SHRM Volunteer Leader Connection Webcast: Transitioning to a Virtual Event

May 8, 2020
Today’s Agenda

- Welcome, Current/Upcoming Resources for Affiliates:
  Mike Aitken, SHRM

- Special Presentation: Transitioning to a Virtual Event:
  Angela Elder, Vice President of Events, SHRM
  Jamie Bosley, Artistic Director, Event Experience, SHRM

- Q&A

*Reminder: Archived webinars can be accessed through original registration link
MIKE AITKEN
SENIOR VICE PRESIDENT, MEMBERSHIP
SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Mike.Aitken@shrm.org
@SHRMSVPAitken
Benefit Highlight: Coronavirus Resources

Available Member Resources

**News**
Stay up-to-date with the latest coronavirus workplace implications on SHRM.org, or subscribe to our specialty e-newsletters.

**Resource Spotlights** - Access toolkits, policies, news and more—in one place.

**Webcasts** - Attend in real time or on-demand to hear from the CDC and other reputable sources.

**Ask an Advisor** – Call, email or chat with SHRM’s certified HR Knowledge Advisors ready to personally assist you with your unique COVID-19 questions.
Benefit Highlight: Coronavirus Resources

COVID-19 Government Response and Resources - Find curated resources on federal legislative, state and federal regulatory updates affecting your workplace.

SHRM APP - Download the SHRM APP for up to the minute resources and updates delivered right to your device.

Virtual Offerings and SHRM Speakers Bureau: We’re constantly evolving our professional development opportunities so you can keep learning without leaving your home. Find countless opportunities to learn virtually via a SHRM virtual conference, educational program, cert prep course and more. Plus, SHRM Certification has rolled out a remote proctoring option, so you can stay on track to earn your SHRM-CP or SHRM-SCP with an option to test from home.
Resources for Volunteer Leaders

- Volunteer Leader-Dedicated COVID-19 Webcasts (*ongoing*)
  - SHRM Affiliate Resources for COVID-19 (3/19)
  - COVID-19 SHRM Research Advance Briefing (3/31)
  - COVID-19 Legislative Guidance (4/22)
  - Transitioning to a Virtual Conference (5/8)

- Exclusive SHRM Research Opportunities and Briefings (*ongoing*)

- Affiliate Digital Assets (*ongoing through the VLRC “Campaign-in-a-Box”*)

- Volunteer Leader Virtual eLearning Resources (*more to come*)

- Partnering with Affiliates on Virtual COVID-19 Content (*more to come*)

Latest SHRM Resources: Stay Tuned to pages.shrm.org/futurework/ and the VLRC
Just Released for Your Chapter or State Council!
SHRM Affiliate Website Graphic: “Navigating COVID-19”

✓ If you have a SHRM-provided affiliate website for your Chapter or State Council, the graphic should already be displaying! **Check out your website today.**

✓ **For non-SHRM-hosted affiliate websites:** You may upload either graphic to your website to highlight SHRM’s COVID-19 toolkit.

Questions? Issues? 
Contact Meredith.Nethercutt@shrm.org
Creating an Engaging Virtual Event

Angela Elder, VP Events, SHRM
Jamie Bosley, Artistic Director, Event Experience, SHRM
Importance of an Event...Organizer

- Develop lasting business relationships
- Build partnerships/Brand recognition
- Keep customers informed of new business developments
- Increase revenue
- Turn customers into company advocates

Why an Event?
Importance of an Event...Attendee

- Hear straight from the experts
- Meet with solution providers
- Be energized & Have fun with peers
- Explore new offerings
- Gain fresh perspectives
Virtual is more than …

A whole new spin on lunch and learn! #remotelearning #shrm_talent
Virtual Event: Best Practices
Don’t replicate: Focus on creating a great digital experience. Content for virtual events is different than for live events. Take the time to think about and map out the virtual journey for the participants.

Objectives first: “Why” matters. Why are we bringing people together? What is the objective of the event? What are the objectives of each of our stakeholders?

Design the entire experience: From the first communication to the attendees all the way to the final survey and how to link the experience back to the attendees.

Map out all connections: From video to audio interactions to how will participants see, hear, and interact with each other. Who do they need to see? Will Q&A be weaved in throughout? Polls?
Virtual Event: Best Practices

Use professionals: Successful virtual events should have a moderator or facilitator who have experience in digital events to manage the meeting flow.

Clear audio and video: Make sure speakers sound and look good!

Offer guidance: Guide everyone on how to use the tools! Remove or disable any features that aren’t being used. Simplify it for the audience.

Support everyone. Make the experience easy and positive for all attendees by providing technical support proactively and conveniently.

Test, test, test. Make sure to test every single component including audio, slides, connectivity, videos, polls, etc.
SHRM’s Experience-Success Tips
SHRM’s Experience-Success Tips

- **Communication**: Have a clear Communication Strategy
- **Diversify your Delivery Format**: Offer a variety
- **Set the PACE**: Practicality, Audience, Content, Engagement
Communication

Before the event:
- Keep the attendees engaged updated
- Set the Expectation: Share a day at a Glance, what sessions will be recorded, which sessions are Live Only..

During the event:
- Keep the attendees engaged
- Be active on social media
- Assign moderators from your team to answer questions
- Keep your organization’s message persistent
- Work with the digital vendor to sync the communication, if needed

After event:
- Reminder of benefits and post event offerings (On Demand)
- Post event survey
Diversify Your Delivery Format

- Pre-recorded sessions
- Video streaming
- Live Q&A
- Short sessions-”Smart Stage” (15-18 min)
- Long Sessions (1h)
- Single speakers
- Panels
- Add surprises!

