

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session

Pre-webinar survey

The screenshot shows a survey interface with a dark green header containing the PARSONS | TKO logo. The main title is 'Virtual events webinar questionnaire'. There are two sections of questions, each with a 5-point Likert scale.

Which types of convening advance the mission most?

| | 1 - Least | 2 | 3 | 4 | 5 - Most |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| One-on-ones | <input type="radio"/> |
| Group discussions | <input type="radio"/> |
| Large meetings | <input type="radio"/> |

Which departments host the most?

| | 1 - Few | 2 | 3 | 4 | 5 - Many |
|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Communications | <input type="radio"/> |
| Development/Fundraising | <input type="radio"/> |
| Government relations | <input type="radio"/> |
| Dedicated events team | <input type="radio"/> |

PARSONS | TKO

Virtual Events Webinar

Making the Most of Your Pivot to Virtual Events

Webinar | October 28, 2020



Agenda

Webinar

- 20 minutes* Key concepts & use cases
- 15 minutes* Virtual event experience planning
- 15 minutes* Operationalizing event data
- 5 minutes* Closing remarks

After class

- 30 minutes* Office hours

Who is speaking?



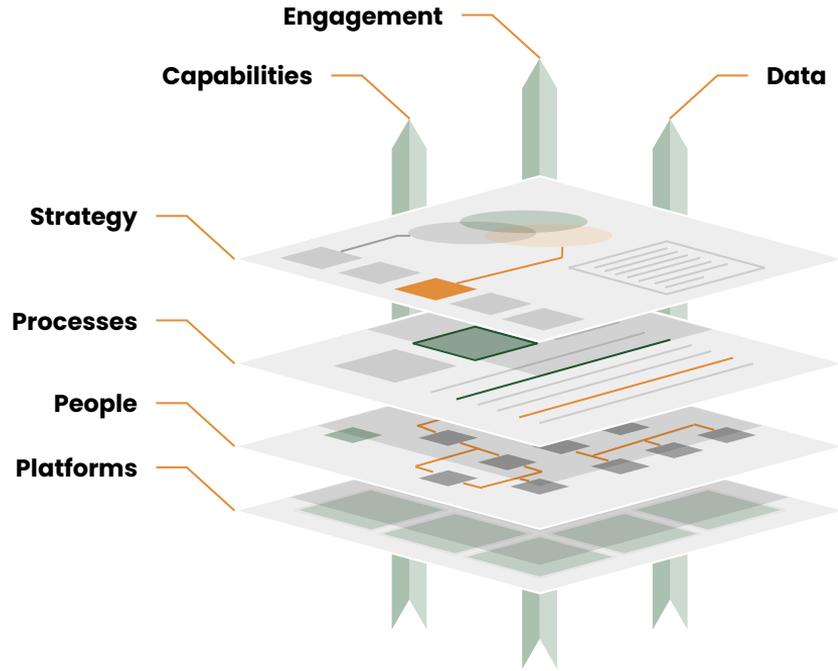
Stefan Byrd-Krueger

Chief Analytics Officer
ParsonsTKO

A model for audience engagement

Engagement Architecture ♦ noun

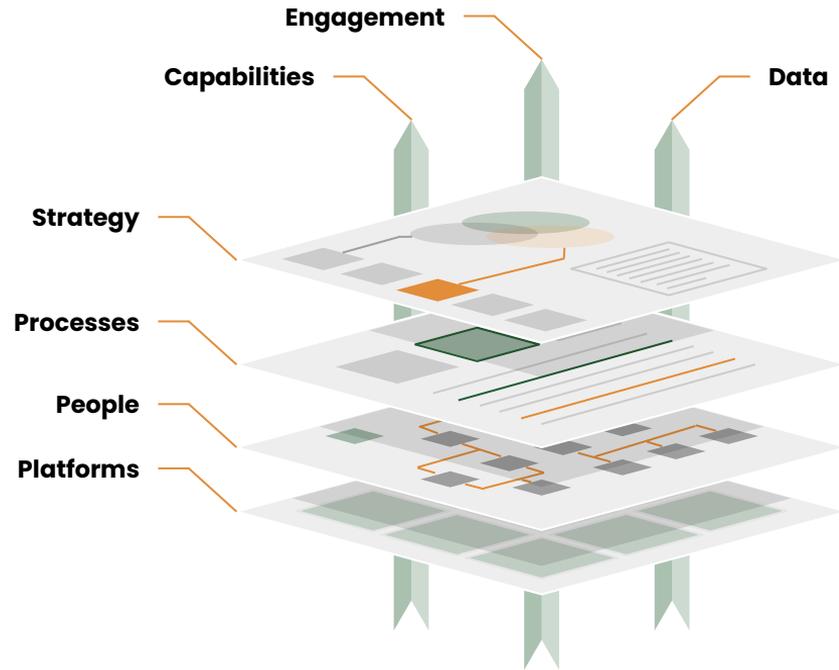
The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



