OpenWater

TACVB

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& Visitor Bureaus

What is Your Staff Size?

We are a staff of one, everyone else is a volunteer.

How Many Sessions Were There?

32 total sessions
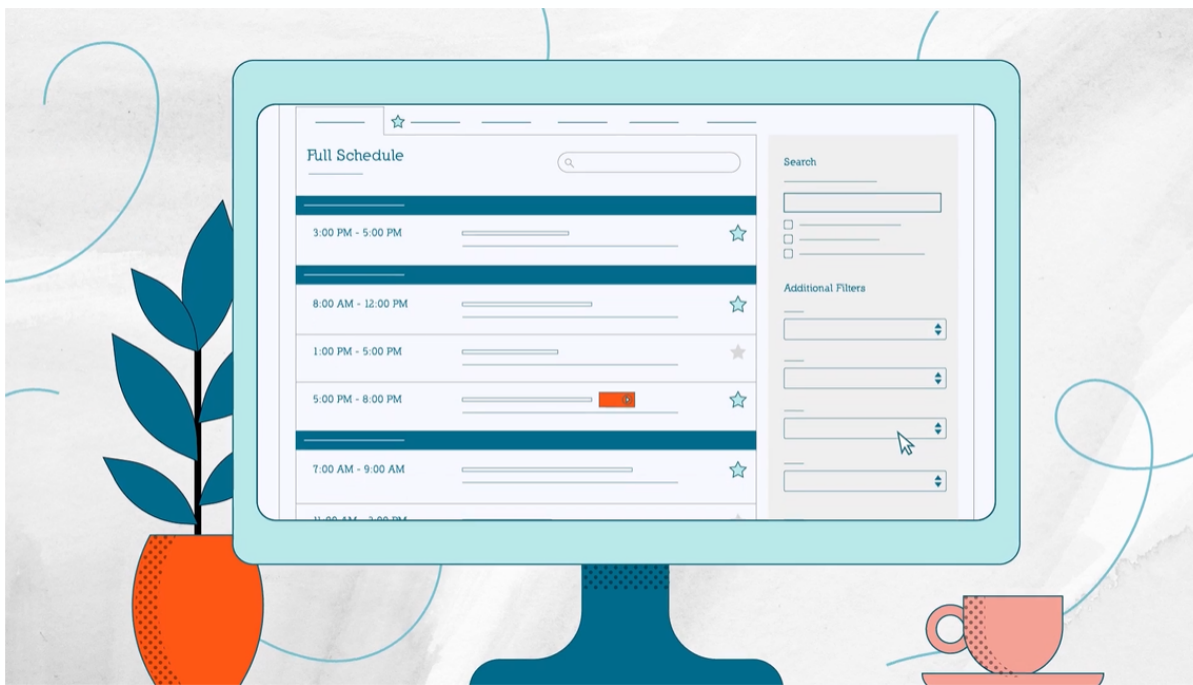
How Many Attendees Did You Have?

We had about 600 unique attendees to the virtual conference.

What Made Your Conference a Sucess?

The OpenWater staff helped our team migrate our in person conference to virtual in under 6 weeks. We credit the team work at OpenWater for ensuring our conference was a success. Our attendance was up ~77% from our normal in person event.

Like other organizations a virtual conference eliminated the burden of travel and enabled more of our members to receive the same content we would have had in person. Now, our members can go back and watch any sessions they may have missed at a later time.
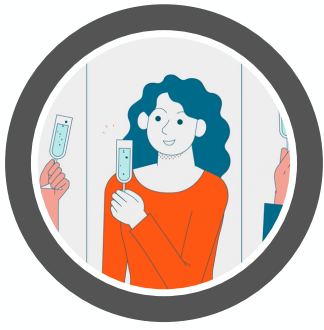
Virtual just like an in person event takes work. The longer planning time you're able to have for virtual the more opportunity your team will have to fully tailor your content to a virtual setting that utilizes all of engagement and networking best practices.

TACVB

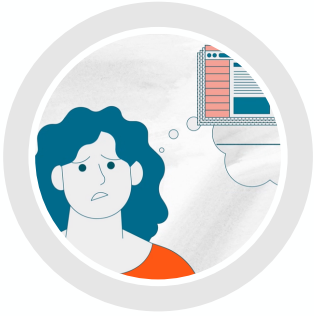## How did this event influence future Texas Association of Convention & Visitor Bureaus events.

Having a virtual conference opened up the potential to offer continuing education credits as a result of watching the recorded conference sessions. As we evaluate a hybrid option we'll weigh the advantages to a strong virtual component in order to raise attendance and provide CE credits.
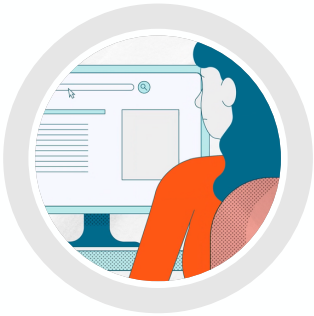
OpenWater

BALANCE TECH, SUPPORT & TRAINING

Our sales team will help you build a package that balances platform features with the amount of support your team will need for the conference.

CONFERENCE BUILD OUT

Utilize our training webinars, office hours, and white glove services to efficiently build out your conference programming.

DAY OF CONFERENCE SUPPORT

Our day of support is your technical back stop during the conference. Our conference moderators can support attendee questions through chat, and barge into presentations to solve last minute issues.

Event Cloud Platform & Services

Request a Demo at *www.getopenwater.com*

Watch this **video** to learn more about OpenWater's Event Cloud.