

Digital Conference Development - DCD

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the use of new media.



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Digital Conference Development (DCD) is about making profit for the association by increasing the value of its digital collected content.

From speakers to sponsors, all people related to a conference can produce valuable content. DCD means gathering your conference content onsite and online, making the best use of social media and bringing both content and social media together into one single portal.

The portal is a digital library of the association and the place where speakers, delegates and all who are interested or involved in the association form an active community.

Next to an optimization in information exchange this portal is of course the perfect place for sponsors to place content.

DCD consists of 4 main phases of development, related to the adaptability of the association and everybody involved, such as its delegates, suppliers and sponsors.

It will take about 2 to 3 years to maximize revenue from the four phases of development. This of course depends on the mentioned adaptability of the involved parties, the time between each conference and the time it takes to make optimal use of existing and future media tools.

7400 delegates at Milan, so how many people could we expect to be involved in Copenhagen?

The image is a screenshot of the EAACI Facebook page. At the top, there are navigation links for Google, Facebook, LinkedIn, and a TRANSLATE button. The page header features the EAACI logo and a search bar. The main content area displays a banner for the "EAACI Congress 2014" held from "7-11 June, Copenhagen, Denmark". The banner image shows a vibrant street scene in Copenhagen with colorful buildings and outdoor cafe seating. Below the banner is the EAACI logo, which includes a globe icon and the text "EAACI EUROPEAN ACADEMY OF ALLERGY AND CLINICAL IMMUNOLOGY". To the right of the logo, the page name "EAACI" is shown with "2,573 likes · 175 talking about this · 1 was here". Below this, there are buttons for "Liked" and "Message". At the bottom of the page, there are navigation tabs for "Add A Category", "About - Suggest an Edit", "Photos", "Likes" (with a thumbs-up icon and the number "2,573"), "Map", and "Juniors". An orange arrow points from the bottom center towards the "2,573" like count.

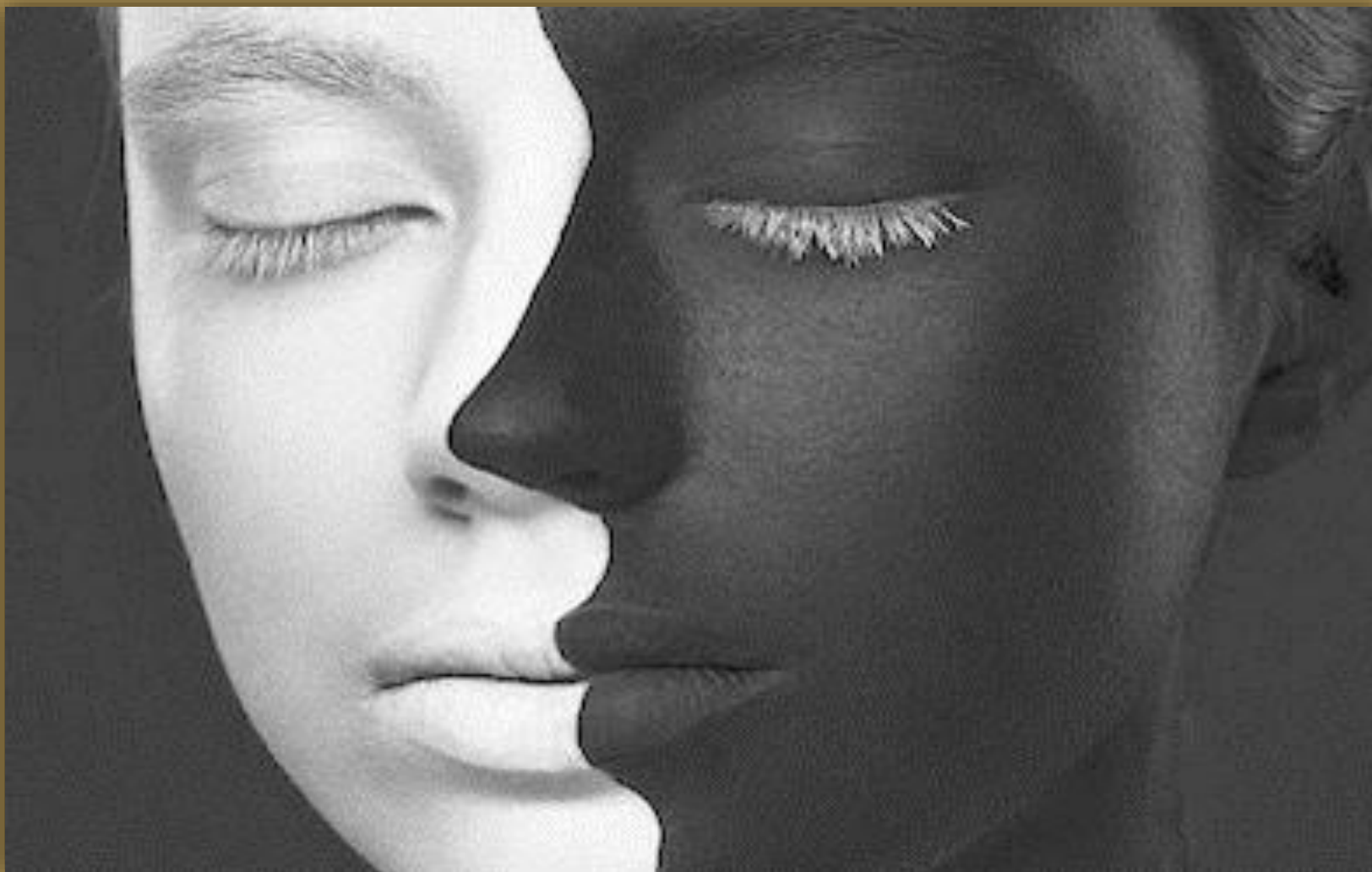
7800 delegates at Copenhagen, and a more active Facebook use, grow off 500 followers (20%) with one annual conference