A model for audience engagement

Event architecture:

- The tools you use to host
- The tools you use to promote
- The people who plan it
- The people who participate
- The process of preparing events
- The process of generating content
- The process of following-up
- The capabilities of iterative outreach
- The long-term audience engagement
- The data from throughout the process

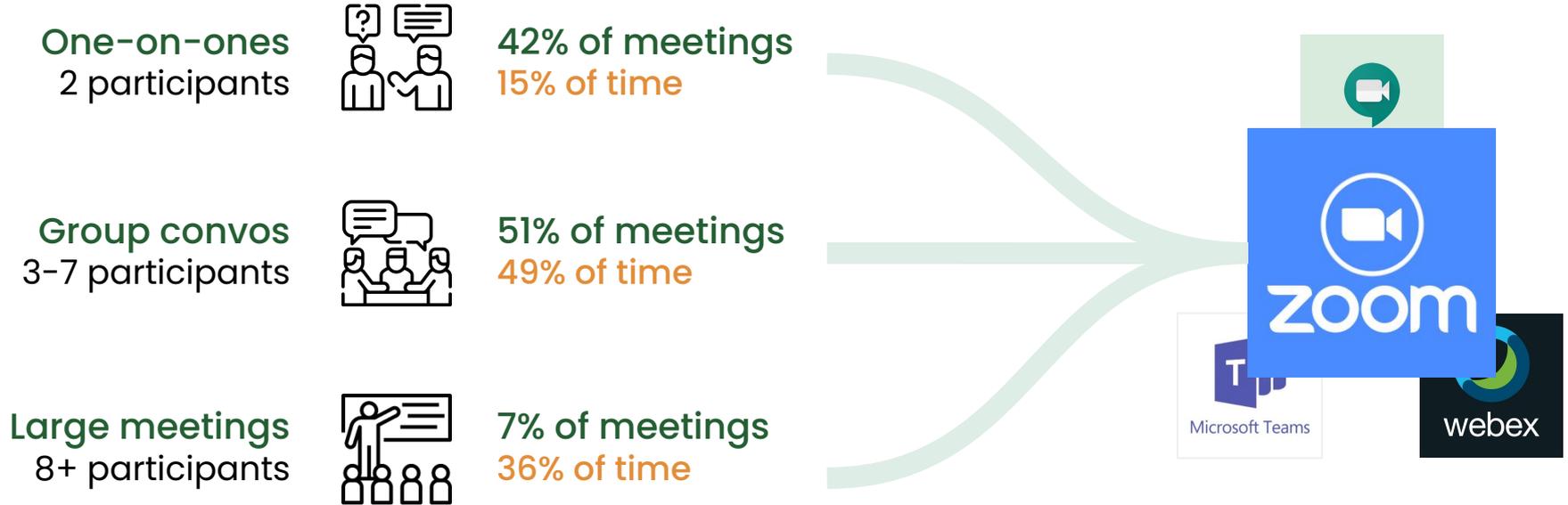


What really are “virtual events”



The great consolidation of convening

In 2020, a huge diversity of meetings all moved to a small number of tools.

