

GO VIRTUAL IN 30 DAYS WITH OPENWATER

THE VIRTUAL CONFERENCE FRAMEWORK FOR ASSOCIATIONS



Association Event Planning is Hard in 2020



Can you relate to Christina?

At the start of the year Christina was busy planning for her association's events. Now everything has changed.

Today she is even busier replying to attendees, sponsors or venues while the conferences remains in limbo. Meanwhile, her association is growing concerned about offsetting the loss of event revenue.

Christina is facing two options **cancel, go virtual, or have a hybrid event, but** virtual has a lot of unknowns and seems like a lot of work.

How will Christina impress members, organize speakers, and keep sponsors relevant during a virtual conference?

Christina's Virtual Conference Hesitations



Q: How can I keep members engaged and make our virtual conference something we can use every year?

Q: I'm not a webinar expert, how can I support an entire conference technically?

Q: How can we utilize a virtual conference to generate revenue?

Q: How will I protect content so that only people who have paid for the conference get access?

Q: How can I enable my members to login to the conference without having to create new username and passwords?

Q: How would I coordinate speaker materials, and keep my presenters organized?

Q: Would I have to build a whole new website?

Q: How will I create opportunities for sponsors, and how is it possible to recreate networking opportunities?

Q: I don't have the internal bandwidth, where can I find help?

Our Virtual Conference Framework

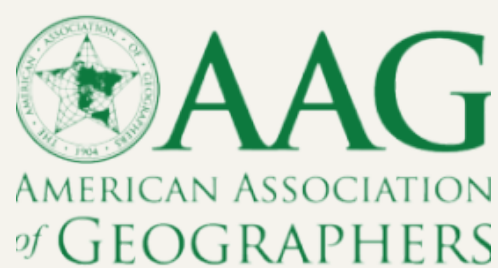


Openwater's virtual conference framework is **one part software solution** and **one part hands on consulting**. We understand half the battle for associations is ramping up expertise to assist with whatever comes up.

Here is how Sam can migrate to a virtual conference in 30 days with OpenWater:

- 1.** OpenWater will setup a portal so that presenters can upload their materials like slides and pre-recorded videos of their presentation.
- 2.** OpenWater will sync the conference website with your AMS / CRM and Zoom. This enables attendees and presenters to have a single sign-on login that will provide access to only what they need.
- 3.** OpenWater will create your conference website that consists of a session gallery, presenter guides, attendee guide, a page for sponsors and a page to welcome guests.
- 4.** OpenWater will provide your team with training to master a few critical tasks for presenting on Zoom. We'll train internal staff to act as conference technicians.
- 5.** OpenWater's virtual conference consultants will help you fine tune your association's experience to accommodate sponsors, facilitate networking opportunities and make the member experience engaging.

