

DIGITAL & VIRTUAL OPPORTUNITIES

Virtual Conferences ▪ Virtual Meetings ▪ Virtual Events

CONFERENCE PROGRAMMING
EDUCATIONAL PROGRAMMING
CONFERENCE PROMOTION
EVENT SPONSORSHIPS
EXHIBIT HALLS
YEAR-ROUND SPONSORSHIP
OPPORTUNITIES
SOFTWARE REFERENCES

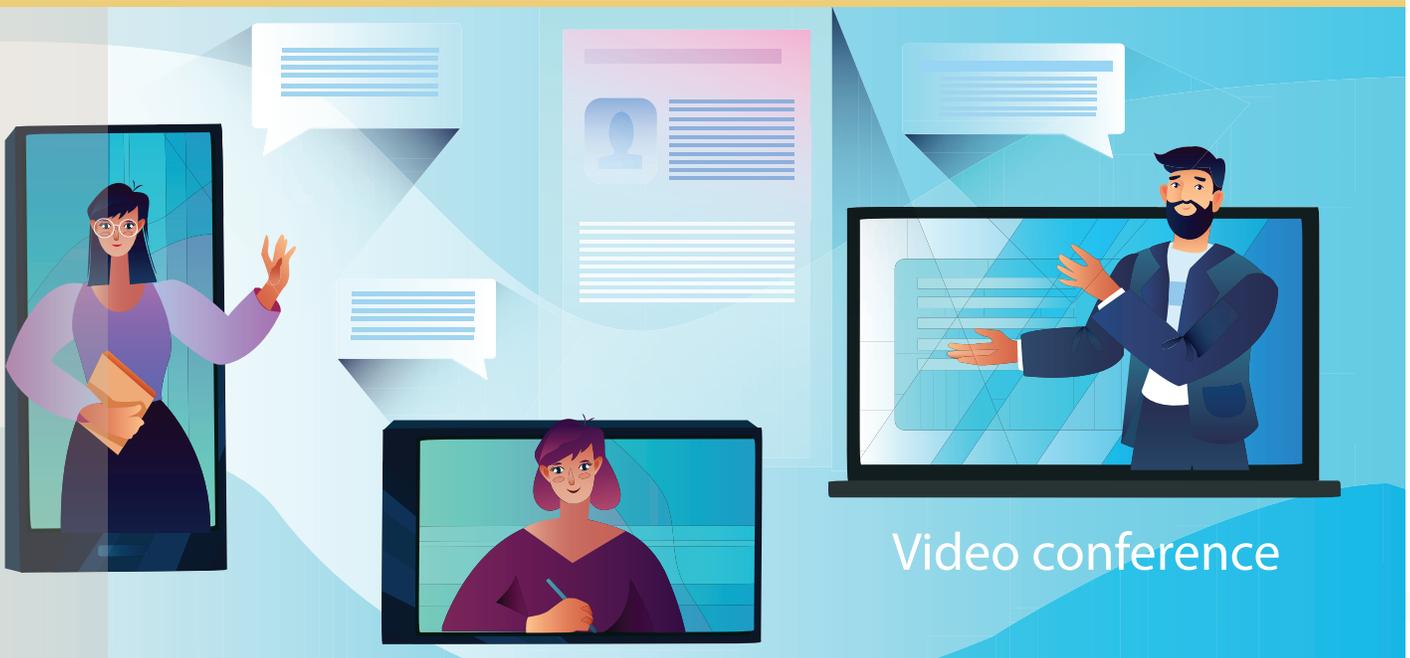


TABLE OF CONTENTS



Virtual Conference, Meetings & Events	2
Conference Programming	3
Educational Programming	5
Conference Promotion	6
Event Sponsorship Packages	8
Event Sponsorship Opportunities	9
Exhibit Halls	11
Year-round Sponsorship Opportunities	12
Software References	13

VIRTUAL CONFERENCES, MEETINGS & EVENTS



Video conference

Virtual conferences, meetings and other events are an important component of the association products and services portfolio, but perhaps never more so than during a public health crises, advisories around social distancing and limits in place for mass gatherings.

