Hs of product:

**Hands** • *Actions to take, People to follow-up with*

**Head** • *Practical information they can put to use*

**Heart** • *So beneficial, they will make it a priority to be back next year*



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## The 6 Ps

### Participants

- Who is the target audience?
- What is their role?
- What types of organizations are they in?
- What are their needs?



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## The 6 Ps

### Probable Issues

- What are the most critical issues facing the audience and the industry?
- What are the most important topics for the conference to address?



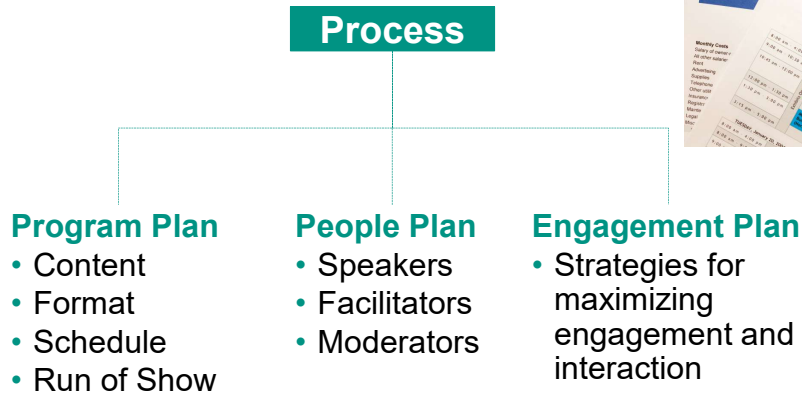
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## The 6 Ps



## The 6 Ps

### Process: Program Plan

### The Questions

- **Content** – What theme and topics?
- **Format** – What formats will we offer?
  - Plenary
  - Concurrent
  - Panels
  - Fast Talks
  - Birds of a Feather
- **Schedule** – What will be the overall schedule?
- **Run of Show** – What will happen, when, and who will lead, assist, etc.?

## The 6 Ps

### Process: People Plan

#### The Questions

- Speakers
  - Who are the speakers most knowledgeable about the content areas?
- Facilitators
  - Will we use one or more facilitators to “facilitate” the program, guide breakouts, work with speakers, etc.?
- Moderators
  - Will we have moderators for each session to address technology issues?

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## The 6 Ps

### Process: Engagement Plan

#### The Questions

- What strategies will we use for maximizing engagement and interaction?
  - Plenary
  - Concurrent
  - Panels
  - Fast Talks
  - Birds of a Feather
- How will we work with speakers **prior to plan** engagement?
- How will we assist speakers **during the session to execute** engagement?

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# Engagement!



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# Engagement!

- Many conferences **don't** use even the **standard** virtual engagement tools.
- **We show you** how to put your virtual conference on steroids...

| Features          |
|-------------------|
| Breakout          |
| Chat box          |
| Hand raise        |
| Named annotations |
| Poll              |
| Video             |
| Whiteboard        |

## Sample Conference Engagement Strategies

- Appreciations
- Breakout Groups
- Brief Encounters
- Dump and Clump
- Elevator Speech
- Future Letter
- Group Questioning
- Journaling
- Last Person Standing
- Lobbying
- More of / Less of
- One Minute Collaboration
- Rotating Flipcharts
- Start / Stop / Continue
- Whip

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## The 6 Ps

### Platform

- Registration / Execution .... 1 Platform
- Offers unique audience engagement features like:
  - Note taking that is tags the specific video it's linked
  - Polling for better input and engagement
  - Chat feature for real-time Q&A and interaction
  - Hashtag feed
- Our partner PullSpark – Memory Makers



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## The 6 Ps

- Purpose
- Product
- Participants
- Probable Issues
- Process
- Platform

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## How We Can Help You Convert Your Conference

1. We can help you redesign the conference.

- Virtual technology
- Engagement strategies for plenary sessions
- Facilitator guides for breakout sessions

**Session Design  
Services**

2. We can then provide one facilitator or an entire team.

- Master facilitator to manage plenary engagement
- Breakout facilitators to lead concurrent sessions

**Facilitation  
Services**

3. Our partner PullSpark can bring the technology solution.

**PULLSPARK**

*Here's to Your Success!*