SHRM Volunteer Leader Connection Webcast: Transitioning to a Virtual Event

May 8, 2020

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

Today's Agenda

- Welcome, Current/Upcoming Resources for Affiliates:
  Mike Aitken, SHRM
- *Special Presentation*: Transitioning to a Virtual Event:
  Angela Elder, Vice President of Events, SHRM
  Jamie Bosley, Artistic Director, Event Experience, SHRM
- Q&A

**Reminder: Archived webinars can be accessed through original registration link*

© 2020 SHRM. All Rights Reserved



MIKE AITKEN

SENIOR VICE PRESIDENT, MEMBERSHIP
SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Mike.Aitken@shrm.org

@SHRMSVPAitken

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

Benefit Highlight: Coronavirus Resources

Available Member Resources

News

Stay up-to-date with the latest coronavirus workplace implications on SHRM.org, or subscribe to our specialty e-newsletters

Resource Spotlights - Access toolkits, policies, news and more—in one place

Webcasts - Attend in real time or on-demand to hear from the CDC and other reputable sources

Ask an Advisor – Call, email or chat with SHRM's certified HR Knowledge Advisors ready to personally assist you with your unique COVID-19 questions.

© 2020 SHRM. All Rights Reserved

Benefit Highlight: Coronavirus Resources

Available Member Resources

COVID-19 Government Response and Resources - Find curated resources on federal legislative, state and federal regulatory updates affecting your workplace.

SHRM APP - Download the SHRM APP for up to the minute resources and updates delivered right to your device

Virtual Offerings and SHRM Speakers Bureau: We're constantly evolving our professional development opportunities so you can keep learning without leaving your home. Find countless opportunities to learn virtually via a SHRM virtual conference, educational program, cert prep course and more. Plus, SHRM Certification has rolled out a remote proctoring option, so you can stay on track to earn your SHRM-CP or SHRM-SCP with an option to test from home

© 2020 SHRM. All Rights Reserved

Resources for Volunteer Leaders

- Volunteer Leader-Dedicated COVID-19 Webcasts (*ongoing*)
  - SHRM Affiliate Resources for COVID-19 (3/19)
  - COVID-19 SHRM Research Advance Briefing (3/31)
  - COVID-19 Affiliate Best Practices Forum (4/17)
  - COVID-19 Legislative Guidance (4/22)
  - Transitioning to a Virtual Conference (5/8)
- Exclusive SHRM Research Opportunities and Briefings (*ongoing*)
- Affiliate Digital Assets (*ongoing through the VLRC "Campaign-in-a-Box"*)
- Volunteer Leader Virtual eLearning Resources (*more to come*)
- Partnering with Affiliates on Virtual COVID-19 Content (*more to come*)

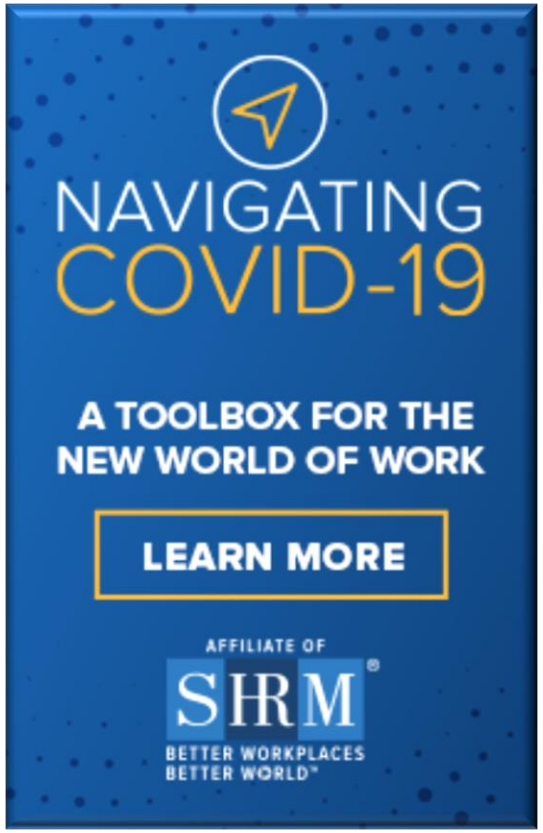
Latest SHRM Resources: Stay Tuned to pages.shrm.org/futurework/

and the VLRC

© 2020 SHRM. All Rights Reserved

Just Released for Your Chapter or State Council!
SHRM Affiliate Website Graphic: “Navigating COVID-19”





- ✓ **If you have a SHRM-provided affiliate** website for your Chapter or State Council, the graphic should already be displaying! *Check out your website today.*

- ✓ **For non-SHRM-hosted affiliate websites:** You may upload either graphic to your website to highlight SHRM’s COVID-19 toolkit.

