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 (COMPEDED) 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/MO – 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

- **Webinar Password**
  - Require webinar password
  - Enter Password

- **Video**
  - Host: On/Off
  - Panelists: On/Off

- **Audio**
  - Telephone
  - Computer Audio
  - Both
  - Dial from United States of America

- **Webinar Options**
  - Q&A
  - Enable Practice Session
  - Only authenticated users can join
  - Make the webinar on-demand
  - Record the webinar automatically:
    - On the local computer
    - In the cloud

- **Alternative Hosts**
  - Example: mary@company.com, peter@school.edu

- **Buttons**
  - Schedule
  - Cancel
# Webinar Settings

## Invitations

<table>
<thead>
<tr>
<th>Invitations</th>
<th>Email Settings</th>
<th>Branding</th>
<th>Polls</th>
<th>Q&amp;A</th>
<th>Integration</th>
<th>Live Streaming</th>
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<td>Invite Attendees</td>
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<td>Link to join Webinar</td>
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- **Link to join Webinar**:
  - [https://us02web.zoom.us/j/88228675838?pwd=N1OvZ2l6YWtYp2ZMENROGFiZC9cmF0](https://us02web.zoom.us/j/88228675838?pwd=N1OvZ2l6YWtYp2ZMENROGFiZC9cmF0)

## Approval

- No Registration Required

## Edit

Click on the edit links to make changes.
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
MEETING SETTINGS

Schedule a Meeting

Topic: My Meeting

Description (Optional): Enter your meeting description

When: 06/26/2020 10:00 AM

Duration: 1 hr 0 min

Time Zone: (GMT-5:00) Central Time (US and Canada)

Recurring meeting: [ ]
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<tr>
<td></td>
<td>Dial from United States of America</td>
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MEETING SETTINGS

Meeting Options

- Enable join before host
- Mute participants upon entry
- Enable waiting room
- Only authenticated users can join
- Breakout Room pre-assign
- Record the meeting automatically
  - On the local computer
  - In the cloud

Alternative Hosts

Example: mary@company.com, peter@school.edu

[Save] [Cancel]
MEETING SETTINGS

My Meetings > Manage "TAPP Membership Meeting"

Topic: TAPP Membership 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=QWdINEc55GV6czkrel9LVnBWaHYyd209

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.
WEBINAR & MEETING REPORTS

Step 1: Select Report Type

- 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's poll result.

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

Step 2: Choose the webinar
ATTENDEE REPORT

Note: This feature is not available in the Pro version, but is available in the version NIGP makes available.
### Meeting Participants

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<tr>
<th>Name (Original Name)</th>
<th>User Email</th>
<th>Join Time</th>
<th>Leave Time</th>
<th>Duration (Minutes)</th>
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<td>05/07/2020 10:05:39 AM</td>
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<td>Kellie Johnson</td>
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# ATTENDEE REPORT

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<td>Keila Johnson (khjohnson)</td>
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<td>Wendy Sen (WSensor)</td>
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**Attendance Metrics**

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**# Q&A Questions Asked**

<p>| 7             |</p>
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<tr>
<th>#</th>
<th>Question Details</th>
<th>Asker Name</th>
<th>Asker Email</th>
<th>Answer(s)</th>
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<tbody>
<tr>
<td>1</td>
<td>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 plan?</td>
<td>Terry McKee</td>
<td><a href="mailto:tmckee@kcdr.org">tmckee@kcdr.org</a></td>
<td>live answered</td>
</tr>
<tr>
<td>2</td>
<td>Good answer!</td>
<td>Terry McKee</td>
<td><a href="mailto:tmckee@kcdr.org">tmckee@kcdr.org</a></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Great information that is very applicable in today’s workplace!</td>
<td>JC Purchasing</td>
<td><a href="mailto:purchasing@johnsoncitytn.org">purchasing@johnsoncitytn.org</a></td>
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<td>copy of powerpoint?</td>
<td>Laney Borwick</td>
<td><a href="mailto:laney.borwick@acsk-12.org">laney.borwick@acsk-12.org</a></td>
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<td>5</td>
<td>Do you present on other topics?</td>
<td>Brian Wilcox</td>
<td><a href="mailto:brianw@franklin.gov">brianw@franklin.gov</a></td>
<td>live answered</td>
</tr>
<tr>
<td>6</td>
<td>Since we are so close, let do lunch!</td>
<td>Laney Borwick</td>
<td><a href="mailto:laney.borwick@acsk-12.org">laney.borwick@acsk-12.org</a></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Awesome. Sign her up for next conference!</td>
<td>Brian Wilcox</td>
<td><a href="mailto:brianw@franklin.gov">brianw@franklin.gov</a></td>
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</tr>
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<td>User Name</td>
<td>User Email</td>
<td>Submitted Date/Time</td>
<td>Have you been a part of successful change management?</td>
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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
  - “Scavenger hunt” for the attendees to find a particular piece of information on each site, with door prize of some sort for the winner
- Can we track “clicks” on the links?
THANK YOU

LORI BRYANT, CPPB – TAPP COMMUNICATIONS COMMITTEE CHAIR – LORI.BRYANT@CMCSS.NET
CAMILLE THOMAS, CPP – TAPP PRESIDENT
PENNY OWENS, CPPO – AREA 3 CHAPTER AMBASSADOR