



# 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

# COVID-19 Pandemic Evolution and Action Strategy

We are here

## Preparation



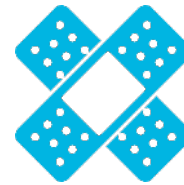
- Standing team
- insurance coverage
- Planning
- Templates & protocols established

## 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

# 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



# Sample of 2020 IEEE Virtual Events



# IEEE Women in Engineering International Leadership Conference (IEEE WIE ILC)

*David Stankiewicz*

Digital Event Producer, MCE Strategic Programs



# 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

# IEEE WIE ILC – Going Virtual

## *Our story*

- ▶ 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 Women In Engineering  
International Leadership Conference

Resources

- Learn more about IEEE Women in Engineering (WIE)
- View message from Dr. Lisa Lazareck-Asunta, 2019-2020 IEEE WIE Chair
- Beating the Odds: Winning Strategies of Women in STEM
- Advancing Technical Women – Research, Whitepapers, Video
- Mentoring Startup Kits, 7 other Resources
- Women's Leadership Resources
- CCL Equity, Diversity and Inclusion Practice



Click this icon to open the Group Chat to network with fellow attendees.

IEEE WIE ILC 2020 Virtual Series | Beating the Odds: Winning Strategies of Women in STEM

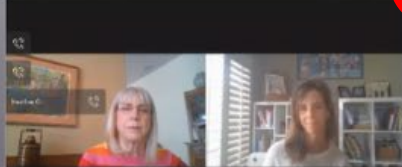
Presentation

# Week 3 of the IEEE Women in Engineering International Leadership Conference

Dr. Heather Quinn  
Vice-Chair, WIE ILC  
Region 6 WIE Coordinator



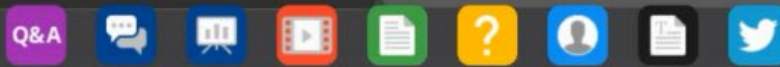
Media Player



Q&A

Enter your question \*

Submit



**Patty Burke**

Strategic Business Partner, Innovation and Leadership Solutions  
Center for Creative Leadership



**Kelly Simmons**

Global Lead – Consultative Solutions,  
Organizational Transformation  
Center for Creative Leadership



Twitter



@WIEILC



Next week, join our Virtual Series for a 24-hour screening of @pioneersskirts, a documentary on the fight for... [twitter.com/i/web/status/1...](https://twitter.com/i/web/status/1...)

IEEEGTBIT Retweeted about 11 minutes ago, By [wielc](#)

Thank you to Kelly Simmons, @enricbernal, and @CCLdotORG for sharing their presentation and framework on "Leading i... [twitter.com/i/web/status/1...](https://twitter.com/i/web/status/1...)

POWERED BY  
ON24

# 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)

# 2020 Live Session Highlights

Registrants, live attendees, Country representation

## Top 5 Countries

Rank	Country	% of Registrants
1	United States	43.8%
2	India	14.3%
3	Canada	6.4%
4	Mexico	3.2%
5	Brazil	2.7%

Date/Time	IEEE WIE ILC Virtual Series - Session Title	Total Registrants	Countries of Total Registrants	Registrants % WIE Members	Live Attendees	Live Conversion
Jun 02, 2020 12:00 PM EDT	Crisis or Opportunity?: The Economic Impact on Underrepresented Communities and How We Move Forward   Event ID: 2370083	1704	83	46%	505	35%
Jun 03, 2020 02:00 PM EDT	Leading in Engineering   Event ID: 2370121	1989	86	47%	572	32%
Jun 09, 2020 01:00 PM EDT	It Takes Resiliency, Curiosity, and Courage - One Entrepreneur's Journey in Technology   Event ID: 2336624	1801	85	46%	424	25%
Jun 10, 2020 01:00 PM EDT	Enabling Digital Transformation and Creating Impacts: Finding the Intersection of Your Passion, Skills and Purpose   Event ID: 2342184	1998	90	45%	449	24%
Jun 11, 2020 02:00 PM EDT	Telle Whitney, Sonita Lontoh, and Kathy Herring Hayashi   Event ID: 2342188	1465	80	48%	227	16%
Jun 16, 2020 01:00 PM EDT	Beating the Odds: Winning Strategies of Women in STEM   Event ID: 2370140	2019	88	46%	407	21%
Jun 17, 2020 01:00 PM EDT	IEEE WIE ILC 2020 Virtual Series   Leading Through Crisis   Event ID: 2370151	1852	85	46%	315	17%
Jun 18, 2020 01:00 PM EDT	CCL Panel with Patty Burke & Kelly Simmons   Event ID: 2370163	1442	79	48%	197	14%
Jun 23, 2020 01:00 PM EDT	IEEE WIE ILC 2020 Virtual Series   Pioneers in Skirts LIVE Keynote and Movie Screening   Event ID: 2370203	1961	85	44%	305	16%
Jun 24, 2020 01:00 PM EDT	Pioneers in Skirts Panel Discussion with Lea-Ann W. Berst, Ashley Maria, and Kathy Land   Event ID: 2370215	1730	81	46%	249	14%