Questions? Issues?
Contact Meredith.Nethercutt@shrm.org

© 2020 SHRM. All Rights Reserved



Creating an Engaging Virtual Event

Angela Elder, VP Events, SHRM

Jamie Bosley, Artistic Director, Event Experience, SHRM

© 2020 SHRM. All Rights Reserved

Importance of an Event…Organizer



© 2020 SHRM. All Rights Reserved
BETTER WORKPLACES
BETTER WORLD™

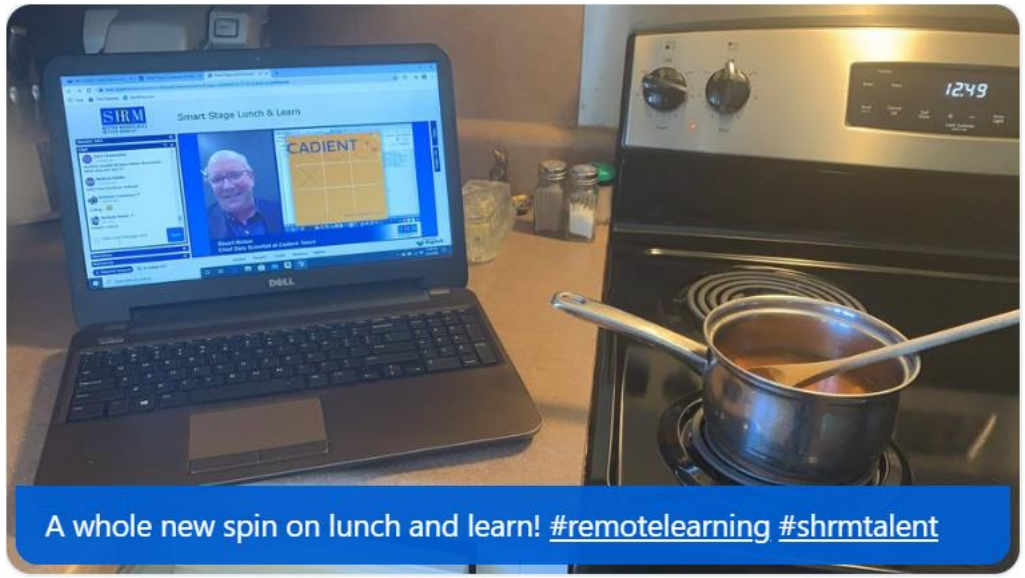
Importance of an Event…Attendee



© 2020 SHRM. All Rights Reserved
BETTER WORKPLACES
BETTER WORLD™

Virtual is more than …





© 2020 SHRM. All Rights Reserved

Virtual Event: Best Practices

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

Virtual Event: Best Practices

Don’t replicate: Focus on creating a great digital experience. Content for virtual events is different than for live events. Take the time to think about and map out the virtual journey for the participants.

Objectives first: “Why” matters. Why are we bringing people together? What is the objective of the event? What are the objectives of each of our stakeholders?

Design the entire experience: From the first communication to the attendees all the way to the final survey and how to link the experience back to the attendees.

Map out all connections: From video to audio interactions to how will participants see, hear, and interact with each other. Who do they need to see? Will Q@A be weaved in throughout? Polls?

© 2020 SHRM. All Rights Reserved

Virtual Event: Best Practices

Use professionals: Successful virtual events should have a moderator or facilitator who have experience in *digital events* to manage the meeting flow.

Clear audio and video: Make sure speakers sound and look good!

Offer guidance: Guide everyone on how to use the tools! Remove or disable any features that aren't being used. Simplify it for the audience.

Support everyone. Make the experience easy and positive for all attendees by providing technical support proactively and conveniently

Test, test, test. Make sure to test every single component including audio, slides, connectivity, videos, polls, etc.

© 2020 SHRM. All Rights Reserved

SHRM’s Experience-Success Tips

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

SHRM's Experience-Success Tips

- **Communication:** Have a clear Communication Strategy
- **Diversify your Delivery Format:** Offer a variety
- **Set the PACE:** Practicality, Audience, Content, Engagement

© 2020 SHRM. All Rights Reserved

Communication

Before the event:

- Keep the attendees engaged updated
- Set the Expectation: Share a day at a Glance, what sessions will be recorded, which sessions are Live Only..