In these challenging times, our clients are looking for the means to fulfill their missions around education, training, certification and networking, and to be cost-efficient and generate revenue to support programs, services and general operations. Organizations that have not ventured previously into the virtual realm are now seeing expansion of their offerings to include virtual conferences, meetings and events, as necessary.

At any time, including virtual offerings in the association's portfolio makes good business sense. Virtual offerings provided in addition to face-to-face (F2F) conferences, meetings and events, deliver your association's content to a broader geographic audience; harness technology in innovative, affordable, convenient and engaging ways that appeal to your members and others in your profession; give new, high-impact platforms for sponsors and vendors to reach their customers; and provide the organization with new revenue streams.

AEG's virtual solutions are available to help associations navigate the often complex transition from F2F events to a virtual platform, and hybrid combinations of F2F and virtual offerings. Our experienced staff is well-versed in virtual platform selection, meeting versus webinar application utilization, content development, translation of F2F agendas to a virtual solution, branding and promotion of the activity, speaker and attendee management, sponsor and exhibitor sales and management, continuing education credit programs, and customized engagement applications, including polling, surveys, online chat, and Q&A.

Now more than ever, associations should consider adding virtual programming to their education, training and sales portfolios. Whether it's a multi-day conference, a standalone webinar or sponsorship offering, AEG offers the experience you need in a partner to make a seamless transition from a F2F event to virtual event. We'll help you select the best online platform to achieve your goals, whether this is Zoom, GoToMeeting, vFAIR, cVent, or any other one of the number of viable solutions available.

CONFERENCE PROGRAMMING

Virtual events can take many different formats and there are multiple platforms you can utilize to run your conference programming. Whatever you choose to deliver your virtual content, look for a cost-effective platform that can accommodate most, if not all, of your requirements. Many of our clients utilize Zoom, a leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, webinars and more.

When you start planning your online event, identify first what you want your user experience to look like. If you expect attendees to mostly listen, you're on the fast track to a video webinar. Webinars typically have a few people speaking, and are ideal for larger audiences and events that are open to the public. When you need more back and forth between the audience and the host, a meeting is the better option.

MAIN STAGE PRESENTATION

Utilize Zoom Video Webinar, or a similar platform, for your main stage programming, allowing you to broadcast your general or plenary sessions to thousands of "view-only" attendees. With a "one-to-many" video experience, you, your speakers and guests can be on screen and your audience can comment via live chat, Q&A and polling that speakers and other panelists can see and respond to in real-time.

PANELS

For groups larger than 30, it is recommended to utilize Zoom Video Webinar, or a similar platform, to host your panel. For less than 30 participants, the more fully-interactive meeting format may be ideal. Meeting format panel discussions offer participants an opportunity to mingle with one another via live chat. A key component to attendee satisfaction with the virtual meeting environment is social interaction and networking opportunities with presenters, colleagues and sponsors.

BREAKOUT SESSIONS

For your breakout sessions, you want something different, instead of the "one-to-many" live stream, you want to enable a "many-to-many" video experience within a Zoom Meeting, where everyone in the small group is on video and can speak when called on. In this set-up, you want the breakout session facilitator to be able to record the session for later replay and use; mute attendees on entrance; and let attendees raise their hands to be un-muted to participate in the discussion.

INTERVIEW FORMATS

There are two types of virtual interviews, a one-way and two-way live interview. Zoom isn't built specifically for holding a one-way interview however it can be done with their Zoom Meeting option, as it does allow you to save the meeting as an mp4 file that you can share with others or upload to YouTube, Vimeo, and Dropbox. Otherwise you can use Zoom Meeting for live streaming purposes for your two-way virtual interview.

One-way virtual interview is when the association would send out an email with a listing of the questions they would like the interviewee to address. The interviewee would then use a video recording software to record the answers to the questions and send it back in. A platform that is intended for this interview style is Skype, but as mentioned above, you could use Zoom Meeting.

Two-way virtual interview is a live interview that is conducted online in real-time by using either a webinar or meeting format, depending on how big your audience is and if you want your audience to be able to actively participate.

In addition to the types of interviews, there are three different styles: unstructured, semi-structured, and structured. Be sure to plan ahead to identify the best structure for your intended audience.