Associations Utilizing OpenWater's Virtual Conference Platform

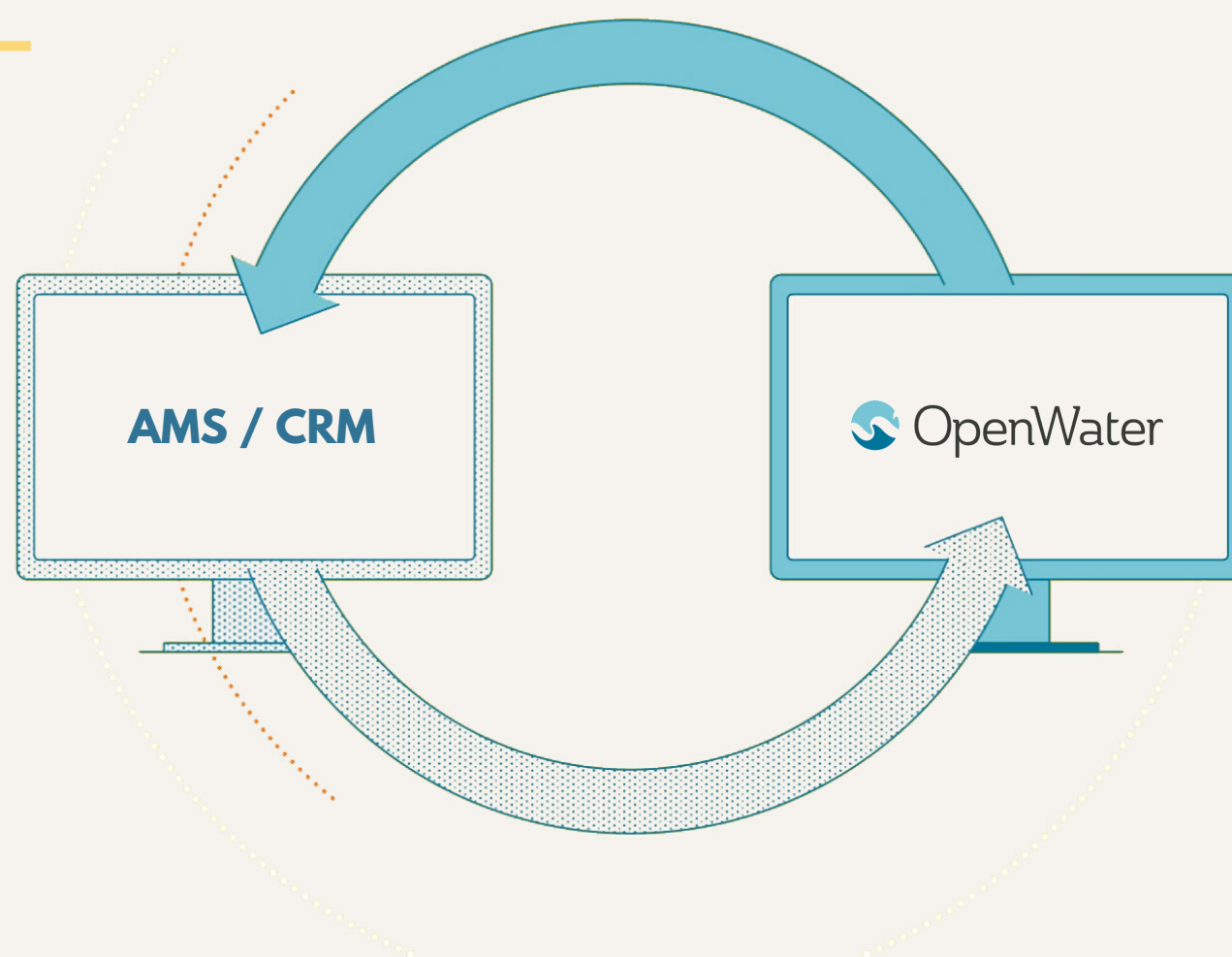


What Our Platform Does Best

The single greatest benefit OpenWater's virtual conference platform can provide is a single sign-on system that integrates with your AMS / CRM, Zoom, and OpenWater's conference website.

OpenWater's Zoom software development kit eliminates the need to have speakers create Zoom accounts. Attendees can use their current AMS / CRM credentials to access the virtual conference sessions.