# 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

- ▶ 36<sup>th</sup> 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

## *Our story*

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

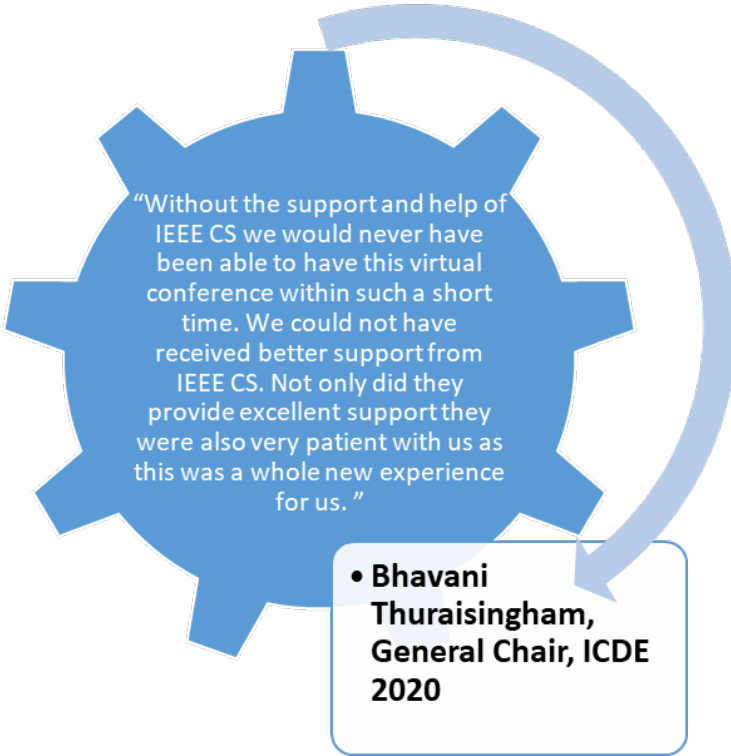
- High-touch collaboration between CS Staff and Organizers
- CS Staff trained over 70 individuals on how to successfully host and moderate a virtual meeting on both Zoom and Zoom Webinar
- Pre-recorded Paper Presentations to mitigate potential technical issues
  - Presentations included recorded video 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’



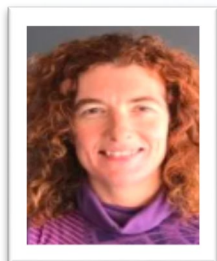
## 2020 ICASSP

*Ahmed Tewfik*

President, IEEE Signal Processing  
Society



# IEEE Signal Processing Society's ICASSP Lessons Learned and Thoughts for Future Conferences



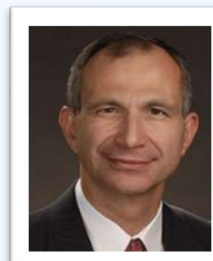
Ana Perez, Xavier Mestre  
ICASSP General Chairs



Miquel Payaro  
ICASSP Finance Chair



Fernando Pereira  
SPS VP-Conferences



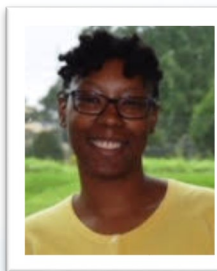
Ahmed Tewfik  
SPS President



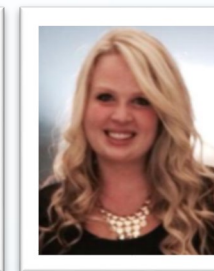
Rich Baseil  
SPS Exec. Director



Caroline Johnson  
SPS Sr. Mgr, Conferences



Nicole Allen, Samantha Walter  
SPS Conference Team



Lea Provost  
MCE Audience Dev.



