

Pam Hemann
Business Management
Institute Director



What is Your Staff Size?

3

How Many Sessions Were There?

There were 4 tracks, and on average each track at 12 sessions with 2 general sessions and 3 social gatherings.

How Many Attendees Did You Have?

124 participants, 36 faculty and 4 track leaders

What gave our team confidence was the rehearsal and speaker training series we did in conjunction with the OpenWater support team.

Another aspect of the conference that was important was restricting the access to the different tracks based on registration. OpenWater enabled our team to integrate registration data with their platform.





What Advice Do You Have for Other Associations?

Start referring to your registrants as participants. They're not just sitting in a Zoom room, they're participating in a learning experience.

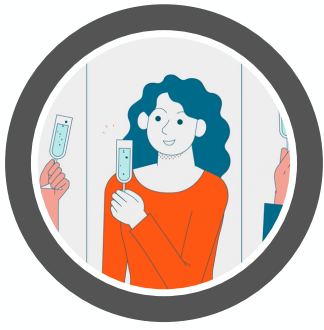
Create a sense of place, we went from the Business Management Institute at UC Santa Barbara to the BMI Virtual Campus.

Faculty (presenter) training is essential. The more prepared and comfortable they are with the technology the more satisfied the participants will be.

Content is still the king of your conference, and getting engagement with that content is gold in the virtual world.

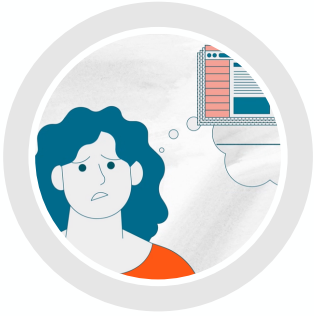
How did this event influence future WACUBO events.

WACUBO annual conference will be virtual in May of 2021. We'll decide on a virtual or hybrid format for our Business Institute Management event at the beginning of 2021. 93% of our participants this year indicated they "would attend another event," if it was held similarly to the 2020 event.



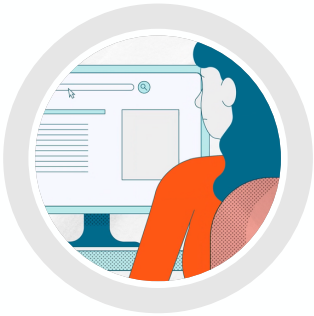
HOW WE WORK WITH YOU

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.