The image shows a screenshot of the EAACI Facebook page. The cover photo features a blue background with the text "EAACI Congress 2015 6-10 June, Barcelona, Spain" and a row of white, dome-shaped architectural structures. The EAACI logo, which includes a globe and the text "EAACI EUROPEAN ACADEMY OF ALLERGY AND CLINICAL IMMUNOLOGY", is positioned on the left. The page name "EAACI Non-Profit Organization" is displayed in the center. Below the name are buttons for "Liked", "Following", "Message", and a menu icon. The navigation menu includes "Timeline", "About", "Juniors", "Reviews", and "More". The "PEOPLE" section on the left shows a five-star rating, "3,045 likes", and "29 visits", with an orange arrow pointing to the "29 visits" text. The main content area shows a "Post" section with the text "Write something on this Page..."

the four main phases of Digital Conference Development.

1. using content and social media to build an online network.
2. hosting your network on-site, online and on the portal.
3. creating content before, during and after events.
4. making money by optimizing the value of content and social media.

perspective is everything: let's move past the black and white mindset.



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phase 1: using content and social media to build an online network.

- An organization should embrace all existing and future (social-) media that can be used to deliver content and that can help to create an online network of people connected to or interested in the organization.
- Having a website and being present on social media channels such as Facebook, Linked-In or Twitter is not enough. You need to make sure the right content is used for the right channel in order to make people talk about what you want them to talk about.
- To build an online network of people that are interested in your content and who will create or share valuable content themselves you need to do three things:
 - A. Be clear on what your content is and how to make it accessible.
 - B. Decide what content is best fit for what specific channel.
 - C. Create a network of 'Superfans'.

A: be clear on what your content is and how to make it accessible.

- There is a lot of digital content created around a conference, long before and long after the event. Content can be created by the association itself, its participants, delegates, speakers, members, sponsors and of course everybody online that is talking about the association or the conference.
- Ideally this last group consists for a great part of what we will call *Superfans*: people who love the organization and are eager to answer questions about it or respond to publications, thereby creating valuable content.
- So what else is content? Some examples are: webcasts of presentations, side interviews with speakers, digital posters, promotion videos from sponsors, shared science session notes, memo's, written response to all these mentioned and of course all media items that are recorded for review.
- So how to make your content accessible for the public? Most important is the portal of the association, the digital library that is connected to your website, where all content is gathered, categorized and archived so it is easily accessible for your members.
- For members and non-members alike, the second best source of content is through social media. Content and social media itself will be integrated in your portal, but it is also of vital importance that the right content is presented on the right social media channel. Not only to spread your content around the internet and make sure people talk about it, but also because every person who is following you online is a potential member of the organization and portal.

do not use the wrong social media channel for your content.

EAACI

October 18

Drug allergy in children is an ongoing issue. Find out more at #PAAM2013

Symposium 6 which is about to begin in Hall B

Like · · Share

3 people like this.