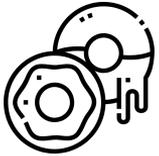


Use cases



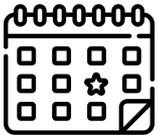
Roles for event data

Improving the impact of virtual events



Foster informal spaces & personal connections

Design VIP experiences to help people feel recognized



Give longevity for an event with supporting content

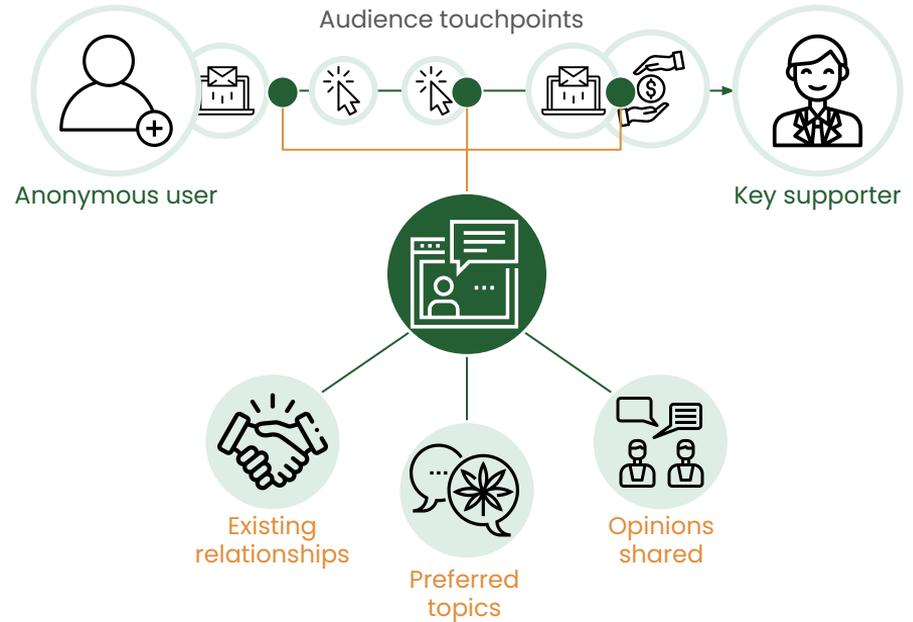
Event analytics can help you:

- Exceed expectations of online events by **personalizing** the experience?
- The full event experience includes, **pre-**, **during-**, and **post-**event?
- **Develop content** and inter-personal connection to add value

What can we know about our meetings?

You might want to know:

- Who else from your organization have they met and spoken with?
- What topics were covered and what content did they stay through?
- Did they unmute and speak or type in the chat? What did they contribute?



Learn how your teams work together



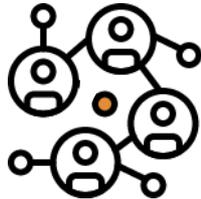
How staff engage and balance contributions



Replicate the traits of top performing teams



Where ideas originate and what fosters this



Track collaboration to find & combat isolation

Meeting data can provide insight on:

- **Team dynamics:** how often do teams meet about which type of work?
- **Mentorship:** how do junior staff interface with experienced peers?
- **Culture:** what are the norms and opportunities to build alignment?