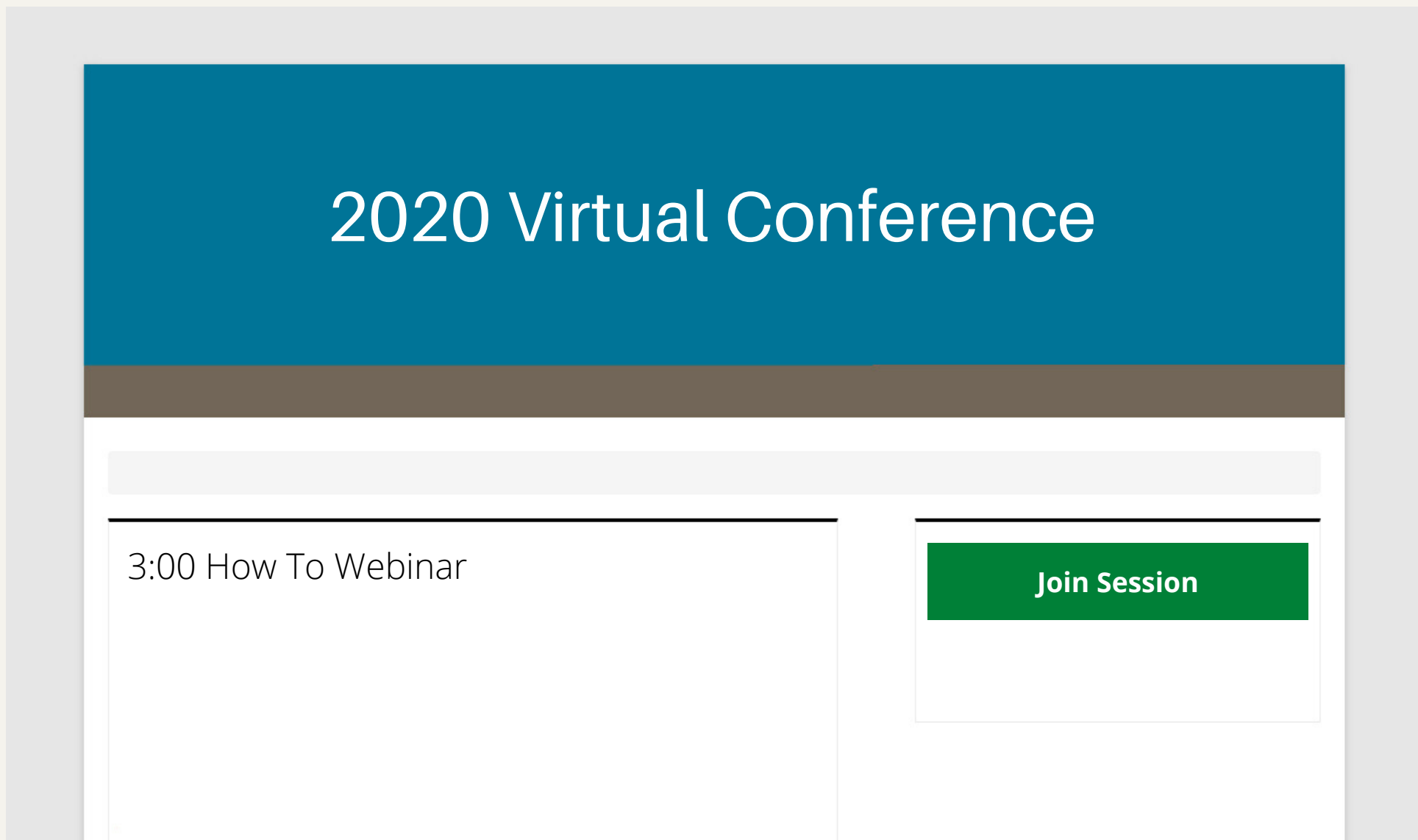
Single sign-on between Zoom, an AMS / CRM and OpenWater's platform is critical to eliminate administrative burden.



