Hello Tom,

As an association executive with an interest in the success of your online events, I wanted to let you know as soon as possible, that we have just launched a series of very valuable webinars, the first of which is next Thursday 2 July.

**Virtual congresses are here to stay - a series of four webinars addressing the most burning questions.**

Each webinar includes a presentation from Inbar Caspi (who has worked on very large online congresses this year), a guest interview of an Executive Director or Events Director from a major association, which has just delivered a very large successful congress online, and then live discussion with the audience. [Watch the Video](#)

**Series schedule:**

2 July: **How to give value to participants in a virtual model**

16 July: **How to give value to sponsors and exhibitors**

10 September: **A sustainable long-term profitable model**

24 September: **What to look for in a virtual meeting platform & software**

*There are no fees to attend for association employees or board members.*

**How to give value to participants in a virtual model**

13:00 BST | 14:00hrs CET - Thursday 2 JULY - ONLINE

This first webinar in the series addresses the critical aspect of providing value to delegates, speakers and poster presenters, and then glances at how the future may look.

The webinar includes a presentation, an interview with Monica Fontana, Executive Director of ERA-EDTA, who has just delivered their online congress successfully with 10,000 participants, and a live discussion with the audience.

**Topics include:**

- What does the audience expect from virtual meetings?
- How can we translate the onsite congress programme to online medium?
- How can we create “live happenings” and real interactive discussions with speakers, poster presenters and exhibitors?
- How will congresses look post-COVID-19?

**Speakers**

- Inbar Caspi, Consultant, Medical Associations Consultant
How to give value to sponsors and exhibitors

13:00 BST | 14:00hrs CET - Thursday 16 JULY - ONLINE

The rules of the game have changed, we need to adapt!

This second webinar in the series is presented by Inbar Caspi and includes a presentation, and then an interview with Maya Ravinsky, Sponsorship & Exhibition Strategic Consultant, who has just delivered an online congress successfully thousands of participants.

This webinar addresses the critical aspect of providing value to sponsors and exhibitors in the virtual model.

Topics include:

• Avoid risking loss of financial support from the industry
• Meeting industry’s objectives, needs, plans and strategies
• Compensating for loss of physical component
• Creating new opportunities and options
• Join forces with relevant stakeholders

Speakers

• Inbar Caspi, Consultant, Medical Associations Consultant
• Maya Ravinsky, Sponsorship & Exhibitions Industry Relations and Sales

A sustainable long-term profitable model

13:00 BST | 14:00hrs CET - Thursday 10 SEPTEMBER - ONLINE

This third in the series is presented by Inbar Caspi and includes a presentation, and then an interview with a major congress organiser, who has just delivered an online congress successfully for thousands of participants.

This webinar addresses the critical aspect of profitability, long-term sustainability and economic models for virtual association congresses in all sectors.

Topics include:

• What can we charge for virtual congresses?
• How would the budget for 2021 look?
• What are the sponsorship packages we can sell to industry for 2021?
• How can we plan our commitments with congress centres and suppliers?
• How will virtual meetings impact our map of attendance when all the world is at our virtual door step?

Speakers

• Inbar Caspi, Consultant, Medical Associations Consultant
• Additional speaker and interviewee will be announced in July
What to look for in a virtual meeting platform & software

13:00 BST | 14:00hrs CET - Thursday 24 SEPTEMBER - ONLINE

This fourth in the series is presented by Inbar Caspi and includes a presentation, and then an interview with a major congress organiser, who has just delivered an online congress successfully thousands of participants.

This webinar addresses the critical aspect of what to look for in a virtual meeting platform and software, what interaction functions are critical, and how the future for tech systems might be.

Topics include:

- What are the virtual components that are “must-have” on our check list?
- What are the components that will maximize personal meaningful discussions and engagements online?
- What is the future of virtual and hybrid meetings?

Speakers

- Inbar Caspi, Consultant , Medical Associations Consultant
- Additional speaker and interviewee will be announced in July

MORE INFO & TO BOOK >>

Registration

To attend for no fee, register as an AAE subscriber or member (both at no fee) and then register for the event.

TO BOOK >>

I hope you will find this useful and look forward to you and / or a member of your team joining us next week.

With many thanks

Damian

Damian Hutt
Executive Director
Association of Association Executives

Update your Profile & Interests so email content can be tailored to you. Here >>
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