During the event:

- Keep the attendees engaged
- Be active on social media
- Assign moderators from your team to answer questions
- Keep your organization’s message persistent
- Work with the digital vendor to sync the communication, if needed

After event:

- Reminder of benefits and post event offerrings (On Demand)
- Post event survey

© 2020 SHRM. All Rights Reserved

Diversify Your Delivery Format

- *Pre-recorded sessions*
- *Video streaming*
- *Live Q&A*
- *Short sessions-"Smart Stage" (15-18min)*
- *Long Sessions (1h)*
- *Single speakers*
- *Panels*
- *Add surprises!*







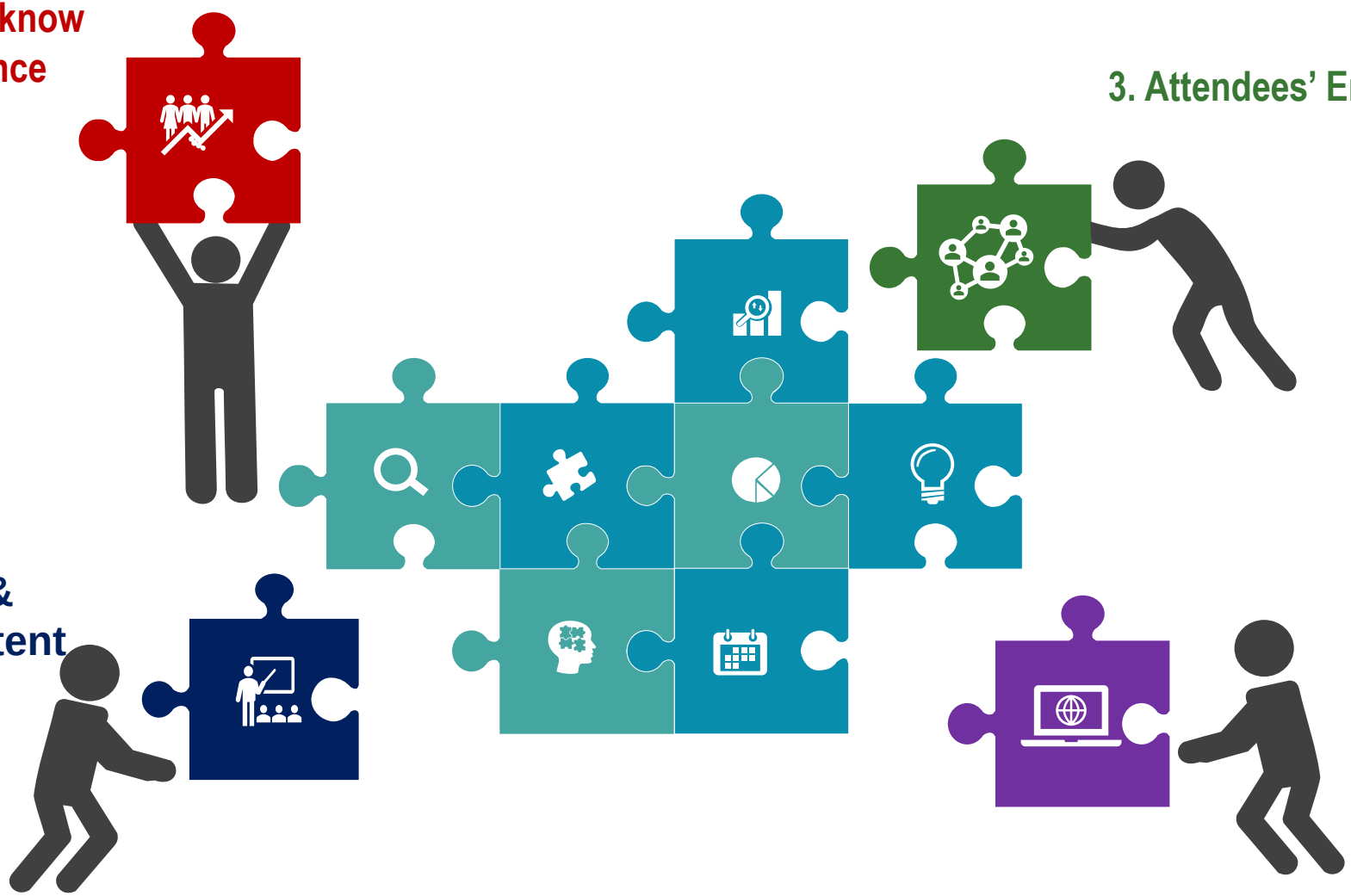




PACE (Practicality, Audience Profile, Content, Engagement)

1. Use data & know your Audience

3. Attendees' Engagement



2. Strong & relevant Content

4. Practicality of platform

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES BETTER WORLD™

PACE: Practicality of Platform

- Welcome & Event Summary
- Conference Agenda Live
- My Schedule Live
- Resource Center
- Session Surveys
- Networking
- Attendees Directory
- Event Partners
- 1:1 Meetings
- On Demand
- Virtual Challenge
- SHRM Store
- FAQs
- System Checker
- Technical Support

Click "Attend Session" to join General Sessions, Concurrent Sessions, Smart Stage Lunch & Learns, Stretch & Connect breaks and other networking opportunities of your choosing. You can also note times for sessions you do not want to miss by clicking "Add to Calendar." If you decide to jump to another concurrent session, you can easily session swap!