Unstructured interviews are interviews that take place with few, if any, interview questions. They often progress in the manner a normal conversation would.

Semi-structured interviews use an interview protocol to help guide the interview process. While this can incorporate conversational aspects, it is mostly a guided conversation between the interviewer and interviewee. It does maintain some structure while providing the interviewer the ability to probe the interviewee for additional details.

Structured interviews are interviews that strictly adhere to the use of an interview protocol to guide the interviewer. It is a more rigid interview style, in that only the questions on the interview protocol are asked.



BUSINESS / MEMBERSHIP MEETINGS

Utilize a meeting format like that offered by Zoom for required membership meetings. Offer a structured agenda with multiple presenters. Incorporate polling for nomination voting purposes and open mic sessions for other meeting protocols such as roll calls.

POSTER PRESENTATIONS

You don't have to give up on the ever-popular poster presentations while hosting a virtual conference. There are a couple of formats you could consider depending upon your poster program characteristics.

Large poster presentations with awards

Utilize PDF formatted posters and provide the presenters with an online file repository. Provide attendees with a password-protected entry to access this information. Give a specific time frame for viewing and then schedule a one-hour session during your conference agenda for voting, using a polling mechanism. Allow the top three winners to present the poster and acknowledge the achievement with awards, if offered. This approach can be modified to offer oral presentation slots for presenters if the agenda allows.

Small poster presentations

Offer each participant the opportunity to provide a live or prerecorded presentation that can be viewed by conference attendees. If you decide to offer awards, schedule a one-hour award presentation.

RECEPTIONS

Just because people are not F2F, doesn't mean you can't offer receptions or creative ways to engage members and attendees. For example, bring your attendees together at the end of the day with a virtual cocktail reception providing a relaxed environment to network and discuss the day's events. Zoom Meeting, or similar, provides an ideal platform for social events.

Promote your social events pre-conference, highlighting how fun and inviting they are by offering give-aways to entice people to attend, include a contest and set up the interaction with icebreakers in advance. You could choose a signature cocktail or mocktail and share the recipe with the group. Send it out in advance so that if people wish to participate in the drink, they have time to go out and get the ingredients. Set the mood with adjusted lighting and music and use a static back drop image on your virtual screen. An outgoing host will be important too, to lead the conversations, run activities and get people involved.

NETWORKING

A conference app is a great way to connect your attendees at a virtual meeting where they can utilize the "shake and connect" technology, schedule one-on-one appointments with each other, exhibitors or sponsors, and participate in gamification features, live polling, Q&A and more. There are multiple platforms for mobile applications like Socio, Eventmobi, Aventri, and Cvent and most can typically turn around a mobile app to support your conference pretty quickly. You can also utilize the mobile app to create a resource center for your attendees that would include anything you feel to be important for your attendees to have access to before, during and after the event.

POLLING

Polls are a great way to get an audience engaged, so set aside a couple minutes for a poll in each of your meetings and presentations. These little breaks keep the content dynamic while giving everyone a chance to participate and refocus. Polls can be entertaining during a networking or reception event. Just remember, these polls should be about them, not you. You should be able to say, "By answering this question, you will benefit in the following way...." Polling is a popular Zoom Video Webinar and Zoom Meeting feature. There is also a popular third-party polling software called Mentimeter, which runs off of any mobile and desktop browser and provides real time graphical results.

EDUCATIONAL PROGRAMMING



WEBINARS

Webinars are typically shorter duration educational opportunities that provide great member value for education and training, as well as build engagement and revenue. If you can incorporate CEU's it can provide an additional advantage that will likely draw in a larger audience.

Live standalone webinar format

Using Zoom Video Webinar, or a similar webinar platform, you can live stream your webinar to all attendees.

Live webinar series

Run a series of live webinars using Zoom Video Webinar, or a similar webinar platform. Schedule them out over a period of time and charge a bundled discounted rate for access to all. The organization may also offer individual live webinars from the series at a higher per-webinar rate.

On-demand webinars

Pre-recorded videos can be used to offer on-demand webinars on the organization's website. Create an experience that combines brand elements and clear language with a captivating video presentation.

NETWORKING & ENGAGEMENT

Virtual networking and engagement with professional peers via online channels is just as important and valuable as any live F2F networking event. Scheduling and providing networking and engagement opportunities will increase attendee participation and enhance the virtual conference experience.

