

# GOING VIRTUAL

TAPP'S EXPERIENCE OF VIRTUAL CONFERENCING





### HISTORY

WHAT HAPPENED LEADING UP TO OUR VIRTUAL CONFERENCE?

#### PREVIOUSLY....

- ALL CONFERENCES AND CHAPTER MEETINGS HAVE BEEN IN PERSON
  - SPRING & FALL CONFERENCES / MEETINGS
- FOR THE PAST FEW YEARS HAVE BEEN LIVE STREAMING CONFERENCE SESSIONS ON YOU TUBE
  - TENNESSEE ASSOC OF PUBLIC PURCHASING LIKE, SUBSCRIBE, RING THE BELL & SHARE!
- CONFERENCE CALLS FOR BOARD MEETINGS
  - SUPPLEMENTED BY EMAIL CONVERSATIONS FOR INTERIM APPROVALS NEEDED

# ORIGINAL TAPP 2020 SPRING PRO-D CONFERENCE

- SCHEDULED FOR MARCH 26-27, 2020
- FRANKLIN, TN, DRURY PLAZA HOTEL
- 9 SESSIONS
- 8 VENDOR SPONSORS (7 W/BOOTHS)
- 46 PAID ATTENDEES + 5 OFFICER (COMPED) ATTENDEES (TOTAL 51 ATTENDEES)
- TOTAL REVENUE \$6,300 SPONSORSHIPS + \$3,450 REGISTRATION = \$9,750.00

### DO YOUR PART; STAY APART

- TENNESSEE GOVERNOR LEE TOOK THE FOLLOWING ACTIONS:
  - MARCH 4 ANNOUNCED FORMATION OF CARONAVIRUS TASK FORCE
  - MARCH 12 ISSUED EXECUTIVE ORDER DECLARING STATE OF EMERGENCY IN RESPONSE TO COVID-19
  - MARCH 13 ISSUED WFH ORDER AND CANCELLATION OF BUSINESS TRAVEL FOR STATE EMPLOYEES;
     DISCOURAGED MASS GATHERINGS TO 250 PEOPLE
  - MARCH 16 ISSUED STATEMENT MANDATING STATEWIDE SCHOOL CLOSURES BY MARCH 20
  - MARCH 22 PROHIBITED SOCIAL GATHERINGS OF MORE THAN 10 PEOPLE; MANDATED CLOSURE OF NON-ESSENTIAL BUSINESSES; LIMITED RESTAURANTS TO TAKE OUT/DRIVE THROUGH

#### **TAPP ACTIONS**

- MARCH 16 TAPP BOARD MEETING
- MARCH 17 TAPP CANCELS IN-PERSON SPRING CONFERENCE
  - SEVERAL SPEAKERS WERE STATE EMPLOYEES AND COULDN'T TRAVEL
  - HAD HEARD FROM SEVERAL ATTENDEES THAT THEIR AGENCY HAD RESTRICTED TRAVEL
  - CDC GUIDELINES RECOMMENDED LIMITS OF 10 PEOPLE; WE WERE EXPECTING 51
- ANNOUNCED A VIRTUAL SPRING CONFERENCE VIA ZOOM OVER SEVERAL DAYS, BEGINNING APRIL 13
  - RETAINED THE \$75 REGISTRATION FEE AND TRANSFERRED REGISTRANTS OVER TO THE VIRTUAL CONFERENCE
  - REFUNDED ANY ATTENDEES WHO REQUESTED
  - REFUNDED ANY SPONSORS WHO REQUESTED