Enter search term | **Filter by Date** All | **Filter by Track** All

Filter **Reset**

Preferred Timezone

Eastern

Concurrent Sessions

11:30am - 12:30pm Eastern - April 21, 2020

Tuesday

The Hard Truth About Soft Skills: What They Are, Why They Matter, and How to Hire for Them

11:30am - 12:30pm Eastern - April 21, 2020

Susan Collins, Speaker

Attend Session **Add to Calendar**

Tuesday

LIVE ONLY! Talent in the Future of Work: Futureproof Your Workforce

11:30am - 12:30pm Eastern - April 21, 2020

Kathi Enderes, Speaker

Attend Session **Add to Calendar**

Tuesday

Out of Office Success: Remote Screening and Selecting in a 'COVID-19' World

11:30am - 12:30pm Eastern - April 21, 2020

Karl J. Ahlrichs, SHRM-SCP, Speaker

Attend Session **Add to Calendar**

PACE: Audience

Knowing your Audience will help you provide the best experience:

- Content
- Activities/ networking topics
- Technology to use



Know your Audience by knowing

- What they value
- Tech savvy
- Decision Makers
- Industries

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

PACE: Content

Start Strong



Concise Agenda

3 Day Conference

14.75 PDCs

11 Partners

59 Thought Speakers

22 Hours Live Steaming (51 hours of Solid Content)

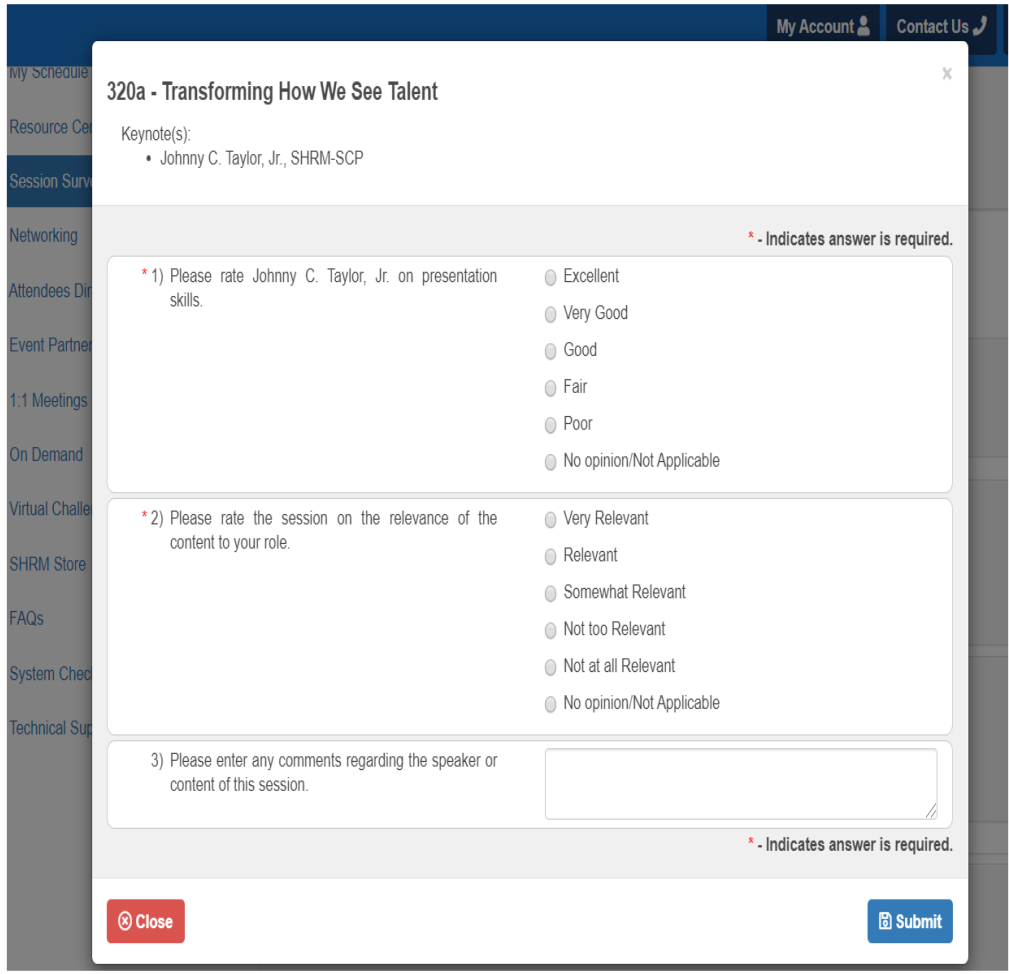
38 Recorded Sessions/Access to SHRM On Demand Library

