



Chat Transcript

[Game-Winning Virtual Engagement Strategy](#)

March 11, 2021

01:04:34 Splash Team: Hi Everyone! We'll get started in about one minute :)

01:06:25 Splash Team: splashthat.com

01:08:29 Amy Barone: Seattle

01:08:55 Splash Team: **** <http://splashth.at/winning> ****

01:09:03 Splash Team: LinkedIn Raffle - <http://splashth.at/winning>

01:11:01 Shelby: San Francisco

01:11:10 Fantasy Zellars: Pittsburgh!

01:11:15 Piper Stull-Lane: Canadian border!

01:11:20 Sander Buitelaar: Berkeley, California!

01:11:23 Courtney Loomis: San Francisco

01:11:30 Marilyn Barefoot: Canada - Ontario !

01:11:35 Abby Burch: Denver, CO

01:11:35 Jennifer Nearhoof: Akron, Ohio

01:11:37 Erin Cave: Santa Fe, NM - hi, everyone!

01:11:37 Melissa Henderson: Miami

01:11:39 Lauren Higbee: Long Beach, CA

01:11:41 Miriam Rosenbaum: Philadelphia, PA

01:11:41 Marjorie Menor: Canada, ON

01:11:46 Gregory Freeman: Brooklyn, NY

01:11:47 Andrea Calderon: Boston!

01:11:51 Kelsey Regan: Chicago!

01:11:57 Brett Dobbs: Santa Monica

01:11:58 Avery Lavender: Austin, TX!

01:11:59 Nicole: Detroit, Michigan

01:12:07 Sander Buitelaar: AMAs are great (few slides!)

01:12:18 Marilyn Barefoot: Contests ... then mail out prizes !!!!

01:12:21 Iliana Silva: Virtual Bingo!

01:12:24 Andrea Calderon: Virtual 5Ks are doing great in our org!

01:12:45 Shelby: engage attendees in the content.. pre submitted questions

01:12:46 Miriam Rosenbaum: virtual cooking classes and trivia

01:13:01 Patricia S. Ureña: Virtual working groups

01:13:09 Abby Polnow:Chocolate tasting with a local chocolatier

01:13:27 Sarah Nell-Rodriguez: Pets have been very popular

01:13:34 Julie Sautner:Gamified learning experiences... product related challenges where people collaborate and compete for prizes.

01:13:40 Jennifer Nearhoof: Attendee "thank you for attending" gifts after the event is over. Offering slides of presentations in PDF form after the event is over. We do Continuing Education lectures virtually to take the place of our (former) in-person events

01:13:54 Ivy Bunnak: just did a fine chocolate tasting last night

01:14:07 Marjorie Menor: Virtual Family Feud

01:14:07 Marissa Micklewright: Lisa Pereira - go to the below link, like the post, comment, and you'll have a chance to win an awesome virtual event presentation gift with a ring light and wine glasses.

01:14:10 Julie Sautner:Champagne and Chocolate pairing tonight :-)

01:14:10 Katharine Quigley: Will you send out the chat? Just arrived and would love to see the ideas

01:14:10 Marissa Micklewright: **** <http://splashth.at/winning> ****
LinkedIn Raffle - <http://splashth.at/winning>

01:14:27 Aida Maia: Anything with alcohol (wine tasting/ whiskey tasting) always perform well for us

01:14:30 Shane Cullen:Entertainment quick fires for virtual mixers

01:14:32 Christi Nelson: Virtual happy hours - globally with a DJ, sent cocktail kits to make at home for attendees.

01:14:35 Judith Martin:Virtual mixology classes work well + Trivia with winners

01:14:42 Joyce Zheng: customer webinars

01:14:47 Andrea Calderon: Funds for professional Development!

01:14:48 Sarah Nell-Rodriguez: We use the additional funds into gifts for attendees

01:14:49 Sander Buitelaar: +1 to customer webinars

01:15:03 Julie Sautner: Creative Direct Mail

01:15:10 Katharine Quigley: we just did our first virtual summit!

