

CASE STUDY – Virtual Events



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Infrastructure Masons (iMasons)

- Provide infrastructure executives & technical professionals a forum to connect, grow, and give back
- Focus on 4 strategic priorities: increase Awareness, enhance Education opportunities, champion Diversity & Inclusion, and inspire Sustainability through deep member engagement



VTM Group

- An AMC with 25 years of experience in the industry
- Wide breadth of services, including operations support, PR, engineering, and events
- Nearly 100 employees supporting organizational efforts around the world

Challenge

To continue member engagement, advance organization objectives, and aid business continuity for iMasons amid a global pandemic (COVID-19) by producing an engaging and informative virtual event.

Actions Taken

Step 1

Identify virtual platform to meet client objectives and initiate event.

Step 2

Facilitate numerous practice sessions and script development with session leaders.

Step 3

Manage all elements in production of multi-faceted virtual event

Step 4

Conduct post-event analysis; identify successes and opportunities for future improvement

Goals

- Produce engaging virtual event with many speaker transitions, live graphic artist sketches, industry panel, and live attendee input/Q&A
- Maintain original timelines to coincide with Earth Day 2020

Results

- Over 150 attendees engaged throughout entire seminar
- Highly praised within the organization; members continue to talk about it, feel energized, and work together toward common goal (sustainability)

Insights/Learnings

- Repeated “Run of Show” practice sessions were integral to seemingly flawless execution day-of
- Pre-determined scripts used by all speakers assisted with timeliness and presentation flow

Client Quote

“The VTM team partnered with us from start to finish to research and test the virtual meeting capabilities needed, facilitate hours of practice sessions, develop internal event planning materials, and manage all production aspects during the event. Our attendees and speakers raved about the professionalism of the event and we already have plans for several future events. The VTM team are some of our ‘unsung heroes’ in bringing this event to fruition!” Dean Nelson, iMasons, Chairman and Founder, 3rd Degree Master