### VIRTUAL SPRING CONFERENCE

#### **PIVOTING TO VIRTUAL**

- PRESENTERS CONTACTED & ASKED IF THEY WOULD BE WILLING TO PRESENT VIRTUALLY
  - ASKED THEM TO PICK A DATE IN THE LAST 2-1/2 WEEKS OF APRIL (FIRST COME, FIRST SERVED)
  - MOST SESSIONS RETAINED FROM IN-PERSON CONFERENCE
- SPONSORS CONTACTED & INFORMED OF THE CHANGE.
  - OFFERED AN ALTERNATE PACKAGE OF 6-MO WEBSITE SPONSORSHIP & LIST OF ATTENDEES
  - SOME SAID TO KEEP THE WHOLE AMOUNT THEY HAD ALREADY PAID; OTHERS REFUNDED
- TWO REQUESTS FOR REFUNDS FROM THE ATTENDEES
  - EARLY IN THE SHUTDOWN, SO "VIRTUAL" WAS NEW TO SEVERAL PEOPLE
  - CONFUSION ABOUT WHAT THEIR "WORK FROM HOME" WOULD INVOLVE
- EXISTING & NEW REGISTRANTS = 50 (ONLY ONE FEWER THAN THE IN-PERSON CONFERENCE)

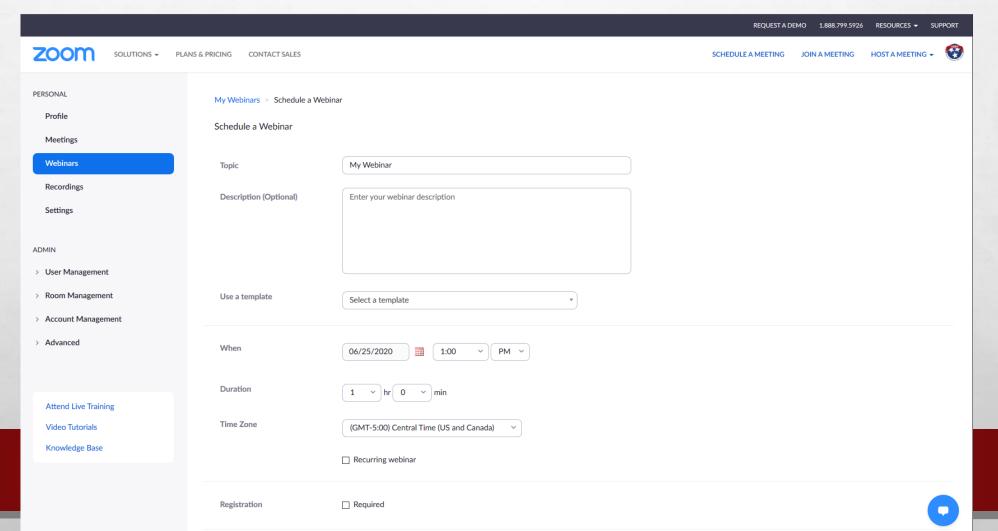
#### VIRTUAL SPRING CONFERENCE

- STRUCTURED AS A LUNCH 'N' LEARN EACH DAY AT 12:30 EASTERN/11:30 CENTRAL
- EIGHT DAYS APRIL 15, 16, 21, 22, 24, 27, 28, & 29
- CHAPTER PURCHASED ZOOM PRO
  - MONTH-TO-MONTH
  - PRO MEETINGS \$14.99/MO 1 HOST, 100 PARTICIPANTS
  - WEBINAR \$40.00/M0 1 HOST, 100 PARTICIPANTS

### WEBINAR SESSIONS

- 7 OF THE SESSIONS WERE PRESENTED IN THE WEBINAR MODULE
- PRESENTERS AND PRESIDENT WERE INVITED AS "PANELISTS"; GET A SEPARATE INVITATION LINK
- ATTENDEES GET REGULAR INVITATION LINK
- ATTENDEES ARE MUTED AND DO NOT HAVE VIDEO ACTIVATED
  - CHAT IN THE CHAT WINDOW
  - ASK QUESTIONS IN THE Q&A WINDOW