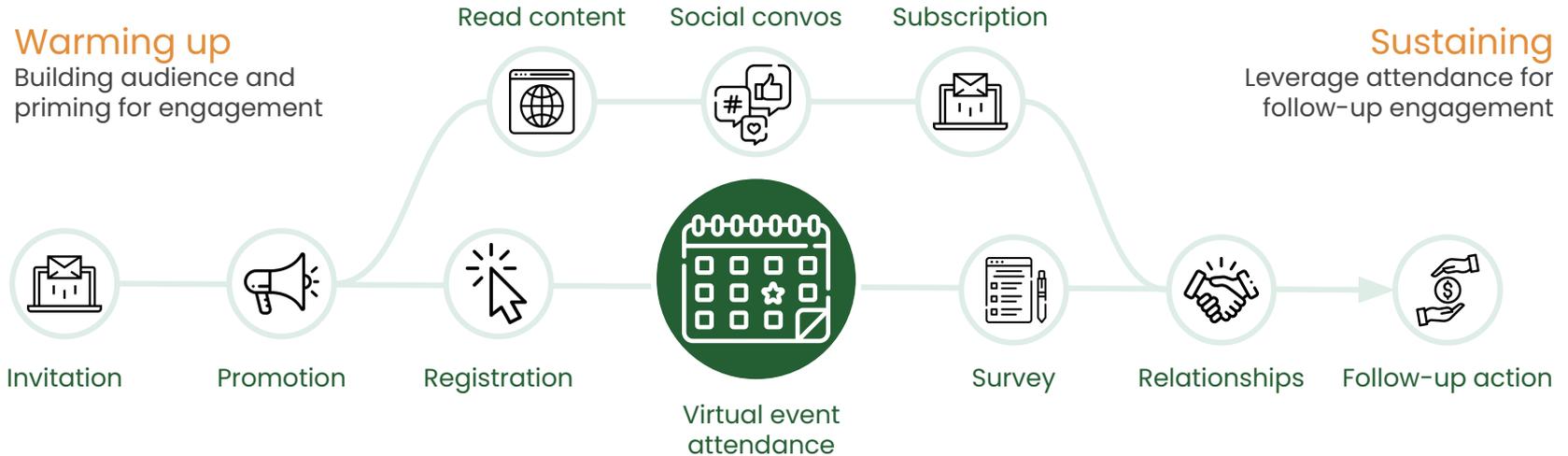
Improving events

Who is speaking?



Adam Good
Senior Strategist
ParsonsTKO

The flow of event engagement



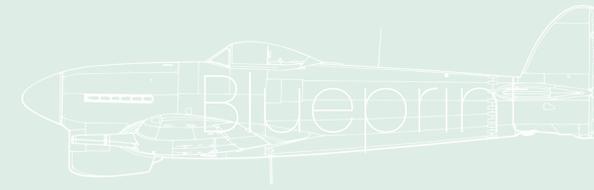
“Events” as a subscription

The experience of an event is not a single point in time.

- **Outreach** that leads to registration
- **Content** people consume to prepare and prime them for the event
- **Conversations** that can happen
- **Actions** your event is intended to lead audiences towards

| Mon | Tues | Weds | Thurs | Fri |
|---|---|---|---|---|
|  | |  | | |
| |  | | | |
| | | Event |  | |
| |  | | |  |

How it can work



Event subscription gives you access to:

- Pre-event discussions
- Cohort groups
- Exclusive executive briefings, roundtables, etc..
- “Office hours” for in-depth 1:1 or group work
- Additional content (articles, blog posts, videos)
- Additional “sub-events” (talks, etc)
- Post-event recordings, summaries, other media

VIP experience

- In real-life events, some attendees are more valuable than others
- Who are those high-value attendees?
- What makes them **valuable to your organization?**
- What makes your event **valuable to them?**
- How are you serving them in online events?

VIP experience can include:

- Exclusive content
- Exclusive access to key staff and stakeholders
- Green rooms for speakers
- Real-life “swag boxes” and other physical products and acknowledgments
- Content co-creation
- Private chat channels

Networking

- “The **event is not the main event**”
- Rather, it’s the:
 - People
 - Conversations
 - Connections
- How do you enable those interactions?
- How do you track them?

Networking in virtual events:

- Breakout groups
- Cohorts
- Chat channels
- Ice breakers

Events as content generators

- Your events are **content-generating machines**
- Maximize your effort by planning multiple content engagement touch points before, during and after the event
- What do attendees **get beyond just being there?**

Event content possibilities:

- Livestream
- Quizzes/polls
- Previews
- Follow-ups
- Break-outs
- Blog posts
- Social media engagement
- Long-form videos
- Short-form videos

How to find hidden treasure Within your event analytics



Before vs. Now in data collection



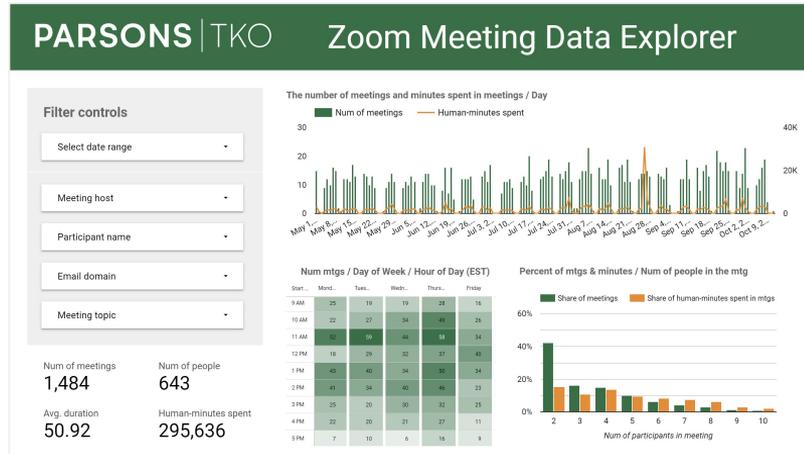
Offline event data:

