



Virtual Conference Case Study

NCORE.

National Conference for Race and Ethnicity in Higher Education

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What is Your Staff Size?

A dozen

How Many Sessions Were There?

We had 28 posters, 7 exhibitors, and 54 sessions.

How Many Attendees Did You Have?

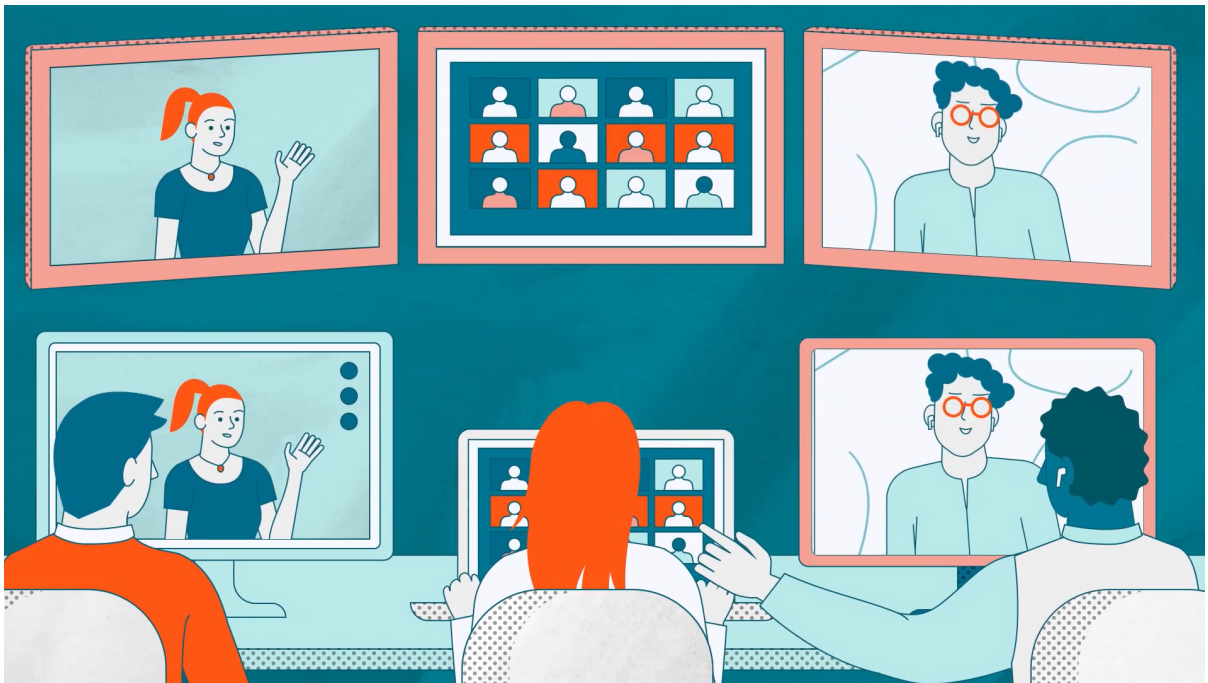
Close to 1300



What Made Your Conference a Success?

We scheduled networking sessions in the morning and evening, it was apparent to our team that the morning networking sessions got everyone comfortable with the virtual environment. Warming up the group in the morning set the stage for engagement during the day's sessions. We had some attendees tell us that networking online felt more comfortable than in person.

Also, a vast majority of our 2020 attendees were first time attendees to the conference. This proved to our team that when the burden of travel is removed we can grow our attendance.





What Advice Do You Have for Other Associations?

A virtual conference isn't a set of webinars, it can be an engaging experience. Our advice would be to kick off each day with breakout networking sessions by topic. Some of our networking rooms happened with over 60 people as well.

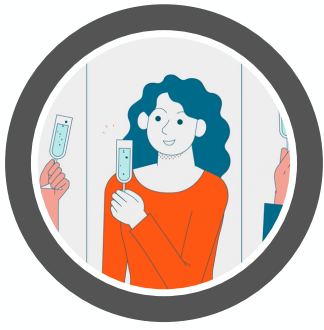
NCORE

How did this event influence future NCORE events.

All of our content now lives on demand until April 2021 and we continue to see registrations generate passive income. As a result we plan on a hybrid conference setup in the near future.

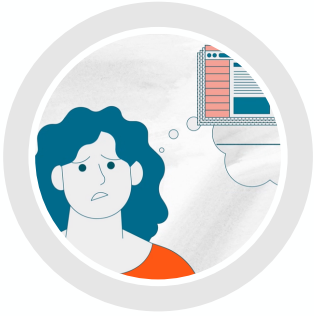
Why did you chose OpenWater?

OpenWater's platform was simple, easy to navigate, and we were happy with the support team the days of our conference.



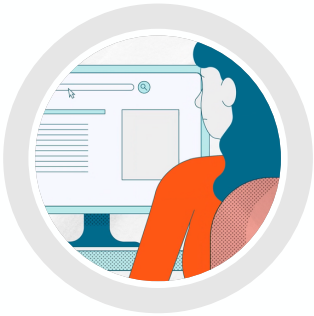
HOW WE WORK WITH YOU

To Create an Amazing Conference



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.

