

While we wait for everyone to join...

“

The path forward is about curiosity, generosity, and connection. These are the three foundations of art. Art is a tool that gives us the ability to make things better and to create something new on behalf of those who will use it to create the next thing.

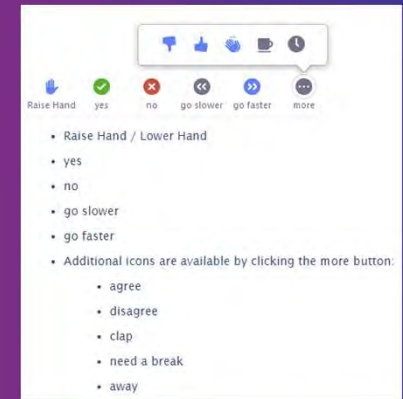
SETH GODIN

"THE PRACTICE: SHIPPING CREATIVE WORK"

ZOOM Best Practices

2020

- ✓ Find the chat function and use it to type a question if you have one.
- ✓ React with applause, thumbs up, heart, etc.
- ✓ Nonverbal feedback:



- ✓ Mute when not talking
- ✓ Share your video
- ❖ If you're internet connection gets spotty, turn off video and mute yourself. Wired internet connection is best if possible.

AGENDA

Note: this event should end around 4pm(EST). At 3:30, if we are running out of time, we will announce a plan for Part 2.

Virtual Events

How to provide value to sponsors and exhibitors during a virtual event.

- Forecast & Best practices
- Platform suggestions
- PodiatryExpo overview
- Idea sharing
- Discuss challenges and solutions

CPME Compliance

How to provide value to sponsors while working within CPME guidelines.

- Best practices
- Non-workshop or lecture opportunities that provide value
- Challenges and solutions

VIRTUAL EVENTS

How to provide value during a virtual event.

MASTERMIND ROUNDTABLE 2020

FORECAST

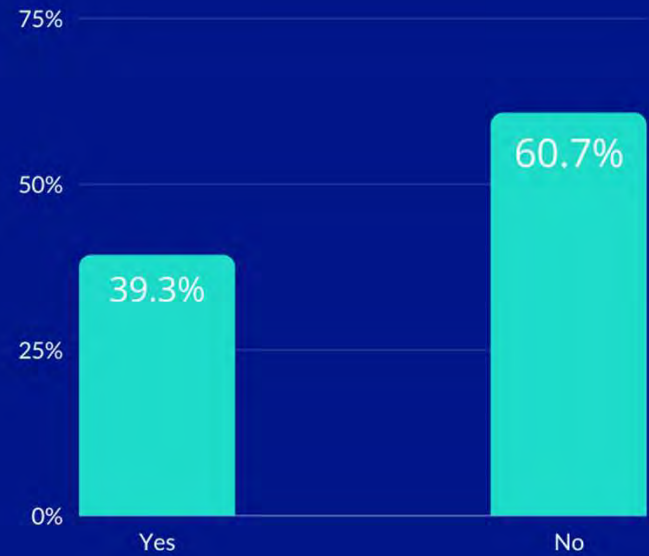
Would you be willing to attend an in-person meeting today if it were an option?

10.27.2020

PM NEWSLETTER SURVEY

Vendors and DPMs:

Would you be willing to attend an in-person meeting today if it were an option?



PodiatryMeetings.com

FORECAST

| | OCT-DEC 2020 | JAN-MAR 2021 | APR-JUNE 2021 |
|----------------------------------|-----------------|--------------------|------------------|
| LIKELIHOOD OF COMEBACK | UNLIKELY | SOMEWHAT LIKELY | LIKELY |
| RISK OF HOSTING YOUR EVENT | HIGH | MODERATE | MODERATE |

Statistics from EventManagerBlog.com published 10/8/20

Discuss: What kind of feedback are you hearing from your potential attendees and exhibitors regarding their return to in-person events?

BEST PRACTICES

What's at stake

It is important that **all virtual exhibit halls** offer ROI to our exhibitors. If not, vendors will stop participating until everything returns to normal and **all meetings** will suffer. It's not just about your event – it's about the entire industry.

Using different platforms is challenging and frustrating for exhibitors. If we're in this for the long haul, we should consider short-listing preferred platforms for the exhibit hall experience.

BEST PRACTICES

Ideas to generate ROI

- Be creative!
- Keep it exciting.
- Incentivize traffic to individual exhibits, not just the exhibit hall.
- Capture lead data.
- *What else?*

General

- Communication- clear, concise, detailed.
- Include downloadable checklists, short video tours and examples.
- Test and test again.
- Keep it as low cost as you can.
- *What else?*

FEEDBACK

Exhibitors are saying...

- Show you care about the exhibitor experience.
- Technical difficulties will kill an event.
- Quality > Quantity with virtual leads.
- ROI for virtual = chat with a few attendees, collect lead contact forms, receive attendee list with email and mailing address.
- Make it fun for the reps that are sitting there, “wasting” a weekend.
- Ease of setup and short video tutorials are needed, not all reps can dedicate hours of time to figure out setup and navigation.
- They want a chat feature; either real time text chat or video chat.

PLATFORMS

Consider

- user set up
- tech support – internal tech support within your organization, not someone that knows nothing about podiatry
- reporting for credits
- reporting for traffic to each booth and links for exhibitor value

Chat feature –

Idea – try scheduled “office hours”.

What have you used? Is it being utilized and worth the cost?

Has anyone found a video chat feature they like?

PLATFORMS

What have you used?

What are the pros and cons?

I've found that platforms are either great at delivering the scientific content **or** at designing the exhibit hall. I've yet to see one that does both well.