EAACI

October 19

The Closing Ceremony of #PAAM2013 will begin at 15:30. Check out who won the Abstract Presentation Awards.

Like · · Share

4 people like this.

Two Twitter feeds,....on Facebook! Actual this should be an APP-push notification!

B. decide what content is best fit for what specific channel.

- To make sure the right content is put forward on the right social media channel you need to know what channel is used for what purpose. For example:
- Facebook is the platform where people 'like' your social announcements, want to be invited to the 'hot' meetings and publicly show their interest in the association or share events and information among friends.
- LinkedIn is the more 'professional' platform, where people make connections based on interest and expertise.
- YouTube is used to upload video content such as recorded presentations in order to share these again through the various social media.
- Google+ is where people exchange email traffic and online content.
- Twitter is a system used for short messages and updates.
- It is important that on all platforms, from your portal to social media, people have the same continuous experience regarding your content. Your content needs to have the same level of quality when it comes to information and use of language as well as in terms of appearance and recognisability.

C. create a network of *Superfans*.

- As mentioned before, *Superfans* are people who love the organization and are eager to talk or answer questions about it. 10 super fans can answer over a 1.000 questions, producing a lot of valuable content. *Superfans* will also draw other people to your organization, like their friends and colleagues.
- Your first *Superfans* are closely connected to the organization, like employees or sponsors. Later on more people will become *Superfans* that are such huge fans of the organization, that they will voluntarily spend a lot of time and effort just to be a part of it in some way.
- Young people most easily adapt as they are used to being active on social media. Young students for example are very likely to be your first *Superfans*, so stimulate them by creating special programs for classroom purposes on your portal or think of a reward system for active *Superfans*.
- University professors that are eager to share knowledge or respond to publications could be your *Superfans*, be it temporary, so they too must be cherished and stimulated by giving them incentives like free access to a conference or to the portal.
- The industry can provide *Superfans*, but of course their responses and content will be less objective or independent. It is therefore important to be clear on where and how the industry should be involved and where it should not, and how to get a fee out of their involvement.

stay critical, how much human power you need for the machine to fly?



phase 2: hosting your network on-site, online and on the portal.

Four things need attention in this phase:

- A. How to start online.
- B. How to start onsite.
- C. The development of the portal.
- D. Who are involved?

A. how to start online.

- Attendees, exhibitors and sponsors have less and less time and budget to attend all conferences within a fiscal year, so they need to make choices. To make this choices, your market is already looking for your content long before the actual event takes place. This means your content should be easy to find and widespread through social media.
- In the beginning your focus should be on young people within or connected to the organization, as they adapt quickly to new media. As said in regards to your *Superfans*, it is important to involve universities in your online activities. The portal should have content that can be used for educational purposes and students or professors should be able to get easy access by offering them free or reduced membership.
- When you're going to publish content, make sure it is promoted on the various social media, maybe even before the actual content is placed. Use social media to promote your portal.
- Have a separate Facebook page of the organization itself that people can 'follow', so you can invite them to conferences or special events and place interesting content or polls that people can respond to. Or even invite other people to join then attending the conference.
- Use LinkedIn as a network tool and help your experts in the field to be present here, so that juniors can connect to them. Experts can be your first *Superfans* once excited to share their knowledge online. LinkedIn can also be used to place content or start discussions in various topic orientated discussion-groups.
- Share full papers, email contact and other interesting documents through Google+..
- Upload your video-content on YouTube to share presentations or introduce certain topics and people can share these video's through the social media.

B. how to start onsite.

- Make your own digital and technical guidelines to work with, make sure all employees are up to date and all people directly involved in the organization have the right tools to follow your guidelines.
- During your meetings and events you have to make your attendees aware of your online presence. Make use of your portal onsite as the main engine for onsite presentations and source of content so everybody involved will get familiar with it.
- Make sure all the right media tools are available onsite so everybody has easy access to the portal. Help people to register as members and inform people where to find your content on social media and how to be present on these social media channels. This means having a team ready for full support onsite. Try to engage people in a fun way so they will adapt faster.
- Document your event well. Make pictures and video's for people to share on social media.
- Outline a toolbox with rules for the technical quality you need present at an event and find the right suppliers that can deliver this quality. Try to work with as less suppliers onsite as possible so technical transfers don't become a challenge. Work together with sponsors and the industry to find the suppliers most common for all parties. Webcasts, digital content etc. should be canalized as much as possible to avoid extra costs in time and labor.
- Start using RFID solutions when it comes to registrations, making onsite connections and to create content. Using this technology members of the organization could be connected based on their content and their interests.