### WEBINAR SETTINGS



## WEBINAR SETTINGS

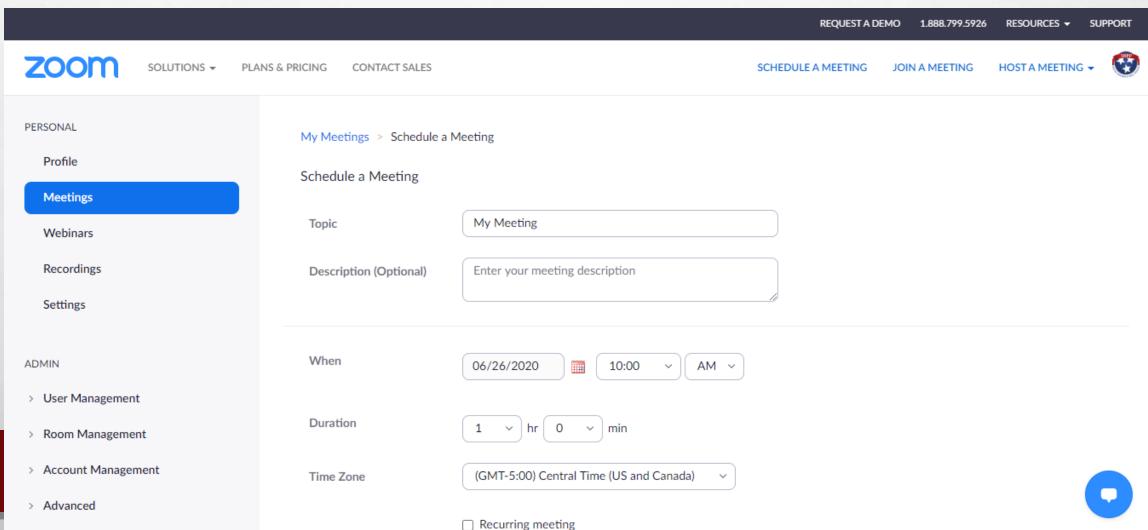
			REQUEST A DEM	1.888.799.5926	RESOURCES ▼	SUPPORT
ZOOM SOLUTIONS • PLANS & F	PRICING CONTACT SALES	Required	SCHEDULE A MEETING	JOIN A MEETING	HOST A MEETING	•
	Webinar Password	✓ Require webinar password Enter Password				
	Video	Host ○ On ⑥ Off				
		Panelists				
	Audio	○ Telephone ○ Computer Audio ● Both  Dial from United States of America Edit				
	Webinar Options	☑ Q&A				
		☐ Enable Practice Session				
		☐ Only authenticated users can join				
		<ul> <li>☐ Make the webinar on-demand</li> <li>☑ Record the webinar automatically           <ul> <li>⑥ On the local computer</li></ul></li></ul>				
	Alternative Hosts	Example: mary@company.com, peter@school.edu				
		Schedule Cancel				