- Diverse data sources based on convening type
- Offline collection (e.g. sign up sheets)
- Manual data entry
- Governance & discipline in collection
- Reporting & adoption of data

Virtual event data:

- Automatically collected
- Locked into platform data choices
- Requires engineering and integration to leverage well
- Reporting & adoption of data

A single source of truth for event data



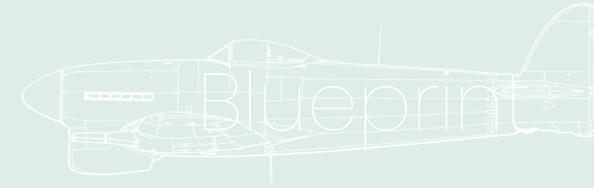
How integration & dashboards can help

- Provide important context to meeting performance data
- Make one place where data can be accessed by analysts
- Integrate event data with other tools, such as your CRM or email platform
- Deal with a heterogeneous platform environment (e.g. Zoom + WebEx)

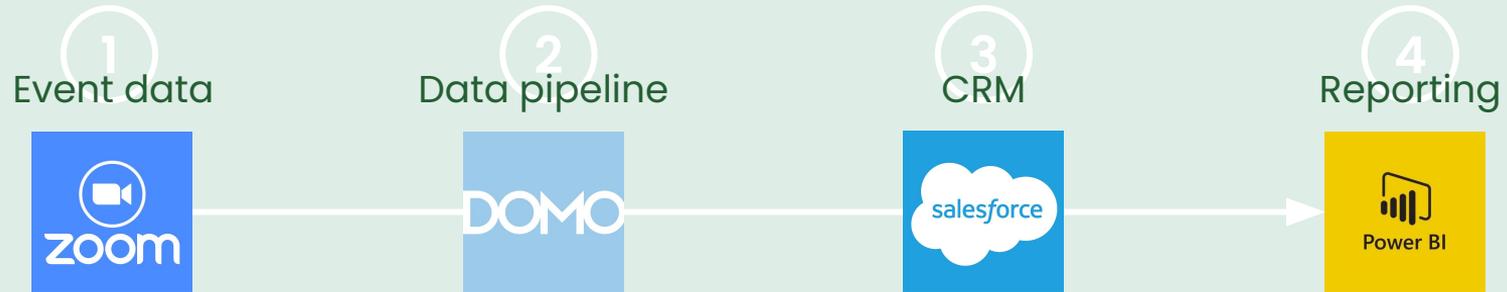
What does the data look like?

- Lists of participant names
- When they joined and how long they stay
- **Email addresses** (with limitations)
- Location (with limitations)
- Topical context of the meeting they attended (Title)
- Technical information about call/connection quality

How it can work



Create data flows to save you virtual event data help you team use it to drive strategy



Data is collected by the tools you use, but it isn't retained automatically

Use off the shelf tools to automate extraction of your data at scale

Once in your CRM, staff can use it right away to guide 1-on-1 outreach

Reporting tools can format and add context to data to guide strategy across teams

How do we move this data

If you want to answer one question, or do some data storytelling to inspire a team...

Manually:

- Admin dashboards of your tools
- Run reports on individual meetings
- Download CSV files
- Process and blend in spreadsheet
- Analyze and report from there
- Upload to CRM keyed on email

If you want routine reporting & events are a key component of audience engagement...

Automatically:

- Work with an engineer to tap into APIs
- Design data flows to merge event data into a consistent format
- Build a dashboard to explore and monitor data quality
- Periodically or as needed, push updated datasets to your CRM

Have specific questions for Stefan?
Let Andrea know if you would like to join
Stefan's Q&A breakout room!



Continue the conversation

Connect with Stefan, Adam and PTKO:



[linkedin.com/in/stefanbyrdkrueger/](https://www.linkedin.com/in/stefanbyrdkrueger/)



[linkedin.com/company/parsonstko/](https://www.linkedin.com/company/parsonstko/)



[linkedin.com/in/asgood/](https://www.linkedin.com/in/asgood/)

Join our community:

parsonstko.com/community

Want to dive in?

parsonstko.com/project

How did we do?

Please let us know by filling out our [survey](#).

What even is an event?



Connecting people

To your org

And to each other

At a point in time.

Preferably, with some content.

And snacks.

And drinks.