Discussion board

Integrate a discussion board into the organizational website. Post questions for discussion topics. Promote through eBlasts and eMagazines.

Engagement lounge

Engagement lounges are typically a semi-structured event designed to address a particular topic. They can incorporate short presentations, followed by open discussion and questions or be just open discussions. Using Zoom Meetings or a similar platform, you can create a "many-to-many" format to have an open discussion on a particular focus or key issue. Schedule for one hour and pre-broadcast your Engagement Lounge and topic or issue six weeks ahead of time. Use surveying for feedback on potential discussion topics and reactions post-event.

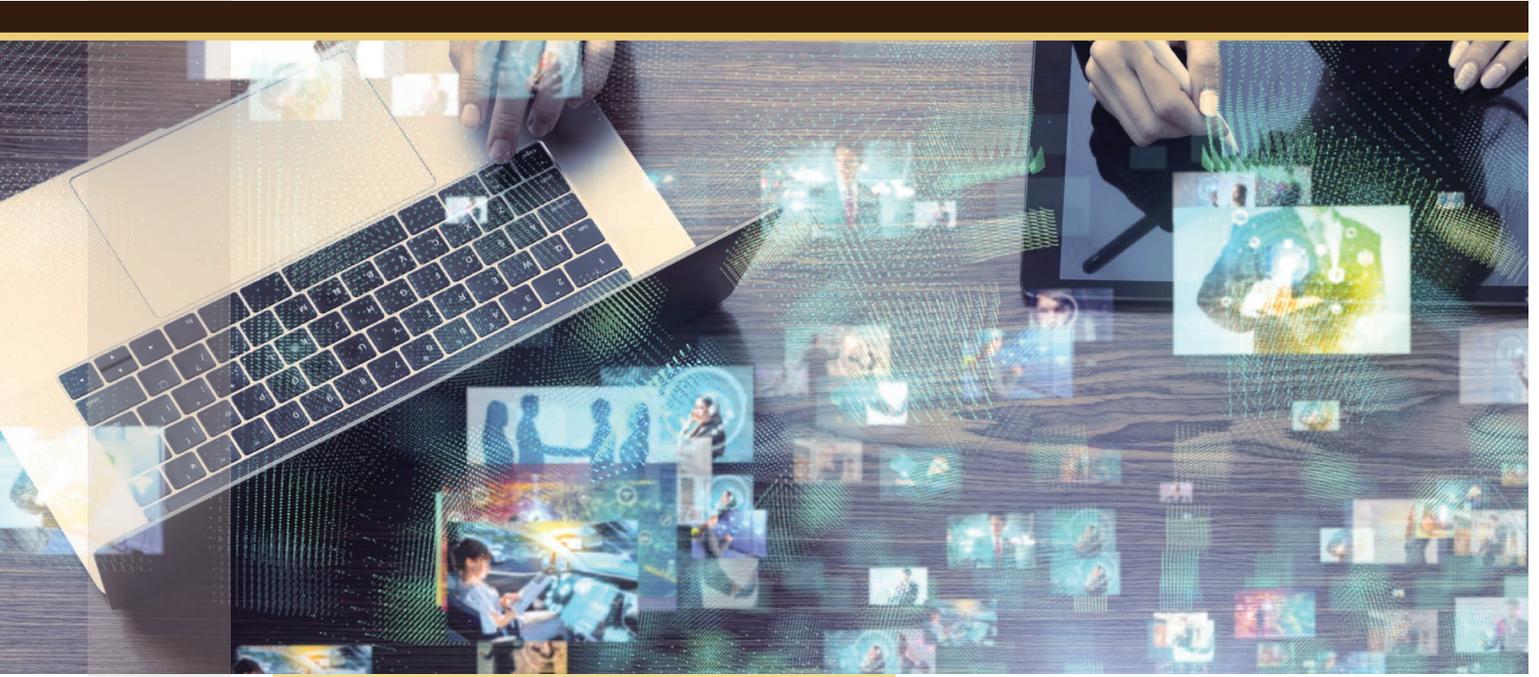
Town Halls

Town Halls are usually more presentation focused with multiple topics and a short agenda, followed by question and answer period. Use Zoom Video Webinar or a similar platform for large group presentations. These have the ability for the host/presenter to mute and un-mute attendees if needed to participate in conversations. Utilize a Town Hall to present as a panel or as a single presenter. Incorporate features like polling and Q&A to encourage engagement.