© 2020 SHRM. All Rights Reserved

PACE: Engagement

During Sessions

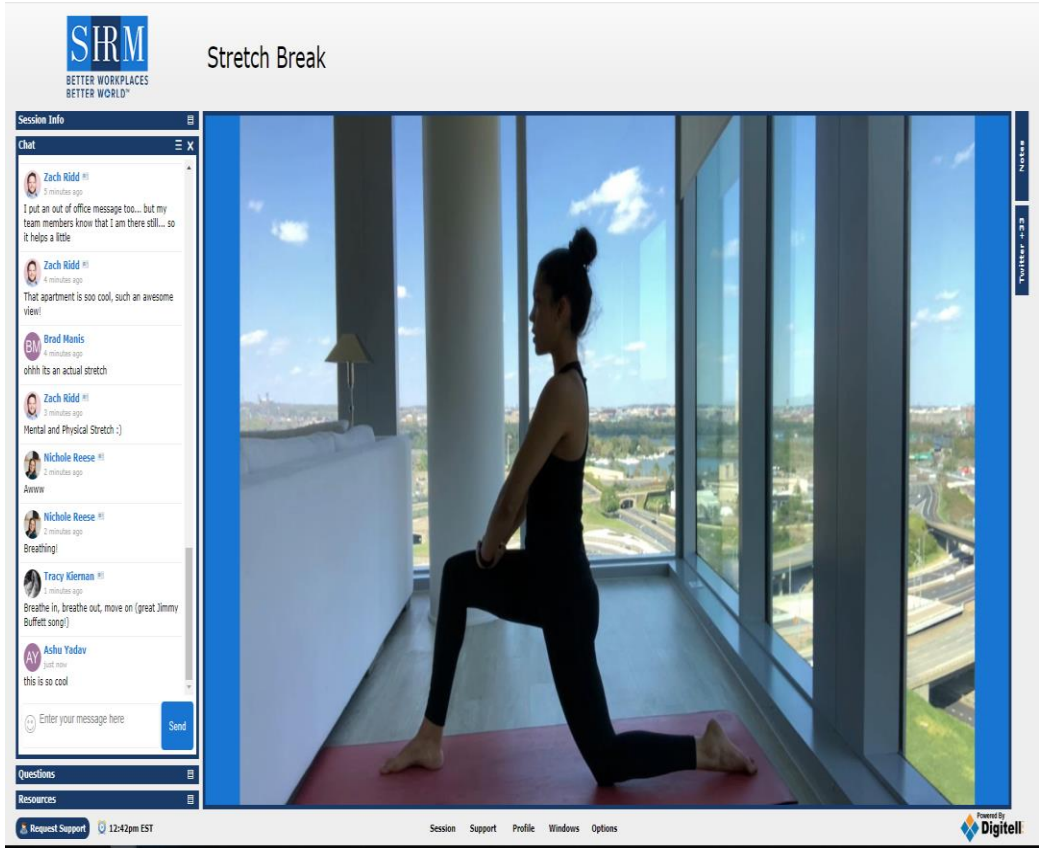


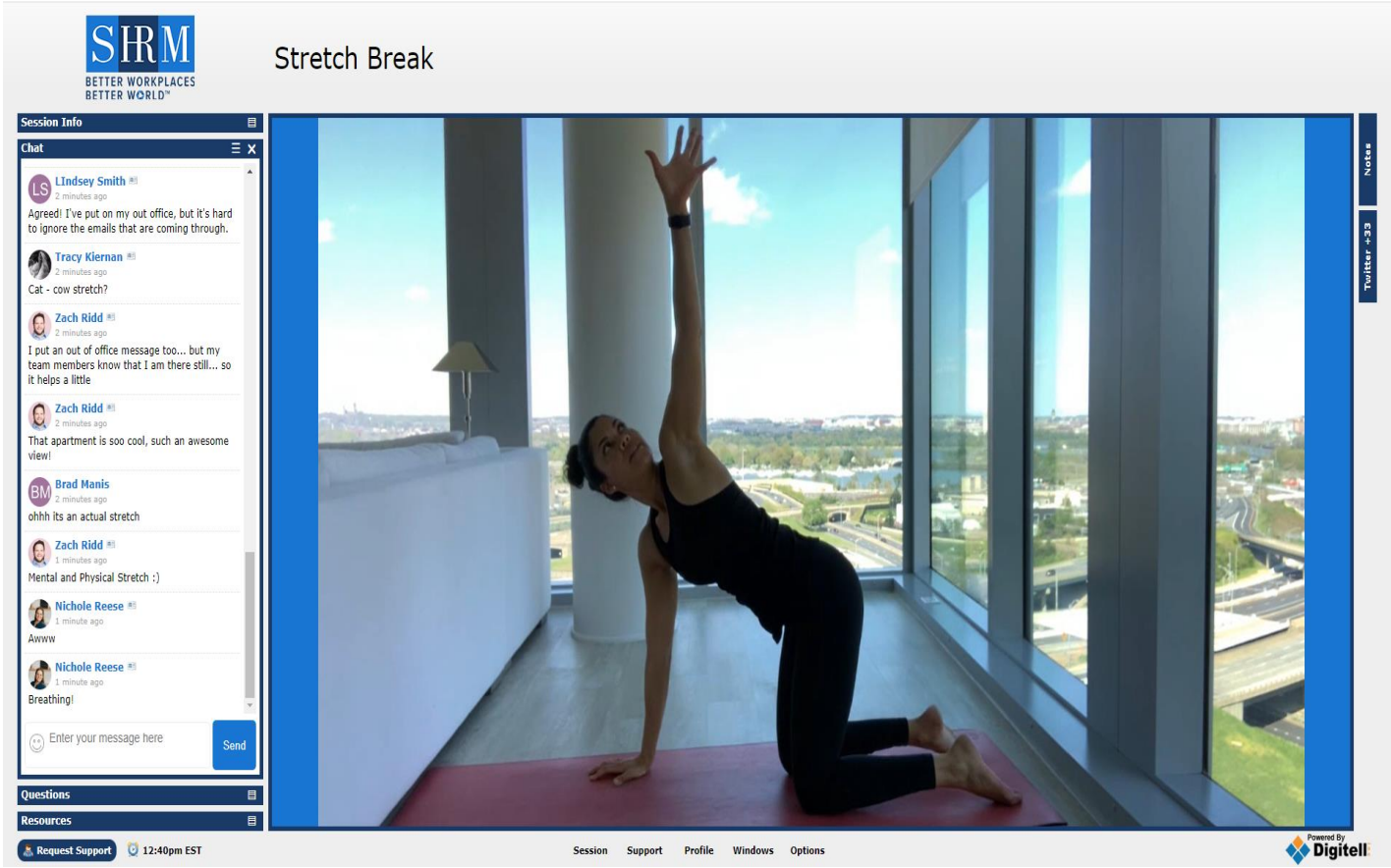


© 2020 SHRM. All Rights Reserved

