



TRANSITION

YOUR **LIVE EVENT TO VIRTUAL**
WITH CONFERENCE MANAGERS
AND SPONSORSHIP BOOST

Virtual meetings, when executed properly, can fill the current void in the events industry. Event strategists Conference Managers and Sponsorship Boost offer a blueprint for a successful transition to virtual meeting content, thereby mitigating the loss of the live event revenue.

As your partners, they will develop optimal meeting models for your organization—whether that be live, virtual, or hybrid. Once in-person meetings resume, the virtual components will continue to offer flexible solutions to engage attendees and increase meeting revenue.



OBJECTIVE EVALUATION

that uses data to help you move forward with the decision to cancel, postpone, host a hybrid event, or transition to a virtual event.



EXPERIENCED EVENT STRATEGISTS

who share best practices from their decades of industry experience.



EXPERT ADVICE FOR SELECTING TECHNOLOGY AND HOSTING PLATFORMS

to build a virtual experience that delivers value to your participants.



INNOVATIVE, CREATIVE SOLUTIONS

to engage meeting participants in a virtual environment.



CUSTOMIZED DATA-DRIVEN PRICING STRUCTURES

that will help you determine pricing for virtual events to support your organization's profitability.



CUSTOMIZED PACKAGES FOR BUILDING AND PRICING VIRTUAL EXHIBITS AND SPONSORSHIPS

to bring ROI to your exhibitors and maximize your organization's revenue.

CONTACT US TO LEARN MORE ABOUT TRANSITIONING TO VIRTUAL



Linda Baker, President
703.964.1240 x 130
lbaker@conferencemanagers.com
www.conferencemanagers.com



Jennifer Kerhin, MBA, CEM, President
301.658.2195
jkerhin@sponsorshipboost.com
www.sponsorshipboost.com

Transition Your Live Event to Virtual

Event strategists Conference Managers and Sponsorship Boost will help you successfully transition your live meeting to a virtual event.

Services

We offer a comprehensive service model to support your needs.



Identify Goals and Outcomes

- Evaluate stakeholder needs
- Develop budget planning scenarios
- Determine revenue and participation goals



Research Platforms

- Schedule demos for 3 platforms
- Develop an RFP for your virtual meeting platform
- Compare providers
- Select the platform



Develop Sponsorship Prospectus

- Create sponsorship opportunities that align with your organization's culture and the technology platform's functionality
- Establish pricing and benefits for each sponsorship



Create Virtual Event Schedule

- Review current live event schedule
- Create virtual event schedule outline that fits virtual event best practices

Timeline

Identify Goals and Outcomes	Week 1
Choose Technology Platforms	Week 2
Develop sponsorship plan	Week 3
Create Event schedule	Week 4

Fee

A flat fee of \$30,000 includes the services listed above. (\$7,500 per module).

PLEASE NOTE: We receive NO commissions on any suggested technology platforms or sponsorships.

Please contact us for additional information.



Linda Baker, President
703.964.1240 x 130
lbaker@conferencemanagers.com
www.conferencemanagers.com



Jennifer Kerhin, MBA, CEM, President
301.658.2195
jkerhin@sponsorshipboost.com
www.sponsorshipboost.com