Q&A Sessions

Similar to a Town Hall, you can host open-floor Q&A sessions following a presentation or panel discussion. Zoom Video Webinar and other similar platforms will normally allow you to open the "mic" and un-mute one person at a time.

CONFERENCE PROMOTION



Promotion is a necessary part of planning a great conference. With so many conferences being held, in order to attract attendees you have to promote your conference well and far enough in advance. People need to know about your conference in order to attend, and promotion ensures that people interested in your conference are exposed to it.

BUILD A CONFERENCE WEBSITE

Create a conference website for your virtual event just as you would for a live event. Alter navigation tabs to accommodate virtual event-specific information. Incorporate speaker information, highlight virtual event sponsors and add link-backs to vendor websites, post your event calendar / agendas, and more. Promote the event website on the association's homepage and in the navigation tree.

CREATE A PROSPECTUS

Design a virtual meeting prospectus. This prospectus should include any information that would be relevant to exhibitors or sponsors. Outline and build out virtual sponsorship opportunities and highlight the benefits each offers for the sponsor.

E-BLASTS

Utilize broadcast emails to promote the conference to members. Segment and tailor your emails so you can promote to active as well as lapsed and former members separately with defined messaging. Purchase new prospect lists to increase attendance beyond your current and former members and contacts. Virtual conferences and events can drive attendance from a broader geographic area, in particular for groups that do not have large budgets for education and travel.

After the conference, for those who didn't attend send out a 'Sorry we missed you' email highlighting some of the sessions, discussions etc. This provides a great opportunity to invite them to join next year. Mention early bird pricing to further entice them.

WEBSITE ADVERTISING

Post your event on related organizations' websites to draw attendance and link-backs to your virtual conference website.

SOCIAL MEDIA ADVERTISING

Use Facebook, Instagram, LinkedIn and Twitter to promote and create an event.

LinkedIn can be utilized to target and promote to specific job titles.

Use Facebook to geo-target around other live conferences to drive awareness among similar profile groups.

Use #CreateYourOwnHashtag to come up with an event hashtag and use it for all event-related tweets and other posts. Encourage staff and followers to do the same.

Social media marketing should go beyond sending out posts here and there. Utilizing engagement tactics will make your followers active participants. For example, creating a contest may increase involvement and interest.

POST CARD DROPS

Utilize a direct-mail approach to promote the event to your entire database. The mailer could be a save-the-date, a general reminder, or an advertisement for the event.

CONFERENCE PROGRAM / SWAG-BAG MAILER

Send out a pre-conference swag-bag mailer. A few days before conference kick off; send out a mailer to your attendee list. It can incorporate a conference program guide, insert on important presenters, promotional flyers (these can be sponsored pieces), brochures, information about next year's event with dates for early bird pricing deadlines, etc. You can reference the mailer during the Welcome Ceremony, to bring additional attention to it.



Connect with us [@smclibraries](https://www.instagram.com/smclibraries) on Instagram for a chance to win prizes all summer!

Think of your best caption for an image that will be posted **every Monday from July 2nd- 23rd** and you could win a swag bag filled with SMCL goods!

EVENT SPONSORSHIP PACKAGES

Event Sponsorship Packages provide financial support of an event and are used to achieve certain business goals. There are plenty of virtual sponsorship opportunities which can provide a great way to engage consumers and businesses.

Pricing will vary with each association. You will need to factor in your audience size, audience segments, sponsorship properties and assets, and what your brand has to offer.