Steve Esker  
IEEE.tv

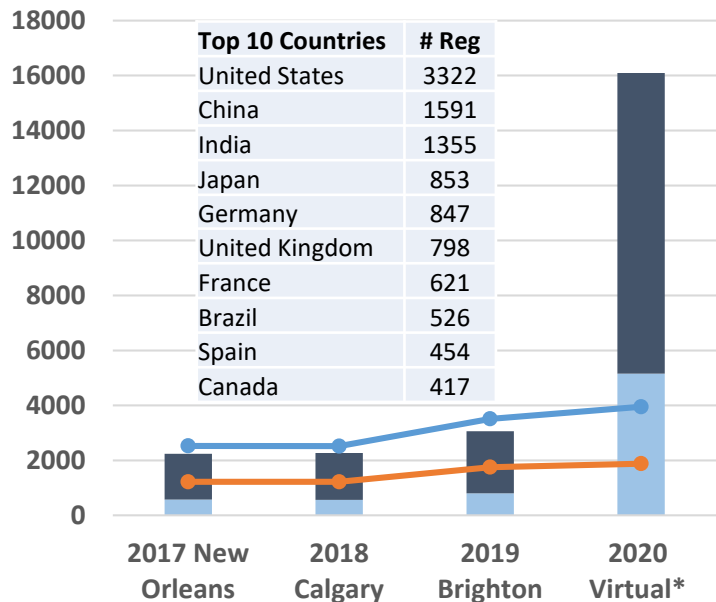
Also thanks to: Chris Dyer, Rachel Brockhoff,  
Brandon Ratzloff and Conference Catalysts  
Team

Billene Cannon, Lance Cotton and CMS Team

Susan Hayden and the BCD Events Team



# 2020 ICASSP: Physical to virtual in 6 weeks



Top 10 Countries	# Reg
United States	3322
China	1591
India	1355
Japan	853
Germany	847
United Kingdom	798
France	621
Brazil	526
Spain	454
Canada	417

■ Students      ■ Non Students  
●— # of Papers Submitted    ●— # of Papers Accepted

	2017	2018	2019	2020
<b>Paper Acceptance Rate</b>	48%	48%	50%	48%
<b># Attendees/# Accepted Papers</b>	1.8	1.9	1.7	8.7

	2017 New Orleans	2018 Calgary	2019 Brighton	2020 Virtual
SPS Members	1070	1040	1422	2425
IEEE Members	218	208	193	1431
Non-Members	223	287	437	6991
IEEE Life Members	22	21	24	87
SPS Student Members	401	406	592	846
IEEE Student Members	80	53	65	711
Student Non-Members	95	108	145	3600
Other Paid Attendees	130	131	132	0
<b>Total</b>	<b>2239</b>	<b>2269</b>	<b>3060</b>	<b>16091</b>
Students	576	567	802	5157
Non Students	1663	1702	2258	10934
% Students	26%	25%	26%	32%
<b>SPS Members (incl Students)</b>				
- Subtotal	1471	1446	2014	3271
- Percent of Total Attendees	66%	64%	66%	20%
<b>IEEE Members (incl Students)</b>				
- Subtotal	320	282	282	2229
- Percent of Total Attendees	14%	12%	9%	14%
<b>Non-Members (incl Students)</b>				
- Subtotal	318	395	582	10591
- Percent of Total Attendees	14%	17%	19%	66%