Digi-Why?

We Provide Intelligence On
- Tracking allows you to have insight into where your job videos are being viewed, shared, and where your applicants & hires are coming from.
- New tools you are reaching through social media, discussion groups, other sites

Social Sharing Is At An All-Time High
- Over 60% of Digi-Me's client applicants are coming in through free social sharing
- 50% reduction in cost per hire
- Video increases engagement and views.
PACE (Practicality, Audience Profile, Content, Engagement)

1. Use data & know your Audience

2. Strong & relevant Content

3. Attendees' Engagement

4. Practicality of platform
Click “Attend Session” to join General Sessions, Concurrent Sessions, Smart Stage Lunch & Learns, Stretch & Connect breaks and other networking opportunities of your choosing. You can also note times for sessions you do not want to miss by clicking “Add to Calendar.” If you decide to jump to another concurrent session, you can easily session swap!

Preferred Timezone

Concurrent Sessions

  - 11:30am - 12:30pm Eastern - April 21, 2020
  - Susan Collins, Speaker

- **LIVE ONLY! Talent in the Future of Work: Futureproof Your Workforce**
  - 11:30am - 12:30pm Eastern - April 21, 2020
  - Kathi Endres, Speaker

- **Out of Office Success: Remote Screening and Selecting in a ‘COVID-19’ World**
  - 11:30am - 12:30pm Eastern - April 21, 2020
  - Karl J. Abrich, SHRM-SCP, Speaker
Knowing your Audience will help you provide the best experience:
• Content
• Activities/ networking topics
• Technology to use

Know your Audience by knowing
• What they value
• Tech savvy
• Decision Makers
• Industries
PACE: Content

- Start Strong
- Concise Agenda
- 3 Day Conference
- 14.75 PDCs
- 11 Partners
- 59 Thought Speakers
- 22 Hours Live Streaming (51 hours of Solid Content)
- 38 Recorded Sessions/Access to SHRM On Demand Library
During Sessions

Reducing Implicit Bias in Your Talent Lifecycle

Eric Ellis
President & CEO, Integrity Development Corporation

320a - Transforming How We See Talent
Keynote(s):
- Johnny C. Taylor, Jr., SHRM-SCP

1) Please rate Johnny C. Taylor, Jr. on presentation skills:
   - Excellent
   - Very Good
   - Good
   - Fair
   - Poor
   - No opinion/Not Applicable

2) Please rate the session on the relevance of the content to your role:
   - Very Relevant
   - Relevant
   - Somewhat Relevant
   - Not too Relevant
   - Not at all Relevant
   - No opinion/Not Applicable

3) Please enter any comments regarding the speaker or content of this session:

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Stretch Breaks

PACE: Engagement
Meetings with Solution Providers

Chat rooms to interact with SHRM business solution partners, SMEs and sponsors

Schedule time to e-meet with a solution provider via the 1:1 Meeting
Virtual Happy Hours
• Swag bags to attendees
• Virtual wine tasting
• Food delivery or coupons for delivery service (Uber Eats, Grubhub)
• Gamification-Virtual Contest

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**PACE: Engagement "Extras"**

- One complimentary registration for Talent 2021
- One complimentary talent seminar of their choosing
- One Amazon gift card

Winners will be selected at random from the Leaderboard champions. Eligibility: You must be a registered attendee of SHRM Talent Virtual Experience. The following personnel are ineligible, and therefore excluded from winning any prizes associated with the Virtual Challenge: SHRM Staff, exhibitors, vendors and volunteers.

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**Overall Leaderboard**

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<tr>
<th>Rank</th>
<th>Name</th>
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Let’s Talk Money
Cost ranges between $35K - $125K depending

- Platform look (basic, 2D, 3D)
- Delivery format choice
- Session recorded
  - Live Streaming -> $800 per hour
  - Chat rooms -> $250
  - Partner/Exhibit Profile -> $100-$500
  - Speakers Management -> $200-$500 per speaker
  - Event Management -> $3,000-$6,000

*Additional cost may apply for the license for software

Digital vendors to consider:
- 6Connex
- Intrado
- Digitell
- WorkCast
How to price?

Same as in person as long as you deliver value to attendees
Exhibitor & Sponsor Opportunities

- Branding on the platform/General Sessions
- Paid speaking slot (Concurrent & Smart Stage)
- Sponsorship of Chat Room (Stretch & Connect)
- Event Partner Directory
How was it?
Elizabeth Jaszczak
26 minutes ago

The SHRM staff did an amazing job with the technology--I signed on with no issues at all.

Endeliza Ramos
1 minute ago

I've learned so much about so many people and I feel I networked more than during the in-person conference!

Zach Ridd
1 minute ago

@Endeliza, I have spoken with more people during this conference than I would have during a live conference.

Jennifer Eckels
1 minute ago

SHRM did a great job this year with the conference. I enjoyed it as much as chatting with all of you.

Rachele Gaudin
just now

I love this running chat; you would not have had the opportunity to connect like this at the in-person conference :)

Jennifer McCormick
1 minute ago

I like watching the energy of presenters on stage and I don't feel like it translates as well over video.
Thank you!

Angela Elder <angela.elder@shrm.org>

Jamie Bosley <jamie.bosley@shrm.org>
QUESTIONS?

Questions? Suggestions? Please contact:
Meredith Nethercutt
Manager, Member Engagement
Meredith.Nethercutt@shrm.org
THANK YOU

We truly appreciate all you do on behalf of the profession. Please continue to be safe and healthy during these uncertain times.