

Virtual Roundtables on Response & Resilience

Events Planning in Uncertainty



Organizations everywhere have experienced some form of disruption from the COVID-19 outbreak. This fast moving situation make reactive approaches to response difficult. We will discuss strategies, tools, and tips for virtual planning, how to stay connected and encourage people to come out after crisis





Carolyn Keller, Founder & Principal



Courtney Leigh Beisel, Boss Lady



Agenda:

- Virtual engagement
- How to stay connected to patrons
- Encouraging people to come out after crisis

“By people getting together and celebrating this idea of togetherness, great things can happen.”

- Edward Enniful



We are all asking the same questions...

When we reopen, will people come back?

When do people think that they'll come back?

How is the current environment – at this moment – impacting future plans?



How COVID-19 is Impacting Intent to Visit

IMPACTS is currently publishing data concerning cultural organizations during the COVID-19 global pandemic twice weekly

→ Research shows that intent to visit aligns closely with actual plans and visitation behaviors

colleendilenschneider
know your own bone

Right now, people indicate their intent to return to a more usual way of life in between one to three months, with things back to a largely normal state by six months.

- ◆ Intent to visit cultural organizations within three months decreased by 16.7% from February 28 to March 13, 2020
- ◆ Longer-term intentions remain stable, suggesting that the public still currently perceives the COVID-19 crisis as relatively finite



What Can I Do to Stay Connected?

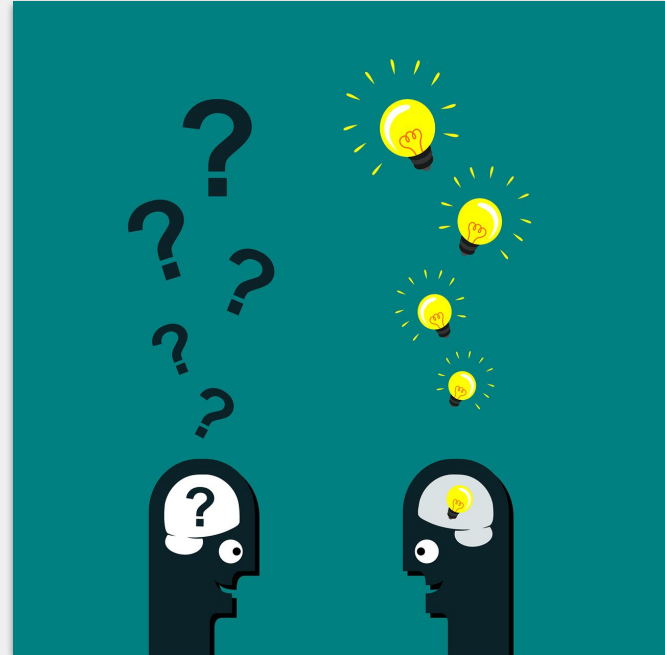


- Virtual Engagement
 - Consider your audience
 - Determine platforms suited to your content
- Recalibrate Your Value Proposition
 - Rework a compelling value proposition to convince prospects to take action
 - [Baltimore Museum of Industry and MedStar Health partnership](#)
- Communicate, Communicate, Communicate
 - Everyone is facing this crisis together
 - Use consistent, proactive communication



View the Shutdown as an Opportunity...

1. Get creative. Push yourself and your organization to try new things.
2. Think about how to diversify your revenue.
3. Work to build personal connections in a virtual setting.
4. Reorient yourself to your mission and vision and think about what you have to do to adapt to our new reality... short term and long term.
5. Think about what your audience needs during this time of crisis, and how your organization can help fulfill that need.



Consider Virtual Events

Stay connected to patrons with virtual engagement. There are many free or low cost platforms for engagement (Skype, Zoom, Crowdcast, etc.)

→ Pros

- ◆ Decreased cost for venue, A/V set up and technical assistance
- ◆ Allows connection without geographic boundaries and is convenient for attendees
- ◆ Can gather valuable analytics

→ Cons

- ◆ Less opportunities for face-to-face networking
- ◆ Technical difficulties are always a possibility
- ◆ Costs for visual media



Cancelled...

Annual 5K hosted in the spring with sponsorship opportunities

Annual fundraising gala with silent auction and high-profile celebrity speakers

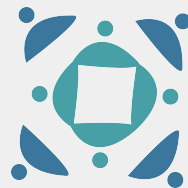
Summer Camp

Alternative...

Online fitness challenge or get out and walk campaign

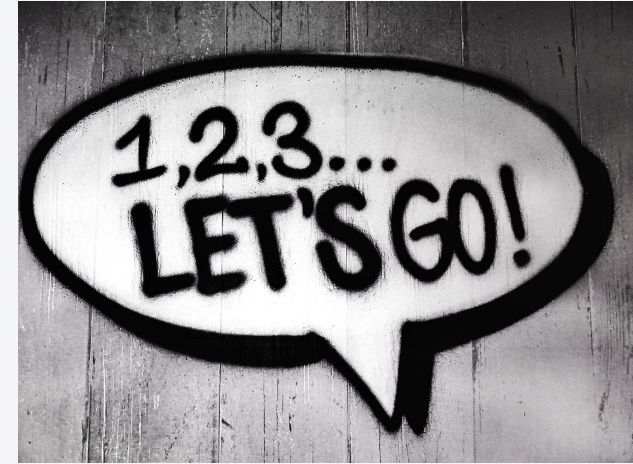
Online silent auction, broadcast speakers via Facebook live, virtual fundraising campaign

Create weekly boxes for your campers and take them through an online journey



Shifting from Physical to Virtual Events

Focus on an already existing audience. Think about what they need from you to take the next step, then provide that in a virtual event format.