PACE: Engagement

Stretch Breaks

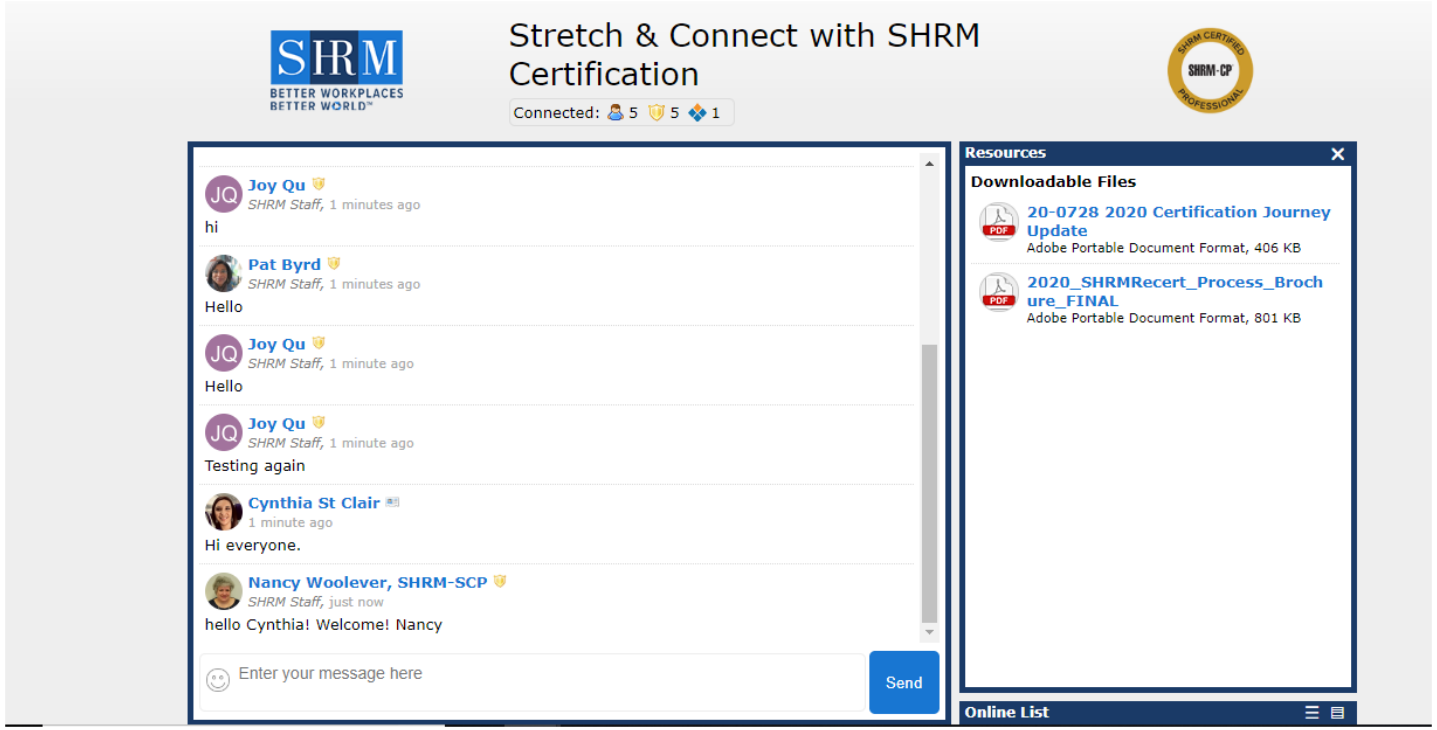




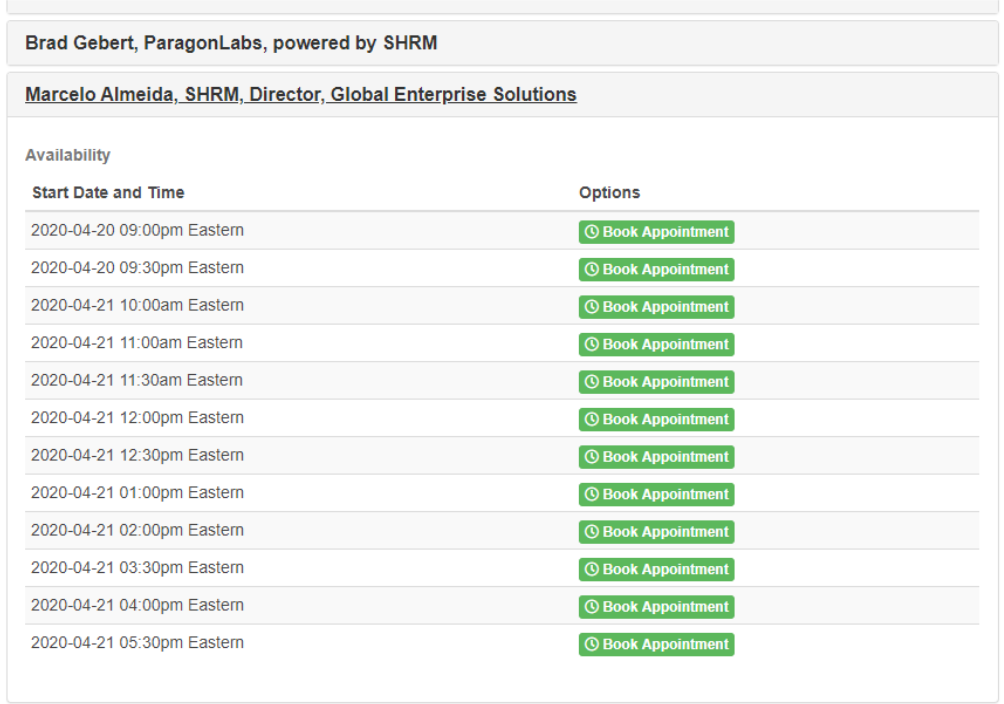
© 2020 SHRM. All Rights Reserved

Meetings with Solution Providers

