

CASE STUDY on Virtual Meetings



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A medium-sized certification-based association servicing a specialized niche in the construction industry.



CAM is an AMCI-accredited full-service association management company, dedicated to helping associations and their members achieve their goals and lead their industries. Members come first in everything we do!

- **Challenge:** After the annual conference was cancelled due to COVID-19, the Board wanted to pivot to virtual. With no established webinar platform at the time the pandemic began, the association had an immediate need for a proven yet inexpensive technology to deliver the same amount of technical content as the in-person event. Simultaneously, staff negotiated with 2020 Sponsors and Exhibitors to defer payments to next year's event.

Actions Taken

Step 1 Clear, timely, and open communication to members and registered non-members.

Step 2 Quick technology adoption to deliver live & pre-recorded webinars.

Step 3 Offer Sponsors & Exhibitors to defer payments to 2021 event, including additional inexpensive benefits as incentive.

Step 4 Run 1 webinar per week for 8 consecutive weeks to keep the momentum going.

Goals

- Ensure solid webinar attendance by industry professionals.
- Confirm Sponsor & Exhibitor support to defer payments to 2021.

Results

- The average virtual session attendance was 300 compared to 125 attendees at the in-person conference
- 85% of Sponsors & Exhibitors deferred payments to 2021 - nearly selling out the exhibit hall in record time!

Insights/Learnings

- Practice makes it perfect!
- Dedicate a separate staff member to assist participants with in-person event registration & hotel cancellations, webinar registrations, refund receipts, etc.

When COVID hit unexpectedly, it took our annual conference with it. Our meetings provide critical training to our members, so cancelling it outright wasn't an option. CAM moved swiftly to plan and execute a virtual offering in under 2 months. We loved the format!"

Troy Byers, ACG President