

Your 2020 Conference and Event Options



Designed to help you connect and inspire your teams or delegates with other approaches.

10. **Cancelling?** Communicate what you are doing instead, even if you don't know yet, let them know something is definitely coming soon.
9. **Curate the conference content.** Ask your speakers to provide resources, tips, e books, webinars, guides and of course short even bespoke videos to your audience/people.
8. **How to send resources?** Use email. Schedule an email marketing campaign releasing the resources over time. Keep some of the premium stuff back till the end of the campaign.
7. **Web conferencing.** You can still host the conference material and speakers, invite them to be interviewed and to co-host. Do a series of mini web conferences.
6. **Don't use conference calls.** We don't recommend this channel as a replacement. People are too easily distracted, and you won't get their full attention.
5. **On demand.** Give people the choice to watch these webinars when they want to. Edit them down, turn them into videos too to download and save.
4. **How to use the resources?** Write a guide for your internal teams or external delegates on how to make the most of the materials.
3. **Costs saved?** By not running your conference you may have saved some money. Give some of that saving to your people to have a take-away, download a film, a bottle of wine!
2. **Social Media Value.** Share on social media platforms what you are doing to inspire and inform people with your new approaches. You'll inspire people to translate ideas to work for them.
1. **Make a film.** A video can go across continents and by using presenters, actors and speakers you can make a powerful and professional film-based impact.

Bonus Tips for Networking

- A) For those who were attending to buy or sell, create an online forum for them to say what they are looking to source and for others to share what they can provide.
- B) For your own organisation, colleagues have networking. Make a platform to enable collaboration. People can ask colleagues for help and others can offer solutions.

We are here to help with all of the above, and the good news is most can be done remotely.

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