SPONSORSHIP PACKAGES

Included Benefits:

Linked logo on sponsorship page on conference website.
50 word feature on sponsorship page on conference website.
Logo placement on background of virtual meeting display screens.
Logo recognition on association home page, linking to the conference sponsorship page.
Complimentary log-in/registrations for conference.
Discounted Log-ins/Registrations. <i>(up to two additional)</i>
Mini Technical Sessions during pre-determined break in session, this offers a chance to discuss a relevant topic in their industry, identify the variables and problems surrounding it, and allows them to present their solution to the audience.
Naming of pre-selected session e.g.: Welcome Reception – Sponsored by 'XYZ'.
Verbal recognition during Welcome Reception.
Conference attendee e-mail list for one time use.
Pre-conference E-blast to conference attendees.

Silver	Gold	Platinum
✓	✓	✓
	✓	✓
✓	✓	✓
		✓
One	One	Two
30% Off	30% Off	30% Off
	✓	✓
		✓
	✓	✓
		✓
		✓

EVENT SPONSORSHIP OPPORTUNITIES

Going virtual doesn't mean you minimize your opportunities for advertising and sponsorship revenue. Virtual event sponsorships come in many categories and can increase your reach while enhancing the experience of the online event for attendees, exhibitors and sponsors.

Pricing will vary with each association. You will need to factor in your audience size, audience segments, sponsorship properties and assets and what your brand has to offer.

WEBSITE RECOGNITION

Linked Logo with 50 Word Company Feature

Logo placed on a sponsorship page within the conference website that will link to a web page of the sponsor's choice.

Logo Recognition on Association Home Page

Logo placement on the association websites home page for one full year.



Logo Bundle

Bundle the Linked Logo with 50 Word Company Feature and Logo Recognition on Association Home page, factor in some cost savings to entice buyers. With this bundle you can link the home page logo to their feature on the sponsorship page for multiple levels of exposure for the sponsor.

Add in the Virtual Meeting Display Screens for an additional level of exposure at another discounted rate.

DIGITAL/MOBILE APP RECOGNITION

Broadcast E-Mail

One broadcast e-mail sent to conference attendees before or during the show. Sponsors can promote the opportunity for attendees to schedule one-on-one meetings, group social hours, or use as a promotional outlet to showcase their brand.

Association E-blast Inclusion

Sponsors can provide a short article or advertisement that gets included into a communications/newsletters that gets sent out (weekly/monthly) by the Association.

Mobile App Push Notification

Send out a data message during a pre-determined date and time that has been selected by the sponsor. This message will reach attendees that utilize the mobile app. They can promote their Technical Workshop, Mini Session, or can use it as a promotional outlet; this is also a great way for them to just let attendees know they are in attendance at the meeting.

Mobile App Sponsor Profiles

Creating a profile for each of your sponsors only takes a few minutes, and it's a great way to boost the sponsors brand awareness.

Mobile App Banner Ad

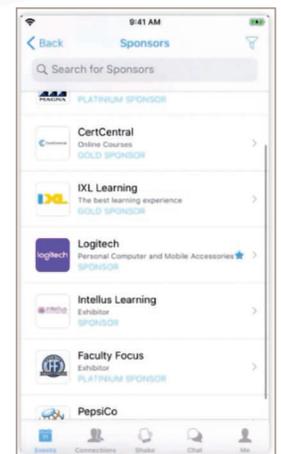
Banner ads play an important role in today's marketing mix, allowing your sponsors the opportunity to place an ad at the fingertips of every attendee for constant exposure to their brand.

Mobile App Marketing Bundle

Combine two key marketing tactics into one bundle to enhance the sponsor's exposure at the annual conference.

Benefits Include:

- (1) Push Notification
- (1) Banner Ad



CONFERENCE RECOGNITION

Logo Placement on Background of Virtual Meeting Display Screens

Place the sponsor's logo on the backdrop of the virtual meetings screen when your hosts steps in to present. This can be co-branded with the conference logo and can be sold to multiple sponsors.



Advertisements in promotional pieces

Utilize digital and print promotional outlets to sell ad space. Sizing Includes, but is not limited to:

- Full Page
- Half Page
- Quarter Page

Include front and back cover opportunities if it fits within the layout. You can increase pricing for these additional spots.



PRESENTATIONS

Mini Technical Session Presentation

The sponsor can maximize the break between sessions to discuss a relevant topic to their industry, identify the variables and problems surrounding it, and present their solutions to the audience. They could even factor in a poll or Q&A to engage the audience.

Content must be approved by Association prior to the conference.