Chat rooms to interact with SHRM business solution partners, SMEs and sponsors



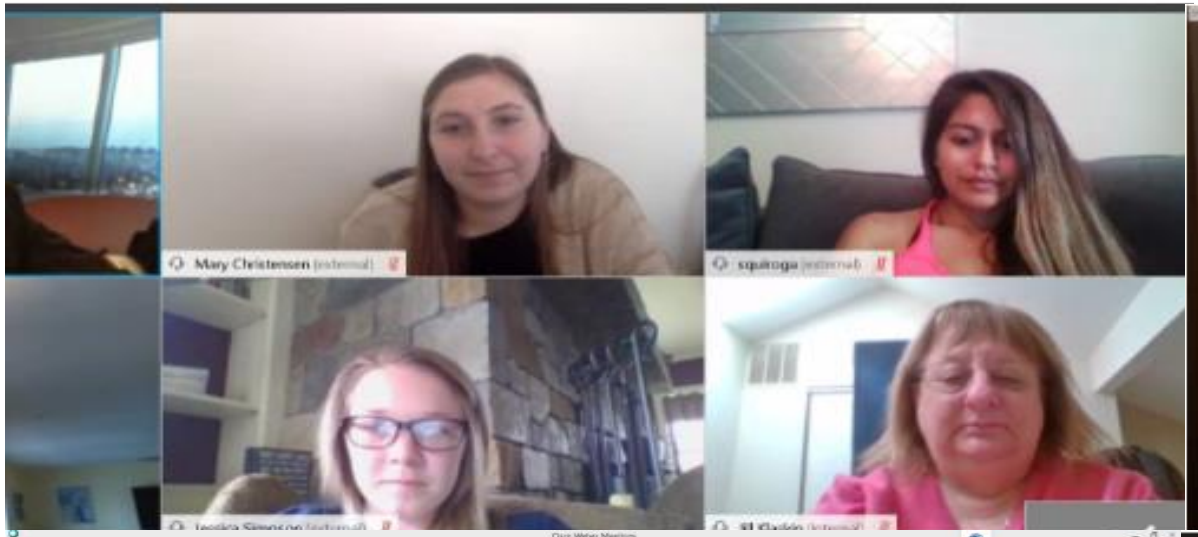
Schedule time to e-meet with a solution provider via the 1:1 Meeting