## 2020 Attendee Stats

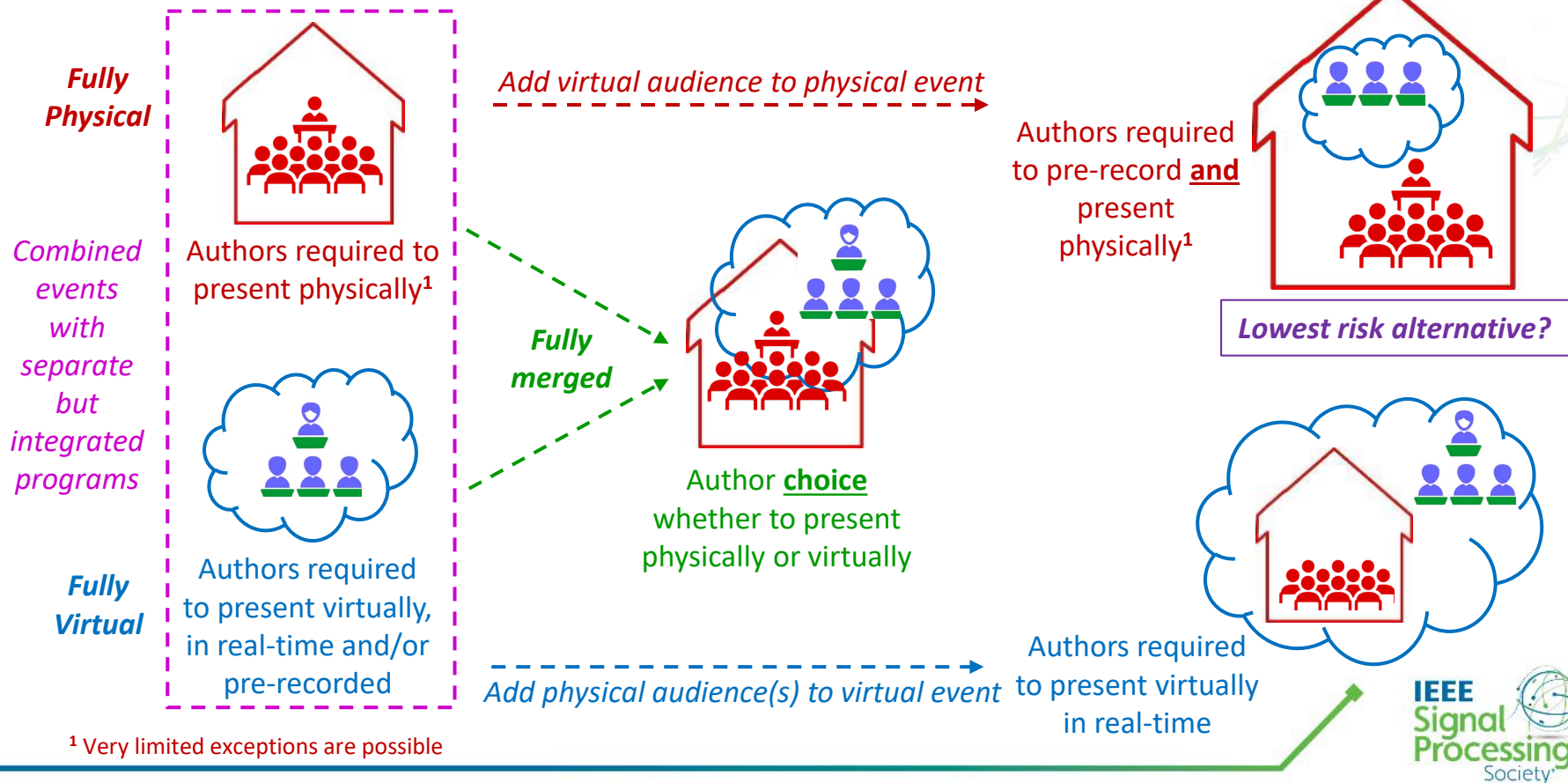
- 74% (almost 12,000 people) are first time ICASSP Attendees
- 80% (almost 13,000 people) are not authors of an accepted paper
- 49% (almost 8,000 people) are Young Professionals (working for <10 years)
- 59% Academia
- 19% Industry Researchers
- 14% Industry Engineering/Applications, still over 2,000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



## 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



# 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

Resources

ITherm Virtual 2020 Program

**Georgia Tech** Mechanical Engineering  
By Center for Mechanical Systems  
 of Mechanical Engineering

Rotating Sponsor .gif banner

Questions

Enter your question \*

**Real time Q&A**

Submit

Keynote 2: The Future of 3D System Integration Technology / Tech Talk Session 2 / Tech Talk Session 3

Presentation

**Logic Density and Performance Trend**

Year	Transistors (thousands)	Single thread performance (1000xSpecINT)
1970	1.E+00	-
1975	1.E+01	-
1980	1.E+02	-
1985	1.E+03	-
1990	1.E+04	1.E+02
1995	1.E+05	1.E+03
2000	1.E+06	1.E+04
2005	1.E+07	1.E+04
2010	1.E+08	1.E+04
2015	1.E+09	1.E+04
2020	1.E+10	1.E+04
2025	1.E+11	1.E+04

- Transistor density scaling continues
- Performance has been slowing for a while

Based on original data over 47 years to 2017 plotted by M. Horowitz, F. Labonte, O. Shachnar, K. Gluckman, L. Hammond, C. Batten and K. Rupp. Data extrapolated to 2025.

