2020 NIGP Area 2 Virtual Conference

November 4 – 6, 2020

Hosted by

Washington DC Chapter of NIGP

Summary Report

- The Area 2 Conference was a great success!
- We had 162 registered attendees.
- We landed 8 vendor sponsors. Most of the sponsors were from VA. One theory on the low DC sponsorship is because DC has a strong local business participation program for government contracts, local vendors find little promotional benefit in event sponsorship for government business.
- We hosted a 3-day conference. Each day the agenda was 10am webinar with a Keynote speaker, then presentation; 1pm webinar with a top tier sponsor for a 5-minute talk time, then presentation; and at 5pm-7pm a virtual social. Brochure Link: https://www.flipsnack.com/F6C6A9CC5A8/2020-nigp-area-2-virtual-conference-brochure.html
- We started each webinar with a 1-2 minutes DC spotlight video provided by Events DC.
- Since our PD Committee had practice with shifting their in-person trainings to webinars, they served as conference tech support. We had one tech person serve all day, each day as primary and another one as back-up.
- We hosted practice sessions for all presenters. Each tech person reached out to their day presenters for follow ups and to confirm show up.
- The inexperience presenters participated in the practice sessions and it proved to be a good idea. Presenters that fumbled with screen sharing their presentation, sent their presentation to their day tech support in advance to share and control the slides while the presenter spoke.
- We netted about $14K. Here's the breakdown:

ACTUAL							
	Revenue						
	Sponsors		Sold	Price		Total Sales	
	Diamond Sponsor		3	$2,000.00		$6,000.00	
	Platinum Sponsor		6	$500.00		$3,000.00	
	Additional Registration		4	$50.00		$200.00	
						$9,200.00	
	Attendee						
	Registration		162	$50.00		**$8,100.00**	
$17,300.00	**Total Revenue**						

	Expenses						
$229.42	**Zoom**						
	$58.29	Zoom Pro $15/m + Webinar $40/m, up to 100 attendees, 10/05/2020-11/04/2020					
	$6.84	Zoom Pro $15/m + Webinar $140/m, 100-500 attendees, 11/03/2020-11/04/2020 (prorated)					
	$164.29	Zoom Pro $15/m + Webinar $140/m, 100-500 attendees, 11/05/2020-12/04/2021					
$1,900.00	**Speakers**						
$400.00	Virtual Social (DJ, 3 days)						
$500.00	Charity						
$30.00	Shipping cost for prizes (estimated)						
$519.00	Credit Card processing approx. 3% of total registration (estimated)						
$3,578.42	**Total Expenses**						
$13,721.58	**Net Revenue (approximate)**						

- Lesson Learned:
  - It was brought to our attention Day 1 that emails were not going out to attendees via Chapter Manager. We immediately started sending out emails from our Chapter's gmail account also. Mike Stopnick of Chapter Manager later said it was a server issue.

  - Zoom Virtual Social – by requiring registration via Zoom for the virtual social, we had to manually register 162 attendees or have everyone self-register, but we still had to approve 162 registration before they got the link. I wouldn't recommend having it registration required. Also, the waiting room was problematic. The tech support was partying too and left some folks at the door.

  - When the Chapter Secretary sent the contact hour certificates, she also sent the link for folks to access the online brochure, the DC spotlight videos, and copies of the presentations that was approved to release. Link: https://www.dcnigp.org/insidepages/content/index.cfm?newsid=A4AA702D-5056-8960-3EC0-3FFDFC999DE9