Technical Workshop

Sponsor presents a factual or informational presentation that offers new solutions to existing problems. These presentations could be in the form of a Q&A format, or as a more formal training opportunity.

Content must be approved by Association prior to the conference.

OTHER

Custom Designed Postcard Drop

On behalf of the sponsor, send out their custom designed postcard, pre-conference to all conference attendees and/or members.

Signage in Virtual Lounge or Help Desk

Provide the opportunity to brand the virtual lounge with a sponsor's logo and/or tag line, bringing exposure to their brand.



Branding Exclusivity on Public Chats

Offer an opportunity for someone to sponsor all of the public chats. This would be a sole sponsorship and they would be provided with the placement of their logo on each individualized chat session screen.

Virtual Swag Bag

Sponsors can provide a digital flyer, short video, advertisement, poll/survey, or coupon for their business. They could also incorporate a game or a way to encourage attendees to interact with them during and after the conference. As you near the conference start date, the association will send out via multiple channels to conference goers, the virtual swag bags. These can be promoted via e-blast, uploaded to the conference website, and mention made of them during the opening session encouraging attendees to check them out.

EXHIBIT HALLS

EXHIBIT HALLS

Virtual exhibit halls provide the power to connect with a global audience and offer the ability to tailor the event to meet your business objectives. Virtual exhibit halls share many of the hallmarks of a brick and mortar trade show, such as ample opportunity for exhibitors to converse with attendees, as well as provide access to information such as white papers, case studies, webinars, and demos. In some ways they have a competitive edge: because they're online, they're eminently "track-able" (the exhibitors will know not only who came by their booth but exactly what those people were interested in), and that makes it easier for exhibitors to engage with leads generated from the trade show.

These virtual halls provide interactive environments with live and on-demand programming, flexible branding and personalization options that are cost-effective to both the association and the exhibitor. Most platforms house dozens of pre-designed booth templates and allow the exhibitors an opportunity to upload a custom design of their own. Booths can include a wide range of digital content: documents, videos, links to web-pages, social media links, surveys and prize giveaways.

As with conference programming, there are multiple virtual exhibit hall platforms to select from: a few we would recommend are Communique Conferencing Inc, 6Connex, Go Exhibit, and vFAIRS.

When a visitor enters a booth, reps receive an alert and several chat options including:

- Private 1:1 chats
- Public group chats
- Chat queue
- Video

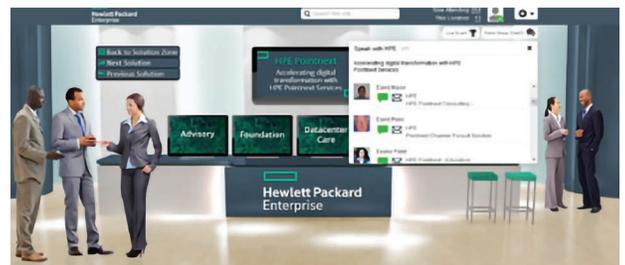
These virtual platforms are easy to navigate and are visually captivating experiences that recreate the feel of a physical event. They require no downloads or Flash, are mobile-compatible and work on all modern browsers.

These platforms offer exhibitor directories, gamification and leaderboard functionality where you can assign point values for specific actions such as visiting exhibitor booths, or downloading information about a product.

Extend the life of your virtual trade show by leaving the event up for as many days post-event as you would like. You even have the option to opt for permanent access to the virtual booths, presentations, and downloadable

materials and videos, so exhibitors can continue to generate leads even after the event is over.

Virtual exhibit halls require permission-based access.



TIPS:

Offer different real estate levels to exhibitors, both booths and table tops, and offer pre-designed exhibit templates or allow them to custom design their own.

Don't limit and allow sponsors the capability to manage their own content.

Enable live activity in every exhibit space:

- Smaller sponsors/exhibitors can host an open public chat, while your bigger contributors can schedule moderated expert chat sessions, live demos or even live webcasts.

Consider using a leaderboard or other gamification strategies to drive attendees through the exhibit spaces. Offer points for not only entering an exhibit space but also engaging with reps, downloading assets, attending sessions, etc.