© 2020 SHRM. All Rights Reserved

PACE: Engagement

Virtual Happy Hours









PACE: Engagement "Extras"

- **Swag bags to attendees**
- **Virtual wine tasting**
- **Food delivery or coupons for delivery service (Uber Eats, Grubhub)**
- **Gamification-Virtual Contest**

Be sure to check back and view your progress throughout the event on the leaderboard below. In addition to bragging rights, three lucky winners will receive a grand prize:

- One complimentary registration for Talent 2021
- One complimentary talent seminar of their choosing
- One Amazon gift card

Winners will be selected at random from the Leaderboard champions. Eligibility: You must be a registered attendee of SHRM Talent: Virtual Experience. The following personnel are ineligible, and therefore excluded from winning any prizes associated with the Virtual Challenge: SHRM Staff, exhibitors, vendors and volunteers.

Overall Leaderboard

Rank	Name	Badges	Points
1	Colleen Garrett		535
2	Paula Harvey		435
3	LaTrelle Porter		435
4	Amanda Kovalchick		435
5	Alyssa Figur		435
6	Rose Fernandez-Eubanks		435
7	John Baldino		435
8	Sandra Simpson		435
9	Nicole Dorn		435
10	Lauren Seaman		435
11	Tara Morgan		435

© 2020 SHRM. All Rights Reserved
BETTER WORKPLACES BETTER WORLD™

Let’s Talk Money

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

Sample Cost Structure

Cost ranges between $35K - $125K depending

- Platform look (basic, 2D, 3D)
- Delivery format choice
- *Session recorded ->$800 per hour*
  - *Live Streaming ->$1,000 per Hour*
  - *Chat rooms ->$250*
  - *Partner/Exhibit Profile-> $100-$500*
  - *Speakers Management ->$200-$500 per speaker*
  - *Event Management-> $3,000-$6,000*

***Additional cost may apply for the license for software**



Digital vendors to consider:

- 6Connex
- Intrado
- Digitell
- WorkCast

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES BETTER WORLD™

How to price?



Same as in person as long as you deliver value to attendees



© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

Exhibitor & Sponsor Opportunities

- **Branding on the platform/General Sessions**
- **Paid speaking slot (Concurrent & Smart Stage)**
- **Sponsorship of Chat Room (Stretch & Connect)**
- **Event Partner Directory**

© 2020 SHRM. All Rights Reserved

How was it?

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

Attendee Feedback

Elizabeth Jaszczak
26 minutes ago
The SHRM staff did an amazing job with the technology--I signed on with no issues at all

Endeliza Ramos
1 minute ago
I've learned so much about so many people and I feel I networked more than during the in-person conference!

Zach Ridd
1 minute ago
@Endeliza, I have spoken with more people during this conference than I would have during a live conference.

Rachele Gaudin
just now
i love this running chat; you would not have had the opportunity to connect like this at the in-person conference :)

Jennifer Eckels
just now
SHRM did a great job this year with the conference. I enjoyed it as much as chatting with all of you.



Jennifer McCormick
1 minutes ago
I like watching the energy of presenters on stage and i dont feel like it translates as well over video

© 2020 SHRM. All Rights Reserved
BETTER WORKPLACES BETTER WORLD™

Thank you!

Angela Elder <angela.elder@shrm.org>

Jamie Bosley <jamie.bosley@shrm.org>

© 2020 SHRM. All Rights Reserved

BETTER WORKPLACES
BETTER WORLD™

QUESTIONS?



Questions? Suggestions? Please contact:
Meredith Nethercutt
Manager, Member Engagement
Meredith.Nethercutt@shrm.org

© 2020 SHRM. All Rights Reserved

THANK YOU

We truly appreciate all you do on behalf of the profession.
Please continue to be safe and healthy during these uncertain times.

© 2020 SHRM. All Rights Reserved