Tip: don't feel forced into using the same platform for streaming educational content as the exhibit hall.

podiatryexpo

HOME/ALERTS EXHIBIT HALL WEBINARS SWAG BAG

THE REMY
The FDA-Cleared, Class IV Laser
That Simply Does More

The Remy is a Class IV, FDA-Cleared Laser Capable of Treating Multiple Conditions (pain/inflammation, fungus, warts, and more), Paired with Innovative & Practical Design.

VISIT THE REMY CLASS IV LASER BOOTH

Use the BINGO check in button at the bottom of the booth to be entered to win a \$50 Amazon Gift

Podiatry Content Connection
Be Visible. Connect and Gain new Patients Online

We specialize in attracting new Podiatry patients to your office, boosting your online presence and enhancing your reputation across the web.

VISIT PODIATRY CONTENT CONNECTION BOOTH

Use the BINGO check in button at the bottom of the booth to be entered

AMERX HEALTH CARE X

Enjoy the confidence that comes from purchasing wound care products from an established company that has delivered proven results for over 25 years.

VISIT AMERX HEALTH CARE BOOTH

Use the BINGO check in button at the bottom of the booth to be entered to win an Anker Portable Charger

We believe in challenging the status quo.

We believe in thinking differently.



What worked, why and where we would improve

What worked

Low cost, low risk

Extremely limited exhibit hall

Fun, quirky

Sponsored webinars were semi-live

Pre-event gift drove early registrations

Swag Bag page

BINGO

Webinar attendance live entered to win prize valued at \$100.

Prizes were published so attendees could see the actual prize and it wasn't a fantasy or a "maybe" item.

Each booth was unique.

Resources were valuable to the attendee and were downloadable.

Super awesome specials. We asked our vendors to provide specials above and beyond their standard show specials.

Frequent emails during the event with direct links to specific booths, webinars, and swag items.

Scheduled office hours for sponsors.

No CECH offered, therefore no red tape to navigate.

2020



What worked, why and where we would improve

What we would improve

- chat feature
- publish agenda with schedule in multiple places and in pre-event emails with downloadable sked
- incentivize chat use and meeting room attendance with small gift cards or other tokens
- Swag Bag would require all vendors to provide a downloadable item, not something that had to be requested via email
- More time between deliverable deadline and going live. For Expo, we only had 1 week.

2020



How

The tech

- Wordpress based site
- Assortment of plugins for: paywall, interactive booth image, shopping cart and merchant services, contact forms
- Zoom webinar

The team

- Timeline: Sold out 19 booths (5 sponsors + 14 exhibitors) in 2 weeks. Start to finish in 7 weeks.
- Physically together during event
- Former exhibitors, we know the value of collecting leads

2020



Exhibitor Feedback

Expo Pricing: \$219 for booth; \$419 for sponsorship
Exhibitors said they would have paid \$400-900 for a booth and \$600-\$1200 for a sponsorship.

2020

"The structure and layout of the program was unique and inviting. I feel it was the closest thing to an in-person show as I have seen. The focus on delivering valuable content was a worthwhile change and something that allowed us to look at how we approach our business overall."

"We were super excited about this trade show because the customization was much better than the one we participated in prior. I really like the different options on designing the booth and the media options that were available."

"Working with this team was 5-star. It was very organized on what was expected, I received very professional reminders on missing items, and questions were answered quickly. High level of communication – excellent work."

IDEAS

Virtual Exhibit Halls

Text reminders

Bingo with awesome giveaway

Pre-event gift idea: emoji cards to hold up during lectures (*Thank you to Lowell Weil, Jr. from FABI for this idea*)

Scheduled office/chat hours

Moderator in all office hours and lectures to drive excitement, fun and conversation.

Harass exhibitors to make sure they get the most out of everything and to limit the negative feedback after the event. A naked exhibit booth doesn't just look bad for the exhibitor, it makes the event look bad.

Video tutorials to access on demand.

Call scheduler to address questions one on one. We used Calendly.

Easy to navigate and fun menu – see Zoomtopia image



What are some of your ideas?

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CHALLENGES & SOLUTIONS

Discuss:

What issues have you come across so far that we can learn from?

What improvements can you suggest from experience?

Moving on to value & compliance...

CPME Compliance

How to provide value to sponsors while working within CPME guidelines

MASTERMIND ROUNDTABLE 2020

BEST PRACTICES

- ✓ No trade/brand names in presentation
- ✓ No logos or branding or products in presentation
- ✓ Signed commercial agreement
- ✓ Provider must design all presentation materials and content (6.1)
- ✓ Disclosure stmt. in brochure, agenda and presentation.

VALUE ADDED OPPORTUNITIES

Non-workshop or lecture opportunities that provide value

What can you give sponsors that has value other than pulpit time?

- Poll attendees for interest in certain products/services and give the leads to your sponsors as part of their package.
- Pre and post event email marketing feature real content from sponsors, something of value to get attention, article, resource, webinar. *Ex: Watch this 1-15 minute video and answer the question at the end for a chance to win XYZ.*
- Pre event emails could ask attendees what problems they are hoping to solve, what challenges are they working to overcome in their practice. This info is valuable to exhibitors as they develop new products and services.

CHALLENGES & SOLUTIONS

Challenge

“A provider must not award CECH for individual lectures or workshops listed or designated in the program agenda as supported by commercial interests.” (6.2)

2020

Challenge

Ads are prohibited on the screen, web page, or pop ups where cont. ed. content is displayed.

No commercial breaks during audio/video recorded sessions. (6.3 & 9.6)

How do we thank sponsors during virtual events?

2020

THANK YOU!

Ann & Sarah, PodiatryMeetings.com





MASTERMIND ROUNDTABLE

For Podiatric Meeting Planners