YEAR-ROUND SPONSORSHIP OPPORTUNITIES

Year-round sponsorships provide a valuable opportunity for organizations to maintain a strategic, consistent, high-profile presence with your organization, and allow for additional revenue to be received throughout the year. These opportunities provide flexibility, access, visibility, results and value for your sponsors.

Pricing will vary with each association. You will need to factor in your audience size, audience segments, sponsorship properties and assets and what your brand has to offer.

SPONSOR OF THE MONTH/QUARTER

- Highlighted on website as 'Sponsor of the Month!'/ leaderboard banner (located above header, first thing to be seen when people log in).
- Linked logo + 50 word feature brought to home page in addition to sponsors page.
- Informational video (1-3 min) added to the homepage with their messaging.
- Complimentary broadcast email sent to the member data base, goes out as separate individualized email for sponsors.
- Complimentary E-blast 'tag', includes a short article or advertisement that gets added into communications/newsletters that are sent out by Association.
- Social media post opportunities based upon platform availability (FB, LinkedIn, Instagram, Twitter, etc.).

A-LA-CARTE OPPORTUNITIES

- Linked logo + 50 word company feature on sponsorship page within the main association website.
- Broadcast emails sent to the member data base (single, quarterly, etc.) go out as separate individualized email for sponsors.
- E-blast 'tag', includes a short article or advertisement that gets added into communications/newsletters that are sent out by Association.

- Rotating banner ad (scrolling feature/static image) logo or advertisement, near footer.
- Custom designed post card drop to all members.
Bundle any of these together receive a pre-determined percent off.

WEBINAR ADVERTISING OPPORTUNITIES

Single Webinar and Webinar Series

Benefits include:

- Welcome slide honoring your sponsorship of the webinar or series with logo display and a 'Thanks to our Sponsor' call out.
- Verbal recognition during video.
- Each page will have a static image of your logo.
- The recording will be available for post event viewing.
- Company promotion in the webinars promotional emails.
- Opportunity at the end to include a short dialogue insert.

SOFTWARE REFERENCES

The below is a partial list of potential third-party software platforms to consider while you plan your conference programming. Included in the list below are platforms

encompassing mobile applications, virtual meeting videos, webinars, exhibit halls and more.

[6Connex](#) - virtual events platform for your marketing, sales, recruitment, training, and communication purposes.

[Aventri](#) – conference app platform.

[Blue Sky eLearn](#) – learning management system and virtual event service to maximize your content and create deeper engagement with your audience.

[Communique Conferencing Inc.](#) – virtual conference platform for exhibits.

[Cvent](#) – conference app platform.

[Dropbox](#) – a secure file storage system that allows the capability to store and share photos and documents that are then easily accessible.

[Eventmobi](#) – conference app platform.

[Go Exhibit](#) – virtual conference platform for exhibits.

[GoToMeeting](#) – platform for businesses with which they can create and deliver online and video conferences.

[Mentimeter](#) – an audience response system which allows presenters to create polls using multiple choice or open ended questions. You can base polls on a point-based system or use dual axis or scales to gather audience feedback.

[Skype](#) – communication tool built for businesses to connect anywhere, anytime via chat and online meeting and calling.

[Socio](#) – conference app platform.

[Vimeo](#) – digital platform to upload, host, collaborate and share your information.

[Whova](#) – conference app platform.

[YouTube](#) – video sharing service where users can watch, like, share, comment and upload their own videos.

[vFAIRS](#) – platform to host online trade shows and conferences and connects audiences globally using chat tools, live webinars and digital content.

[Zoom](#) - modern enterprise for video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, webinars and more.

- [Zoom Video Webinar](#) – platform designed for attendees to mostly listen. These webinars typically have only a few people speaking, and are ideal for larger audiences and events that are open to the public.
- [Zoom Breakout Sessions](#) – designed for small group chats where everyone is on video and can participate in the conversation.
- [Zoom Meeting](#) – platform designed for a smaller audience where you might need more back and forth communication between the audience and the host.
- [Zoom Panels](#) – designed for conversations amongst a pre-selected panel, that can open up to Q&A.



EXPERIENCE AT WORK



7044 S. 13th Street
Oak Creek, WI 53154
414-908-4924
associationeg.com
info@associationeg.com