01:15:13 Abby Polnow: Happy hours to connect staff with high level executives within the company

01:15:17 Jennifer Nearhoof: Paying for Zoom licenses and other programs to offer events, gifts for attendees

01:15:26 Ivy Bunnak: we've also done a skin care event. we are using a lot of our funds being able to send out attendees something to participate with

01:16:48 Katharine Quigley: LOL

01:16:52 Christi Nelson: Hahaha.. yes

01:17:01 Judith Martin: so true!!

01:17:08 Splash Team: Answer this question on LinkedIn for a chance to win the Virtual Care Package: <http://splashth.at/winning>

01:17:18 Erin Cave: Absolutely on the virtual booths!

01:17:31 Julie Sautner: Virtual booths are terrible. ugh.

01:17:56 Erin Cave: AVATARS are NOT IT! lol Yes to videos and small breakouts within larger formats

01:18:02 Julie Sautner: Is anyone having huge success from virtual roundtable events?

01:18:15 Christi Nelson: We created a landing page for each sponsor with a live video private meeting room and chat feature. Allowed attendees to book meetings with the sponsor, see their video, or download their content. Our sponsors were super happy, and their pages well "attended"

01:18:24 Patricia S. Ureña: Yes, we are Julie! And working groups too

01:18:24 Sarah Nell-Rodriguez: Can't wait to hear this one!

01:18:34 Patricia S. Ureña: Cross-geographic groups

01:18:46 Julienne Kvasnak: @Julie Saunter - yes! We run at least 3 virtual roundtables a week.

01:19:01 Julie Sautner: Very interesting! I like the cross geographic idea.

01:19:23 Julie Sautner: Do you run them individually or do you utilize 3rd party hosts?

01:19:46 Pei Fen Sarah Chan: How do people feel about the accessibility of the virtual conference apps? I noticed they tend to make the fan on my laptop go crazy

01:20:25 Qian Chia: we organized a 4-day global tech conference for 7k attendees on zoom and slack (exclusive networking lounge) which worked super well and was so popular!

01:22:26 Georgianne Parker: I'd love to hear more from those of you chatting about successful roundtable events. How have you had success bringing in the attendees who join just to listen, but don't want to contribute to the conversation?

01:22:42 Vlad Shlosberg: Ha Phil Simon - he just wrote a book about Slack :)

01:22:48 Sander Buitelaar: This is great btw, love the Sli.do Q&A + the live content via Zoom - best of both worlds.

01:23:20 Katharine Quigley: For "roundtables", we have a high level speaker panel that starts out the conversation, and then we move to breakout rooms

01:23:55 Katharine Quigley: it's been helpful to make the format very clear in the reminder emails e.g. Audio and Visual on, etc.

01:24:33 Sarah Nell-Rodriquez: I LOVE CAPS

01:24:45 Maddie Kennedy: SAME

01:25:12 Sarah Kirell: @Georgianne - my team has been doing small roundtable breakouts following larger webinars, and asking them to indicate separately if they're interested in participating (we then send a separate invite, etc.). We account for drop off/quiet ones in capacity but also with really outgoing moderators.

01:25:17 Jennifer Nearhoof: We've had a hard time with roundtables - most people want to be paid for those kinds of events/discussions these days (at least in my field). Most people feel pretty intimidated - they like anonymity with virtual. Curious how others get engagement there as well.

01:25:46 Julie Sautner: @Jennifer, I have had the same challenge

01:25:59 Sarah Nell-Rodriquez: User friendly UI for managing multiple speakers/guests

01:26:44 Pei Fen Sarah Chan: For event tech - I think there'll be a heavier focus on how to keep engagement high, this could be through an improved algorithm of how people interact with video and seeing how to keep people engaged maybe by pop up notifs or a forced 'break'

01:26:55 Amy Small: <https://slack.com/blog/collaboration/moderating-in-moderation>

01:26:58 Yurena Garcia-Hevia: @Julie @Jennifer have you tried partnering with a community or non-profit who typically organize events for your target audience?

