

CASE STUDY: Virtual Meetings



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Organizational Overview

- 230+ member chapter of international CREW Network
- Mission is to ignite the commercial real estate industry through the collective achievements and unique strengths of women.



AMC Profile/Overview

- Professional management and consultation services
- 22 state, regional, national and international associations, societies and foundations.

Challenge

- MNCREW was unable to hold their second annual MNCork wine tasting event in-person in 2020 due to COVID-19. The inaugural 2019 event attracted 250+ attendees and relied heavily on participant interaction and networking, as well as showcasing a new real estate development.
- This event contributes a large amount of sponsorship revenue to MNCREW's operating budget and is a social highlight in the local real estate community.
- MNCREW had already made the decision to cancel some other high-profile events in 2020 and wanted to find a way to provide a fun and engaging networking opportunity that could live up to the high level of polish they achieved with the 2019 event.

Actions Taken

Step 1 Research alternate delivery methods

Step 2 Develop updated budget

Step 3 Find the right partners for AV, food & talent (sommelier)

Step 4 Plan logistics for full attendee experience

Goals

- Deliver an engaging, fun, and interactive event with the same spirit as the live event
- Showcase event sponsors and partners in a meaningful way

Results

- The virtual event attracted 190 highly-engaged attendees, with 100% of survey respondents saying they would attend again
- Sponsors were given new, more intimate ways to connect with attendees via hosted Zoom breakout rooms.

Insights/Learnings

- A virtual event that offers a unique experience can overcome Zoom fatigue
- The right team can find creative solutions to COVID-era challenges

"You knocked it out of the park! Great choice on the sommelier, the building tour left us wanting more, and the breakout rooms were perfect. I met some new women that I wouldn't have otherwise met if we were in person. This event really was a high point in my last 6 months of Zoom meetings."