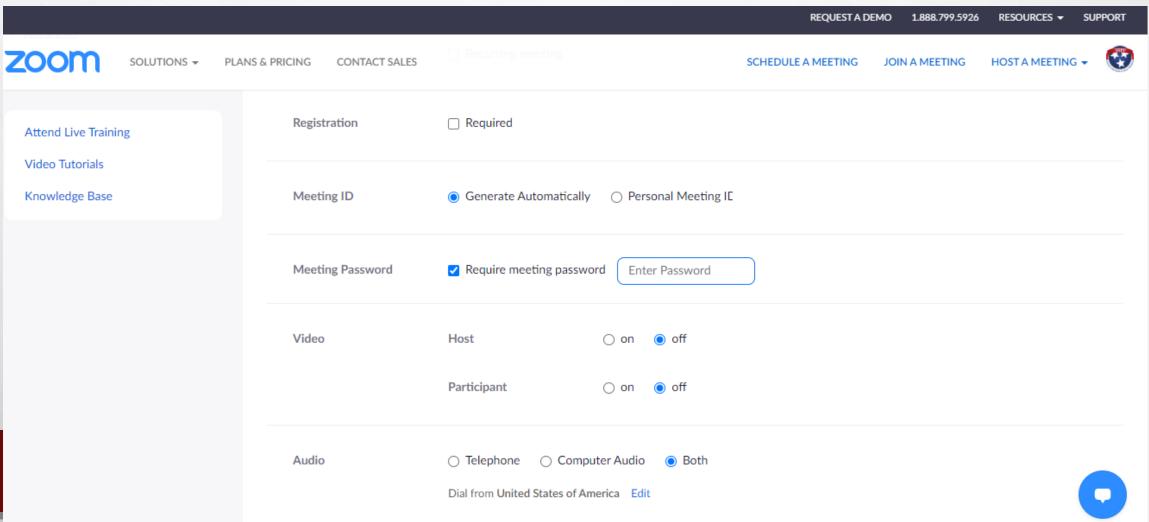
### WEBINAR SETTINGS

Invitations	Email Settings	Branding	Polls	Q&A	Integration	Live Streaming		
Invite Panelists	No pane	elists invited						Edit
Invite Attendees	Link to	r Size: 100 attende join Webinar us02web.zoom.us/		838?pwd=N0	GMxZHpyYVpZMEhF	OGF	Copy Invitation	Send Invitation to Me
Approval	No Regi	istration Required						Edit

### **MEETING SESSIONS**

- 1 SESSION WAS PRESENTED IN THE MEETING MODULE
  - ROUNDTABLE SESSION THE ANSWER IS IN THE ZOOM
  - MEMBERS RESPOND TO OTHER MEMBERS' QUESTIONS
- ALL GET REGULAR INVITATION LINK
- ATTENDEES MAY HAVE AUDIO AND VIDEO ACTIVE
  - CHAT IN THE CHAT WINDOW
  - HOST MAY MUTE ALL IF NEEDED, AND ATTENDEES UNMUTE THEMSELVES





REQUEST A DEMO 1.888.799.5926 RESOURCES ▼ zoom 4 SOLUTIONS ▼ PLANS & PRICING HOST A MEETING ▼ CONTACT SALES SCHEDULE A MEETING JOIN A MEETING **Meeting Options**  Enable join before host ■ Mute participants upon entry ☑ Enable waiting room Only authenticated users can join ✓ Breakout Room pre-assign + Create Rooms ♠ Import from CSV ✓ Record the meeting automatically

On the local computer
In the cloud Example: mary@company.com, peter@school.edu Alternative Hosts Save Cancel



SOLUTIONS ▼

PLANS & PRICING

CONTACT SALES

SCHEDULE A MEETING

JOIN A MEETING

HOST A MEETING ▼



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#### Meetings

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#### ADMIN

- > User Management
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- > Advanced

My Meetings > Manage '	"TAPP Membership Meeting"	Start this Meeting
Topic	TAPP Membership Meeting	Start this Meeting
Time	Jun 23, 2020 10:00 AM Central Time (US and Canada)  Add to Google Calendar Outlook Calendar (.ics) Yahoo Calendar	
Meeting ID	892 9475 7869	
Meeting Password	****** Show	
Invite Link	https://us02web.zoom.us/j/89294757869?pwd=QWdlNEc5WGV6czkrei9LVnBWaHYydz09	<b>€</b> Copy Invitation
Video	Host On	



### WHICH DO YOU USE?

**MODULE COMPARISONS** 

#### **DESCRIPTION**

#### **MEETING MODULE**

 ZOOM MEETINGS ARE IDEAL FOR HOSTING MORE INTERACTIVE SESSIONS WHERE YOU'LL WANT TO HAVE LOTS OF AUDIENCE PARTICIPATION OR BREAK YOUR SESSION INTO SMALLER GROUPS.

#### **WEBINAR MODULE**

 THINK OF WEBINARS LIKE A VIRTUAL LECTURE HALL OR AUDITORIUM. WEBINARS ARE IDEAL FOR LARGE AUDIENCES OR EVENTS THAT ARE OPEN TO THE PUBLIC. TYPICALLY, WEBINAR ATTENDEES DO NOT INTERACT WITH ONE ANOTHER. THOUGH ZOOM PROVIDES OPTIONS FOR YOU TO GET MORE SOCIAL WITH YOUR ATTENDEES, YOUR AVERAGE WEBINAR HAS ONE OR A FEW PEOPLE SPEAKING TO AN AUDIENCE.