01:28:24 Jennifer Nearhoof: It's hard to believe things will "go back to normal" how long do we expect to keep all these virtual platforms? That is the debate we are currently having. What level of in-person and virtual will we have once restrictions lift and life (hopefully) goes back to normal

01:28:26 Julie Sautner: Yes, I have better luck filling an event that way, but the follow up has not been great for the same reason as before mentioned. People will be very active in a discussion but are non-responsive upon follow up.

01:28:35 mark fassett: 2022

01:28:55 Patricia S. Ureña: Hybrid virtual and in person hopefully next year but still TBD

01:29:01 Amy Small: 2022

01:29:07 Sarah Nell-Rodriquez: The positive impact of virtual is opening to a global audience in a way we haven't, especially for customer focused events.

01:29:09 Melissa Henderson: Yes we are planning a hybrid event

01:29:12 Melissa Henderson: q3

01:29:14 Shelby: TBD... 2022 most likely

01:29:14 Marissa Micklewright: Yes, everything is still TBD but earliest end of year, Q1 2022!

01:29:22 Shelby: planning 2021 to be virtual

01:29:24 Shevon Stewart: 2022

01:29:25 Julie Sautner: Not sure, we are looking at potentially Q3 of 2021 in certain areas.

01:29:31 Naneth Allen: Virtual for 2021 for sure

01:29:34 Jennifer Nearhoof: We want to start in-person again in 2022, but will still do virtual based off the response we have had to our events

01:29:40 Sander Buitelaar: 🙄

01:29:46 Alon Gilboa: Good thing no one voted for never :)

01:29:55 mark fassett: we are never going back to all in-person, everything starting in 2022 is hybrid

01:30:12 Julie Sautner: Yay! I have never won anything!

01:30:16 Piper Stull-Lane: Woohoo, congrats Julie!

01:30:17 Julie Sautner: Thank you!

01:30:19 Matthew McHugh: congrats Julie!

01:30:24 Sander Buitelaar: Nice Julie.

01:30:25 Carla Battle: Congratulations Julie!

01:30:31 Keisha George: Congrats Julie!

01:30:45 Luis Antezana: Agreed - always hybrid from here out.

01:30:46 Sheila Squier (she/her): I did not see the poll either

01:30:53 Szandra Ford: What type of icebreakers do you all use?

01:31:41 Mary Mikkleson: Got it! Thank you Briana!

01:32:09 Tomomi Menjo: For an early/smaller startups, what are the best practices to raise brand awareness with the help of virtual events that are less sales focused?

01:32:09 Jon Langton: In person

01:32:11 Amy Small: Virtual

01:32:11 Shelby: personally in person!

01:32:16 Lizbeth Flores: In person!

01:32:20 Patricia S. Ureña: A mix!! But more in person so 70-30

01:32:22 Lauren Higbee: Virtual! I love the flexibility of virtual

01:32:22 Nicole:Both

01:32:27 Alon Gilboa: Good food!

01:32:29 Georgianne Parker: @szandra I like to ask people why they came so we can directly address that in conversations and because everyone has an answer to that question. Plus, helps me decide on topics for future events/content.

01:32:29 Szandra Ford: In person - fab location

01:32:30 Shelby: there is no substitute for the networking

01:32:32 Amy Small: Covid testing, proof of vaccination.

01:32:34 Kelsey Regan: Smaller and more interactive in person events!

01:32:37 Ryan Oldfather: Live entertainment

01:32:39 Christina Campbell: smaller intimate personal events, they always yield better results

01:32:40 NALINA VAN DAM: In person event = inspiring environment

01:32:50 Julie Sautner: more intimate experiential in person events.

01:33:03 Keisha George: Clearly communicated safety plan. Testing, strict mask mandate. Social distancing. Small group.

01:33:03 Ellide Smith: safety measures. establishing of protocols that are equitable and allow inclusivity, while safety remains forefront.

01:33:04 Lauren Higbee: Smaller event with more active networking opportunities or directed conversations, experiential programming.

