

CASE STUDY on Virtual Meetings/Virtual Marketplaces



amcinstitute.org



International Claim Association
www.claim.org

ICA Overview:

- Founded in 1909
- Life, Health & Disability Claim Issues
- Open to Corporate & Individual Members, including life and health insurance companies, reinsurers, managed care companies, TPAs, and Blue Cross and Blue Shield organizations worldwide



ASSOCIATION
MANAGEMENT
STRATEGIES INC.

www.amsamc.com

AMS Overview

- Based in Washington, DC
- 20 clients from Energy, Environmental, Healthcare, Pharmaceutical, Manufacturing and Insurance industries
- 40+ staff, with an average of 17 years of management experience
- Accredited by AMC Institute

Challenge

- Adapt content from planned in-person meeting to virtual environment.
- Operate conference at a significantly reduced cost, to account for cancellation expenses from in-person conference.

Actions Taken

Step 1 Negotiated with existing event vendor to provide a virtual meeting platform to meet ICA's needs, in addition to meeting registration, abstract submission, and sponsor and exhibit sales services.

Step 2 Marketed virtual conference to members, non-members, potential sponsors and exhibitors. Highlighted reduced registration cost, ease of attending and access to content and resources for up to 90 days post-conference.

Step 3 Educated team members, moderators & speakers on platform use. Assigned behind-the-scenes IT team to troubleshoot any issues on the day.

Step 4 Surveyed attendees to collect feedback. Communicated results and key takeaways to ICA Board.

Goals

- Ensure a seamless virtual experience for attendees.
- Retain at least 50% of average in-person attendee numbers.
- Provide interesting, relevant education content for members, in line with organizational goals.

Results

- ICA Virtual Meeting was attended by over 200 claim industry professionals.
- Post-event survey revealed attendees were very satisfied with the virtual meeting experience.
- ICA Board commended AMS team on their planning & execution of the event.

Insights/Learnings

- Ensure all speakers/moderators are familiar with virtual platform before the conference – allocate time for a dry run.
- Provide frequent breaks & networking opportunities. A “chair yoga” session was particularly popular!
- Send a daily agenda email to attendees.

“Amazingly, with all that could potentially go wrong in facilitating a five day virtual conference, the event went flawlessly. I contribute this achievement wholly to the exceptional work done by the AMS team. I cannot overstate just how happy I am with the performance of your team.”

- Antonio Ferrante, President, International Claim Association