### **BEST USED FOR**

#### **MEETING MODULE**

- SMALL TO LARGE GROUPS (2+ PARTICIPANTS)
  FOR:
  - CUSTOMER-FACING MEETINGS
  - SALES MEETINGS
  - TRAINING SESSIONS

#### **WEBINAR MODULE**

- LARGE EVENTS AND PUBLIC BROADCASTS (50+ ATTENDEES) SUCH AS:
  - TOWN HALLS
  - QUARTERLY UPDATES
  - EDUCATIONAL LECTURES

### **TYPICALLY USED BY**

#### **MEETING MODULE**

- GENERAL EMPLOYEES
- TRAINING GROUPS

#### **WEBINAR MODULE**

- EVENT HOSTS
- SVPS & C-SUITE

### COSTS

#### **MEETING MODULE**

• FREE AND PAID SUBSCRIPTION OPTIONS AVAILABLE

#### **WEBINAR MODULE**

 PAID ADD-ON, AVAILABLE TO PRO AND HIGHER SUBSCRIPTIONS

### PARTICIPANT ROLES

#### **MEETINGS**

- HOST AND CO-HOST
- PARTICIPANT

#### **WEBINARS**

- HOST AND CO-HOST
- PANELIST
- ATTENDEE

### **AUDIO SHARING**

#### **MEETINGS**

- ALL PARTICIPANTS CAN MUTE/UNMUTE THEIR OWN AUDIO
- HOST CAN MUTE/REQUEST TO UNMUTE PARTICIPANTS
- THE HOST CAN SET ALL PARTICIPANTS TO MUTE UPON ENTRY

#### **WEBINARS**

- ONLY THE HOST AND PANELISTS CAN MUTE/UNMUTE THEIR OWN AUDIO
- ATTENDEES JOIN IN LISTEN-ONLY MODE\*
- THE HOST CAN UNMUTE ONE OR MORE ATTENDEES

### VIDEO & SCREEN SHARING

#### **MEETINGS**

ALL PARTICIPANTS

#### **WEBINARS**

HOSTS AND PANELISTS ONLY

#### **CAPACITY**

#### **MEETINGS**

 UP TO 100 WITH FREE LICENSE, UP TO 1,000 DEPENDING ON PLAN AND LARGE MEETING ADD-ON.

#### **WEBINARS**

• UP TO 100-10,000 PARTICIPANTS, DEPENDING ON THE LICENSE.



### REPORTS

#### WEBINAR & MEETING REPORTS



SOLUTIONS -

PLANS & PRICING

CONTACT SALES

SCHEDULE A MEETING

JOIN A MEETING

HOST A MEETING ▼



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#### ADMIN

- > User Management
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- Account Management

Account Profile

Reports > Usage Reports > Webinar

Document

Step 1: Select Report Type

- Registration Report ②
- Performance Report •
- Q&A Report 6
- O Poll Report 9

Registration Report:

Displays a list of registrants and their registration details.

· Attendee Report:

Displays details about each attendee.

· Performance Report:

Displays engagement statistics on registration, attendance and feedback.

· Q&A Report:

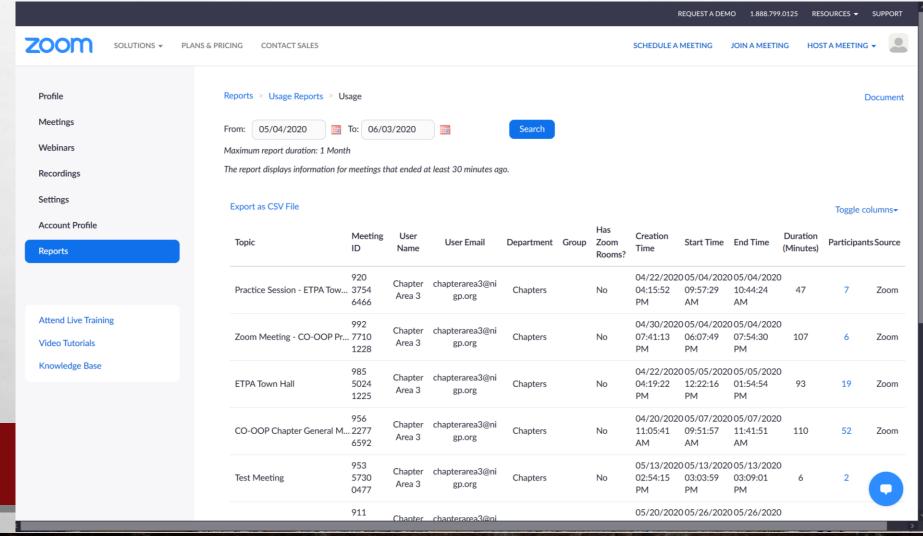
Displays questions and answers from the webinar.

· Poll Report:

Displays each attendee poll result.

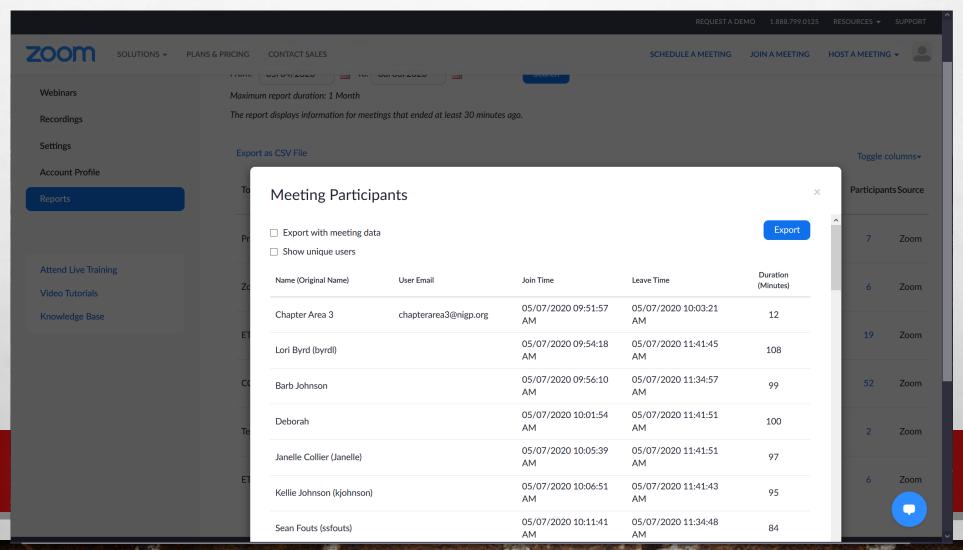
· Attendee Report, Performance Report, Q&A Report and Poll Report are available after the webinar has ended.

#### ATTENDEE REPORT

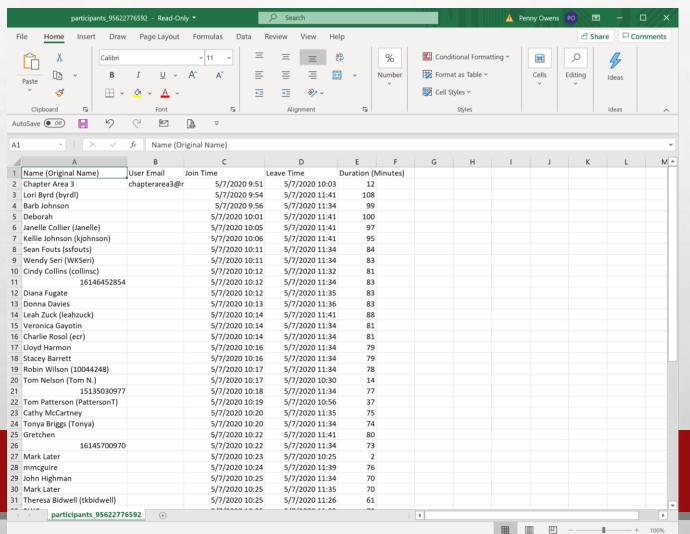


Note: This feature is not available in the Proversion, but is available in the version NIGP makes available.

