

atd

VIRTUAL
CONFERENCE

June 1-5, 2020

BUILDING CAPABILITIES
AND CONNECTION

Pivoting to Virtual:
The Story Behind ATD's
First-Ever Virtual
Conference

Event Highlights

4,500 attendees from 71 countries

Over 200 sessions, including Keynotes, Live Q&As, On Demand,
and “Meditainment” Sessions

Average Daily Visitors: 2,512

Over 24,000 hours of content watched

atd

VIRTUAL
CONFERENCE

June 1-5, 2020

BUILDING CAPABILITIES
AND CONNECTION

Platform
Decision
Process



SET GOALS



1.

2.

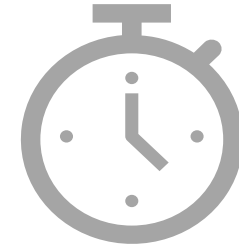
3.





Level of Interactivity

Audience Engagement
Networking Opportunities



Timing:

Live: One time run
Simulive: Pre-recorded, one-time run
On Demand: Pre-recorded and posted

There are a ton of companies in this space with great features. This list is some of who we looked at, but so much has changed in the last three months, it's worth looking around.

- “Basic”

- Zoom
- WebEx
- Adobe Connect

- “Advanced”

- Social27
- 6Connex
- vFairs
- INXPO
- FreemanAV

atd

VIRTUAL
CONFERENCE

June 1-5, 2020

Content
Process

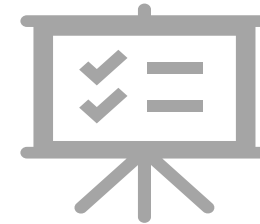
BUILDING CAPABILITIES
AND CONNECTION





Content

Similar to programming a live event
Choose presenters who are familiar with virtual delivery OR provide them resources on how to be a more effective virtual presenter



Run of Show

Develop a “run of show” or a schedule of what will happen when both for the audience AND for technical production

atd
VIRTUAL
CONFERENCE

June 1-5, 2020

BUILDING CAPABILITIES
AND CONNECTION

Stumbling
Blocks





Timelines



Project Management



It's Still Technology

atd
VIRTUAL
CONFERENCE

June 1-5, 2020

BUILDING CAPABILITIES
AND CONNECTION

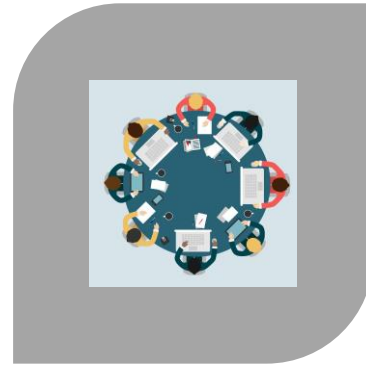
Unexpected
Wins



Unexpected Wins



COMMUNITY



ENGAGEMENT



DEDICATION TO THE
FIELD

atd
VIRTUAL
CONFERENCE

June 1–5, 2020

Key
Lessons

BUILDING CAPABILITIES
AND CONNECTION



atd
VIRTUAL
CONFERENCE

June 1-5, 2020

BUILDING CAPABILITIES
AND CONNECTION

What's
Next?