- Potential Formats:
 - Pre-recorded videos
 - Animated education content
 - Live-streaming
 - Virtual event panels and forums
- Develop a virtual event marketing strategy that aligns with your goals
- Choose digital technology tools and formats that convey your message



Tips and Tricks for a Successful Online Event

- PRACTICE your technology platform multiple times before the event.
- Establish norms at the start of the event.
- Don't provide more than 90 minutes of content without a break.
- Brainstorm ways to execute the activities you planned in person in a virtual environment.
- Do everything you can to encourage video sharing.
- Consider time zones
- Send care packages to your attendees.
- Set a four-hour maximum amount of time for people to be online in a day. Break content into two or three days if necessary.
- Designate facilitators for breakout rooms.
- Be careful with how you disseminate meeting information... Beware of trolls!
- Always survey your audience to find areas of improvement.
- Consider ways to supplement the meeting, such as online forums.



Tools for Virtual Events

Events, Meetings, & Live Content

- [Google Hangouts](#)
- [Zoom](#)
- [Join.me](#)
- [Crowdcast](#)
- [Facebook for Media](#)
- [Slack](#)

Pre-recorded Video Content

- [YouTube](#)
- [Vimeo](#)

Visual Media

- [Animoto](#) - Video
- [Canva](#) - Graphics
- Royalty Free Stock Media (photos, illustrations, music, videos, etc...)
 - [Pexels](#)
 - [Pixabay](#)

Also... [Where to Donate Unused Event Materials After Cancellations](#)



What Will Make People Feel Safe Again?

- Data surveyed 3,497 US adults.
- “What will it take to make people feel safe and comfortable visiting cultural organizations again?”

1. Vaccine availability
2. Government access restrictions
3. Seeing others visit
4. Availability of hand sanitizer
5. Organizations choosing to reopen
6. One-in-five people already feel safe and comfortable visiting.



This is Good News...

There are some things in your control

- Choosing to reopen
- Cultivating perception
 - Share stories about when you reopen
 - Create memorable “social media” moments to cultivate word of mouth endorsements
- Have hand sanitizer knowingly available
- Knowing your audience cares least about your full cleaning procedures

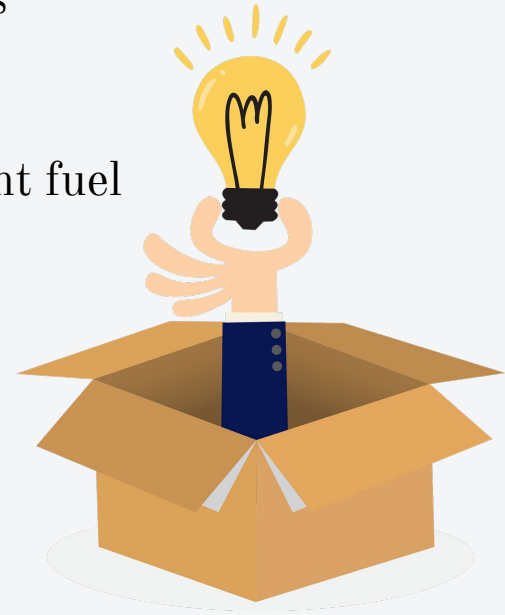


Your audiences' have limited attention, make your message something they care about.



Marketing Your Event During and After COVID-19

- Remember that how you communicate matters
 - Channels you choose
 - Information provided
- Avoid showing or discussing content that might fuel concerns.
- Use strategy when you need to pivot
- Leverage social influence
- Be genuine
- Tell them why
 - Communicate your decision making



When rebooking events...

Put a pandemic clause into your contracts!

It will be considered a Force Majeure event under this Letter of Agreement if, within sixty days in advance of the scheduled event, the CDC (1) declares a pandemic, as the CDC defines that term (or a previous such declaration remains in place) and (2) issues a Warning Level 3 travel notice for the location of the event (or such previously issued Warning remains in place), that has the effect of reducing or delaying anticipated attendance at the event by at least thirty percent (30%). Additionally, it will be considered a Force Majeure event under this agreement if the state or local government with jurisdiction over the event location (1) issues (or maintains) a restriction effective for the date(s) of the scheduled event limiting the number of attendees at an event to a number that would make the scheduled event impossible or (2) declares a state of emergency covering the location of the event effective for the date(s) of the scheduled event.



The Importance of Storytelling and Visual Storytelling



- Entertaining and informative
- Visual storytelling
 - Provides compelling content
 - Relays complex information efficiently
 - Drives audiences to take actions



Calls to Action

- Create a call to action for your patrons
- Partner with your neighbors
- Promote what's going on locally



Upcoming Sessions:

- **How to Support Local Organizations - April 9 @ 1:00 PM**
- **Assessing and Responding to Financial Risk - April 14 @ 11:00 AM**
- **Community Resilience and Philanthropic Response - April 16 @ 1:00 PM**



Let's talk...



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Courtney Leigh Beisel, Boss Lady



Virtual Roundtable

- What steps is your organization taking to communicate with your audiences?
- How has the current situation impacted your events?
- What opportunities do you have for virtual outreach, engagement, and events at this time?



Resources:

- [IMPACTS -COVID-19 Updates](#)
- [17 of The Best E-Commerce Value Propositions](#)
- [How to Shift From Physical to Virtual Events and Maximize Event Outcomes](#)
- [Facebook for Media](#)
- [10 Trends and Principles of Visual Storytelling That Every Designer Must Follow](#)
- [7 Storytelling Techniques Used by the Most Inspiring TED Presenters](#)
- [Lessons learned from hosting a virtual conference](#)
- [Slack: The ultimate guide to remote meetings in 2020](#)
- [Where to Donate Unused Event Materials After Cancellations](#)
- [Zoom: Best Practices for Hosting a Digital Event](#)