01:33:05 NALINA VAN DAM: +1 on intimate in person events

01:33:09 Christi Nelson: smaller more personal events. Still providing PPE where needed. Great networking and entertainment.

01:33:10 Jason Singh: Please answer questions based on popularity :)

01:33:11 Marissa Micklewright: Grab and go lunches, distanced seating, more monitors throughout to show keynotes, presentations, etc., potentially outdoor sessions, increased wiping of surfaces in common areas (so everywhere) and in bathrooms, etc.

01:33:24 Ivy Bunnak: still being mindful of others who are not comfortable. hoping for Hybrid solutions. But I am exciting for the mingling/networking opportunities

01:33:26 Rhondi Lenaker: Hybrid I think always has to be offered, the convenience of virtual events was largely adopted and that should always be available.

01:33:41 Jason Singh: Thanks Sasha!

01:33:46 Jennifer Nearhoof: Smaller crowds to start, plus all the things I've missed over the last year. Face to Face interaction, a nice venue, well-organized, event materials, etc...

01:33:50 Marissa Micklewright: Hybrid options, so some virtual events you can attend from your hotel room or outside a room with people.

01:34:01 Szandra Ford: Thanks @georgina for the great idea!

01:34:08 Luis Antezana: If strict safety measures were assured, I love in-person events because of the higher 1:1 leverage of meeting people. But I'd still attend virtual events, too, for out of town or if access were difficult (parking/traffic/schedule).

01:34:10 Marissa Micklewright: Outdoor cocktail hours for sure, obviously weather permitting and in warmer months/climates.

01:34:53 Julie Sautner: I saw an interesting concept for going back to in person events where you provide red green and yellow wristbands when people check in... the color of the wristband indicates to others your level of comfort with engaging with others in close proximity. An outward representation so you know whether or not it's okay to approach someone for networking etc..

01:35:51 Christi Nelson: Julie, love this!

01:35:56 Marissa Micklewright: @Julie - I saw the same thing. Great concept.

01:36:05 noelle peterson: wow julia, great concept.

01:36:36 Lauren Olerich: You could even do that idea on virtual events with a colored ring around your profile photo that indicates how you like to interact in the virtual networking areas

01:36:38 Christina Campbell: @julie great idea

01:37:14 Iliana Silva: providing value is key

01:37:15 Jennifer Nearhoof: We allow our sponsors to speak at various times during an event. We try to give them a similar experience to what they would get for in-person events.

01:37:19 Donielle Smith Flynn: we've given sponsors opportunities to host a session as well as a post conference webinar

01:37:37 Shane Cullen: moderator opportunities for sponsors

01:38:23 Splash Team: We'll include the transcript in the post-event takeaways :)

01:38:32 Ivy Bunnak: agreed

01:38:34 Keisha George: Thank you!!!

01:38:38 Melissa Henderson: that's great! The transcript is awesome

01:38:38 Jennifer Nearhoof: Thank you!

01:38:39 Ivy Bunnak: thank u!!!

01:38:40 Ellide Smith: YAY for the chat transcript!!!

01:38:55 Susanne Sicilian: thank you.

01:39:02 Lindsay Codd: Great event - thank you!

01:39:16 Mary Mikkleson: Thank you!

01:39:21 Janis Irish: Thank you! Very insightful.

01:39:22 Splash Team: splashthat.com/demo/dd

01:39:23 Julie Sautner: Love it! Thank you Sasha and Amy! Great chat mindshare too.

01:39:27 Thirumugham M: Thank you Sasha and Amy

01:39:27 Lizbeth Flores: Thank you!

01:39:30 Donald Mbeutcha: thank you very insightful

01:39:50 Splash Team:
<https://slack.com/blog/collaboration/enhance-virtual-events-with-slack>

01:39:56 Elizabeth Knott: Thank you

01:39:57 Ivy Bunnak: love slack, but want to c how to use it more

01:40:01 Martha Hess (External): thank you!

01:40:06 Donielle Smith Flynn: thank you