

CASE STUDY on Virtual Meetings



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Association of Community Health Nursing Educators

- Academic members had significant travel restrictions
- Early June meeting required quick pivot
- Robust content was timely and needed



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- National & international associations
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Challenge

- Utilize virtual conference opportunity to involve more members in Annual Institute
- Provide access to 20 hours of academic presentations in 8 live hours + on demand & certification credit needed

Actions Taken

Step 1 Use force majeure to recoup deposits already paid

Step 2 Create a program that provided both pre-recorded and live presentations

Step 3 Incorporate important networking options

Step 4 Implement live stream with a minimum of technological glitches

Goals

- Increase participation at lower cost per person
- Create a program that provides certification credit, networking, & annual meeting

Insights/Learnings

- Networking with colleagues is key ingredient to success
- Virtual meetings expand member participation in meaningful ways

Results

- Attendance increased 50% from 2019
- Net revenue exceeded budget by 1200%

“MEI smoothly managed the logistical details for our virtual conference; our members noted their competent virtual management style and organized approach.”

Pam Levin, ACHNE President