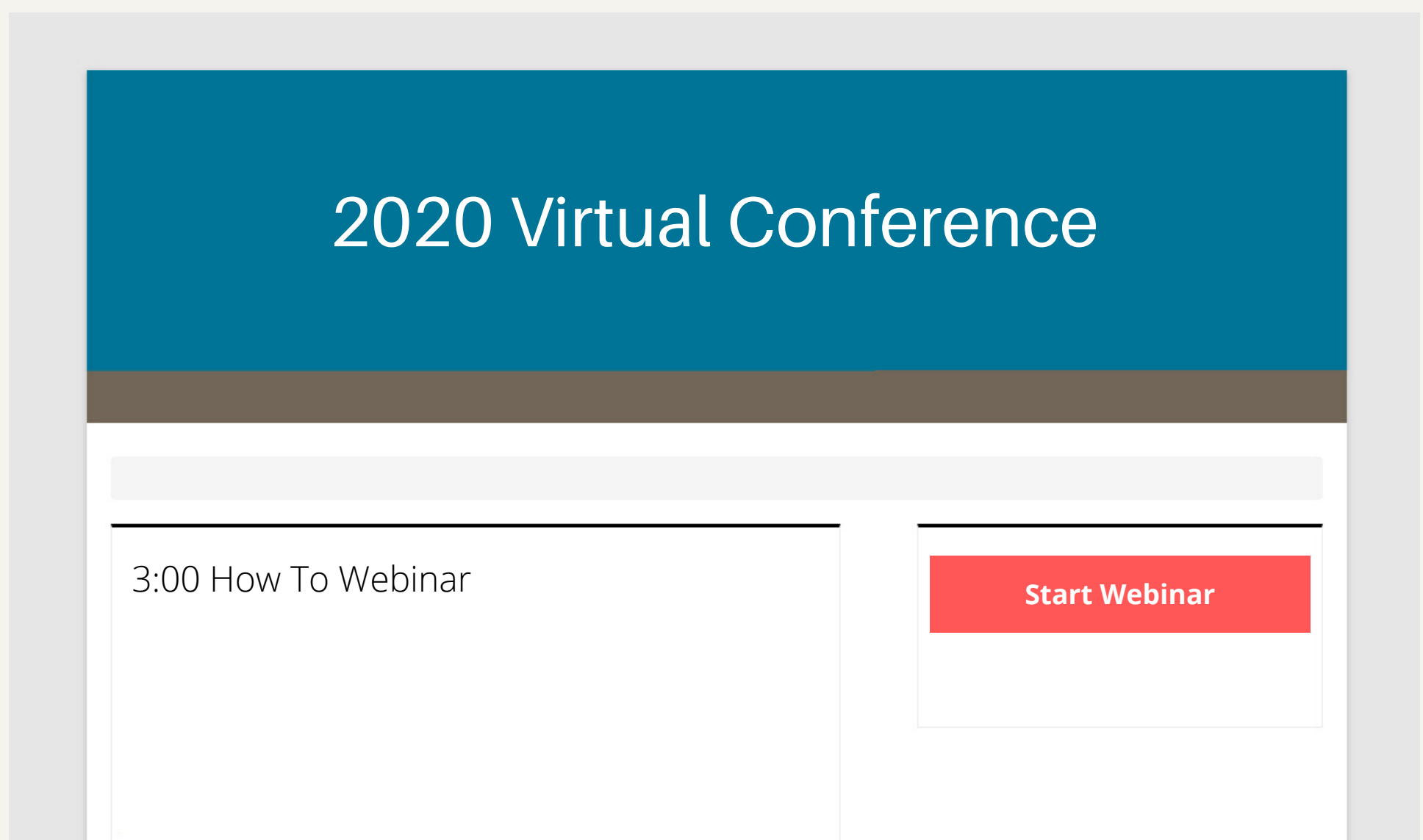
Create a Simple Conference Website for All

When someone signs into the conference website the session gallery will detect what information that person should see. For example, if a presenter logs in they will have the ability to start their session, and attendees will see a button to join.

Session Gallery - Attendee Version



Session Gallery - Presenter Version

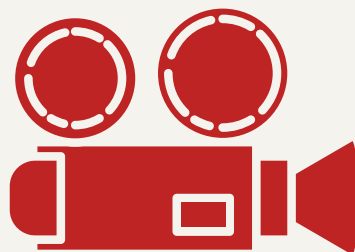


Our Portal Powers the Pre-Recorded Live Model

We suggest only significant keynote speakers make their presentations truly live. The best path to success is a pre-recorded live model. In other words, speakers will record their presentations and replay those during the virtual conference. Our platform streamlines this workflow with Zoom.

Pre-recording speaker sessions reduces technical problems and refocuses presenters on audience interaction.

