

Specialty Conferences Pivot to Digital Programming

- ❖ **Odors and Air Pollutants Conference**
March 15-18, 2020
- ❖ **National Stormwater Symposium**
March 15-17, 2020
- ❖ **Residuals and Biosolids Conference**
March 31-April 3, 2020
- ❖ **Collection Systems Conference**
June 2-5, 2020



Digital Programming Suite

- **Virtual Workshop**

- Evolution of the in-person pre-conference workshop
 - 3-hour program is hosted LIVE via Zoom
 - Facilitated small breakout groups throughout
 - Recording sent to all registrants afterwards
- Priority of the online event is to facilitate discussion among all participants (speakers and attendees alike)

- **Digital Conference**

- Pre-recorded videos from selected technical session presenters.
 - Participants may watch videos on-demand based on their schedule and convenience.
 - Quiz questions are available after the videos are completed, providing continuing education credits for attendees.
- Proceedings consisting of manuscripts from each technical session presentation are also available for each event.

Coordination and Engagement, Lessons Learned (so far)

- **Conference committees and volunteer leaders**
 - Making the business decision to cancel
 - Sharing best practices
 - Engagement areas and expertise
 - Tailoring to each audience
- **Speakers**
 - Restructuring presentations to better fit online education
 - Communications – tone and frequency
- **Attendees**
 - Short surveys sent to both registrants and non-registrants

Webcasts

- Abbreviated turnaround for timely topics
 - 1-2 weeks vs 2-3 months
 - 1 hour sessions vs 1.5-2 hours
- Short SME presentations followed by roundtable discussion
- Pre-recording allows for flexible recording schedule
 - Develop FAQ and deliver 1-2 weeks post-release for additional outreach
- During live events, make use of webcast platform tools
 - Polls, surveys, question submissions

★★★ USA

SIWI STOCKHOLM
JUNIOR
WATER PRIZE

 Water Environment
Federation
the water quality people®

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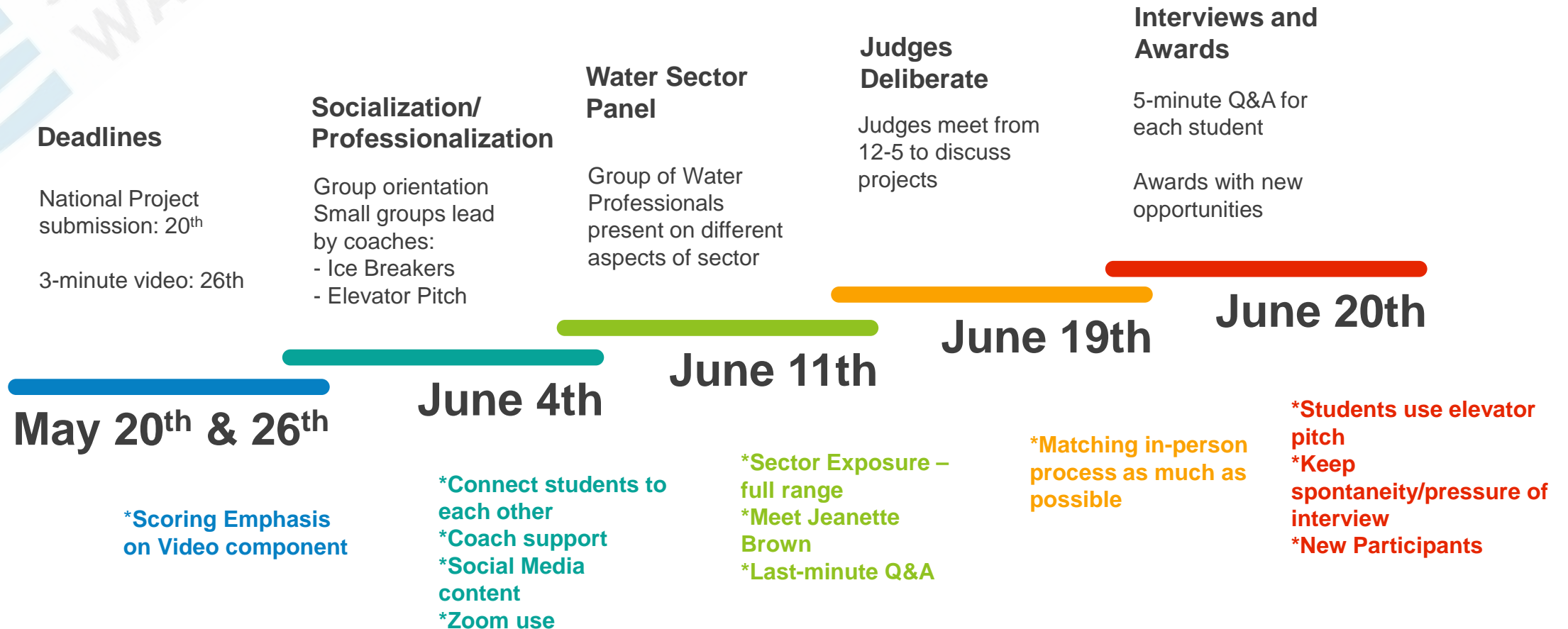
...*digital*

Execute a stellar digital competition that gives students comparable value of an in-person competition by providing:

- ***Community of like-minded young scientists***
- ***Platform for visibility and support of research***
- ***Network of Water Quality Professionals***
- ***Fun!***
- ***Ultimately: Water Workforce of the Future***

Digital National SJWP

~at a glance~





Virtual Event Concept

Branding & Messaging



■ WEFTEC Connect

- Delivers the high-quality education, professional development, access to exhibitors, and networking opportunities that have come to define the WEFTEC experience.
- Provides exhibitors and sponsors the opportunity to reach more attendees through an expanded online audience, new lead generation, new markets and increase sales.
- Extends the life of WEFTEC through year-round access.

WEFTEC Connect Components

Dates: Mon, Oct 5 – Wed, Oct 7

Education

Live or Live Stream

- Opening General Session on Monday
- Live streamed content from 1 technical session room on Monday afternoon, all day on Tuesday and Wednesday; live speaker Q&A.

Pre-recorded Content

- Presenters to record presentations on their own in advance of the event.
- This content can be accessed on demand and will be made available at the start of the live event.

WEFTEC Connect Components

Dates: Mon, Oct 5 – Wed, Oct 7

Education

Live Broadcast

- Streaming sessions in real time via the Freeman player (slides, video, or video and slides)

Simulated Live

- Pre-record and broadcasted at a specific time; speaker can engage via live text chat

WEFTEC Connect Components

Dates: Mon, Oct 5 – Wed, Oct 7

Exhibits/Sponsorships

The online platform provides valuable opportunities for exhibitors and sponsors to connect with attendees and drive brand awareness.

Exhibitor Showcase

- Connect exhibitors to buyers and generate leads with an online portal that displays exhibitor products and services.
- Allows exhibitors and sponsors a place to connect with attendees through live chat, make appointments, provide company information, product overviews, videos, resources, and links to learn more.

WEFTEC Connect Components

Dates: Mon, Oct 5 – Wed, Oct 7

Networking/Interaction

Matchmaking

- Using AI-technology, virtual event participants can be paired with other attendees/exhibitors with similar interests for virtual 1:1 chats.
- Fosters connections between attendee to attendee, exhibitor to attendee, and attendee to exhibitor.

Online Discussion Rooms

- Connections with virtual meeting rooms that allow for networking, meetings, demos, and more with online attendees or exhibitors. These virtual meeting rooms can host up to 50 in a room.

Interaction

- Polling, Q&A, audience chat, and social feeds.