#### ATTENDEE REPORT



#### ATTENDEE REPORT



### PERFORMANCE REPORT

Performance Report			
Report Generated:	6/26/2020 10:05		
Topic	Webinar ID	Actual Start Time	Actual Duration (minutes)
TAPP Virtual Spring Conference: Session 7: Change Management	833 4755 3178	4/28/2020 11:20	58
Attendance Metrics			
# Registered	# Attended	% Attendance Rate	
34	34	100	
# Q&A Questions Asked			
7			

## Q & A REPORT

Question Report				
Report Generated:	6/26/2020 10:12			
Торіс	Webinar ID	Actual Start Time	Actual Duration (minutes)	# Question
TAPP Virtual Spring Conference: Session 7: Change Management	833 4755 3178	4/28/2020 11:20	58	3 7
Question Details				
#	Question	Asker Name	Asker Email	Answer(s)
	Developing the plan is very important but so is meeting day to day routine obligations. Do you have tips/strategies for finding the time necessary to develop the 1 plan?	Terry McKee	tmckee@kcdc.org	live answered
	2 Good answer!	Terry McKee	tmckee@kcdc.org	
	Great information that is very 3 applicable in today's workplace! 4 copy of powerpoint?		purchasing@johnsoncitytn.org laney.borwick@acsk-12.org	
			brianw@franklintn.gov	live answered
	6 Since we are so close, let do lunch!	Laney Borwick	laney.borwick@acsk-12.org	
	Awesome. Sign her up for next 7 conference!	Brian Wilcox	brianw@franklintn.gov	

### **POLL REPORT**

Poll Report					
Report Generated:	6/26/2020 10:15	5			
Topic	Webinar ID	Actual Start Time	Actual Duration (minutes)		
TAPP Virtual Spring Conference: Session 7: Change Management	833 4755 3178	4/28/2020 11:20	58	3	
Poll Details					
#	User Name	User Email	Submitted Date/Time		
	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
	Anonymous	Anonymous	4/28/2020 11:42	Have you been a part of successful change management?	Yes
Ţ	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
(	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
10	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
1:	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
17	Anonymous	Anonymous	4/28/2020 11:42	Have you been a part of successful change management?	Yes
13	Anonymous	Anonymous	4/28/2020 11:41	Have you been a part of successful change management?	Yes
14	Anonymous	Anonymous		Have you been a part of successful change management?	Yes
15	Anonymous	Anonymous		Have you been a part of successful change management?	Yes
16	Anonymous	Anonymous		Have you been a part of successful change management?	No

# LESSONS LEARNED / FUTURE IDEAS

HOW DO WE MAKE FUTURE VIRTUAL CONFERENCES BETTER?

**DO WE NEED A DIFFERENT PLATFORM?** 

**HOW MUCH ARE WE WILLING TO SPEND?** 

ARE ALL FUTURE CONFERENCES GOING TO BE VIRTUAL OR HYBRID?

- FALL CONFERENCE WILL BE VIRTUAL TOO
  - COORDINATED WITH EAST TENNESSEE CHAPTER
- HOW TO GET MORE VENDORS / SPONSORS INVOLVED
  - OFFER AS PART OF THEIR PACKAGE TO SPONSOR A SPEAKER OR SESSION THEY INTRODUCE THEIR COMPANY AND THE SPEAKER
  - VIRTUAL VENDOR FAIR
    - LINKS ON WEBSITE TO THEIR WEBSITE
  - CAN WE TRACK "CLICKS" ON THE LINKS?



#### THANK YOU

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CAMILLE THOMAS, CPP – TAPP PRESIDENT
PENNY OWENS, CPPO – AREA 3 CHAPTER AMBASSADOR