Media Player

**Live Keynote**

04:57/243:56

Q&A

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

→ 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.

Reg. Type	Cost
IEEE Member	\$100
Non-Member	\$150
Life Member	\$50
Student	\$50



# ITherm - Lessons Learned

## *Insights & reflections*



- ▶ 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 forwarding 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

# COVID-19 Pandemic Evolution and Action Strategy

We are here

## Preparation



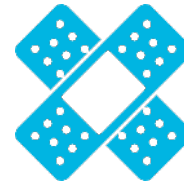
- Standing team
- insurance coverage
- Planning
- Templates & protocols established

## 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

# Event Types

*Spectrum of formats and participation*

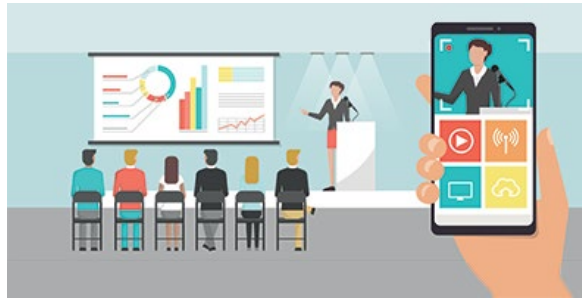
## **Traditional Event**



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***

# Selecting the Right Platform for the Job

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



Business Meetings



Governance Meetings



Webinars



Roadmapping



Scholarly Conferences



Panel Discussions



Industry Trade Shows



Tutorials / Seminars



Poster Sessions



Symposia



Networking Sessions



# IEEE Virtual Event Examples By Attribute

70+ tools evaluated

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

# IEEE Virtual Event Examples By Attribute

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

# IEEE Virtual Event Framework – By Event Size

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

**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

# Common Virtual Event Costs

## Event Size / Complexity

Expense Category	Small/Simple (up to ~100 presentations <150 attendees)	Medium/Average (<1000 presentations 150-1000 attendees)	Large/Complex (1000+ presentations <150 attendees)
Platform/Tool	\$2,500-\$10,000	\$5,000-\$25,000	\$25,000+
Support Services <ul style="list-style-type: none"><li>•Train authors/presenters</li><li>•Develop Virtual Program</li><li>•Event Build</li><li>•Presenter Support &amp; QA</li><li>•Engagement Management</li><li>•Daily Pre-record</li></ul>	\$2,500-\$10,000	\$10,000-\$25,000	\$35,000+
Production Services <ul style="list-style-type: none"><li>•Building the event in the system</li><li>•Publishing/Hosting</li><li>•Pre-recorded playback</li><li>•Concurrent live tracks</li><li>•Live Event Technical Support</li></ul>	\$2,500-\$10,000	\$10,000-\$50,000	\$50,000-\$300,000+

# 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

Revenue	Traditional	Hybrid	Virtual
Participation Fees (incl. Tutorials/Workshops) <ul style="list-style-type: none"> <li>• Authors</li> <li>• Attendees</li> </ul>	Full Price	Full Price for Authors Small to significant reduction for Virtual Attendees	Reduced Price for Authors Small to significant reductions for Attendees
Exhibitors	Full Price	Full/Reduced Price	Evaluate Based on Offering
Sponsors	Full Price	Full Price (maybe more)	Evaluate Based on Offering
Expenses	Traditional	Hybrid	Virtual
Professional Services <ul style="list-style-type: none"> <li>• Event Planning</li> <li>• Attendee Registration</li> <li>• Peer Review Management</li> </ul>	Full Cost	Full Cost (maybe more)	Reduced Costs
Local Arrangements <ul style="list-style-type: none"> <li>• Meeting Rooms</li> <li>• Catering</li> <li>• Audio Visual</li> </ul>	Full Cost	Reduced Cost	No Cost
Virtual Technology & Production Costs	N/A	Full Cost (maybe more)	Full Cost

# The Value of Digital Content

*Why digital content matters for attendees*



**Sharing peer-reviewed content**



**Increased accessibility & wider reach**



**Access to keynote speakers and luminaries**



**Broader networking opportunities**



**Continuous engagement**



**Sponsor appeal**



**On-demand access**



**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



# 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](mailto:eert@ieee.org)
- ▶ For general questions and to explore options for further years contact: [ieee-mce@ieee.org](mailto: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!**