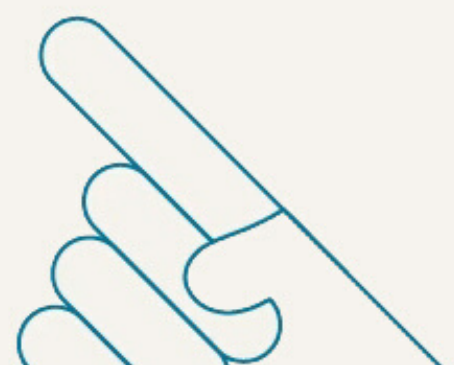
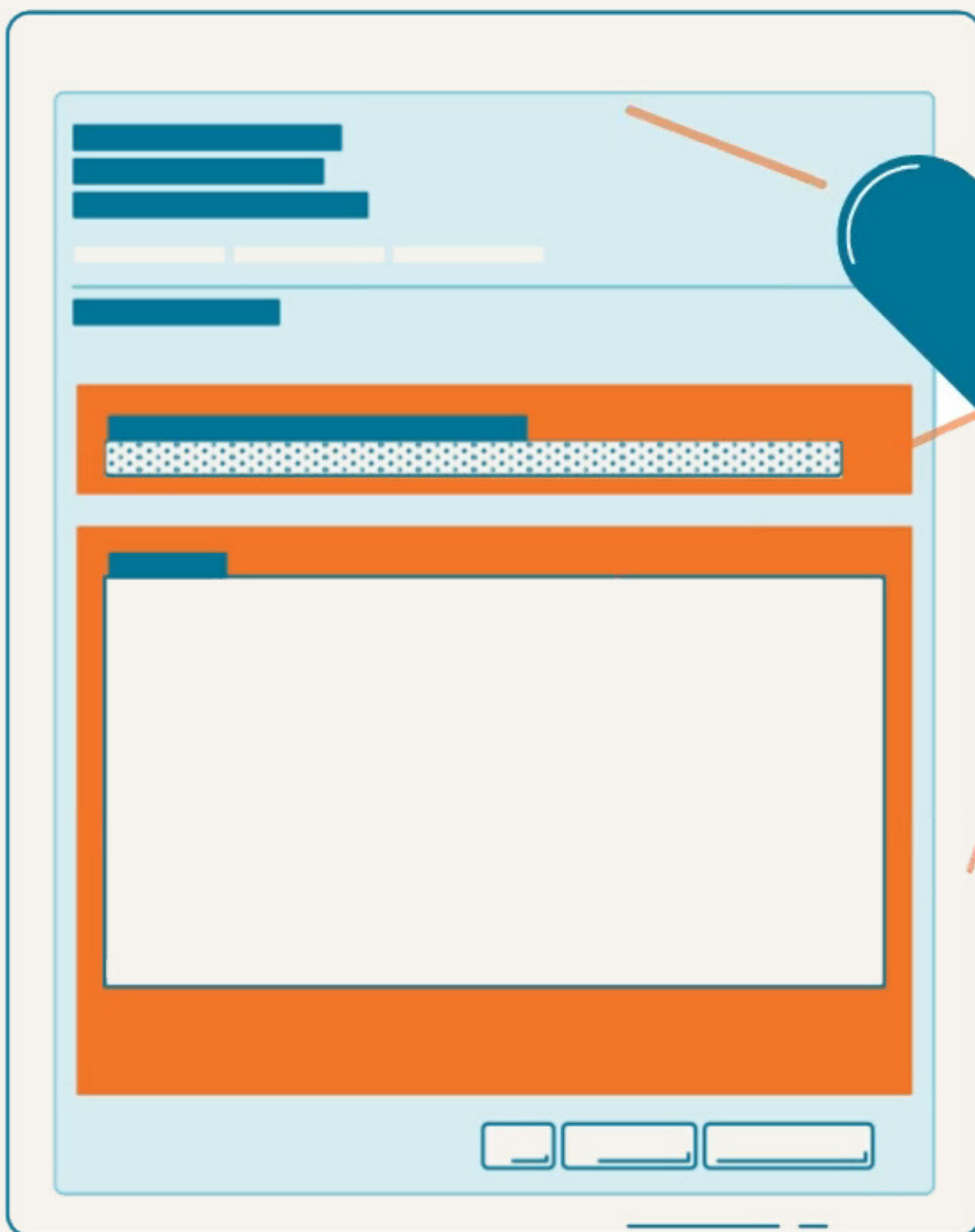
Pre-recording helps **increase attendee engagement** by allowing presenters to focus on interacting with the audience by answering questions and administering polls.



A Powerful Portal to Collect Speaker Materials

Openwater's presenter portal will collect and organize speaker materials while also syncing new presentations with Zoom and populating the conference website.

Our platform will enable speakers to upload slides and videos. Then our portal will automatically populate the conference website and configure Zoom.



Virtual Networking

We'll help you configure the Zoom settings and create breakout sessions that enable meaningful networking.



Consulting & Training



We're with you every step of the way. You won't be left to deal with Zoom's support. Here are the common problems we help associations overcome during a virtual conference.

Tactics to Elevate Attendee Engagement

Staff Training to Master Essential Zoom Skills

Training for Conference Technicians

Mapping Physical Conference Sessions to Virtual

Communication with Attendees

Communication with Sponsors

Networking Formats Compatible With Zoom

Setting Up Virtual Breakout Rooms in Zoom

Coordinating with IT Developers

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