C. the development of your portal.

- As mentioned, your portal is where all content gathered onsite or online comes together. Make sure all parties involved understand that your portal is a closed environment only accessible after registration and login procedure.
- You need to make an analysis of what you must have, should have, could have or won't have implemented in your portal before people start working on its development. The choices you make in this will also decide the time of development.
- It is best to start with a basic portal with your published content and content gathered onsite, with an application for smartphones and tablets so people can easily register and use it. After this comes the integration of your preferred social media as this will take more development time.
- At the moment, there are no development companies who can deliver everything that is needed for your portal. The right collaboration between as few suppliers as possible means you will have a faster development process. To create a portal with the desired functionalities, you choose the suppliers based on their specialism and how well you can match these in order to create a basic functional portal with new options for the future.

D. who are involved?

- Since social media and the usage of content has very little limitations, a lot of people from various management levels are involved in the development process. Because the older management systems are not developed based on the digital domain there lies a challenge in making different disciplines work together.
- Not only managers, but all parts of the organization are involved in the process of development and all need to adapt to the new media and technologies used. The organizations needs to have control over the labor and the technology involved and make sure all full fill their specific task.
- The board of directors should include DCD in their vision of the organization. Communication management handles PR. IT management is for service and maintenance at the office. Treasure management monitors ROI during the process. Exhibition & sponsor management needs to get the industry involved. A science team should develop the right topics on the right (social) media channels.
- Registration and membership should be expanded with profile data in the portal.
- Event management should realize what is needed onsite, working closely with your AV consultancy/team to make sure your content is made according to your standards.

creating content asks for the attention of all parties.



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phase 3: creating content before, during and after events.

A. where can you find content.

B. who should work on this content.

A. where can you find content.

- Content is created where the community is active. Every single item that gives information could be useable content.
- Content can be created by people online or onsite, from chat discussions to digital Q&A, but also meta-data is content, like how many people visit a certain stand on a conference, view a certain webpage or respond to a topic, geographical information, information about people's interest, etcetera.
- You need to recognise usable content and find ways to translate and archive this content into the digital portal. It is best to use the portal as fast as possible for all conference items like presentations and workshops, and integrate the possibility to give digital responses or Q&A directly into the portal as well.
- Search the social media for important presentations or discussions. Polls and comments on polls from the portal and social media, is also valuable content you can use to find out more about people's interests and what are the hot topics are.
- Have sponsors create trailers and presentations of what they want to present at your conference so these can be published on social media or in the portal.
- Make sure your online education program, or digital classes, with their Q&A and responses are well documented and presented in the portal.

B. who should work on it.

- Every part of the organisation can produce or collect valuable information and content.
- Memberships and registrations has an overview on personal data like people's whereabouts or interests. Use tools like RFID membership cards so this data can be collected.
- Your scientific team of course receives and reviews a lot of content such as articles and presentations, but to make their choices for conference topics or speakers and online content, they should be leading in gathering information from social media about what are the trending topics and discussions.
- Event management should work on the total digital coverage of the conference, from presentations to digital responses and Q&A, the exchange of data, meet and greets, interviews, presentation of sponsor topics and the direct integration of all of this into the portal.
- Your IT department should look for the best tools to gather digital content and make sure all different parties are able to communicate.
- The board of directors should promote and make it a main goal to go digital, where by the vision behind is to have a digital information tool with access for everyone.
- Sponsor management should make sure that sponsors adjust their content to fit with trending topics on the portal or the different social media channels.

your network is what makes your content valuable.



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phase 4: making money by optimizing the value of content and social media.

- A. the value of your database.
- B. online members.
- C. online Industry options.
- D. onsite members.
- E. onsite Industry options.

A. the value of your database.

- Your portal is an online database, and having a online database that is well visited and used by many people is very valuable. Just like with social media such as Facebook, the more people use your database, the higher its value. This is why your content should be as interesting and appealing as possible, in order to attract many people from all over the world.
- When you have a database with information about your delegates or portal members, you are able to provide them with better service. Like providing them with the right information and sending them invites, based on their interests and other data you have collected about them, online or onsite.
- A well visited database that also provides information about its members is very attractive for sponsors. Sponsors could pay to place banners viewable by people that fit their target audience, or pay for direct mailing. Even when you charge a low rate per email, with a lot of members your profit can be considerable. Compared to an onsite industry session this a cheap option for the industry, but the amount will make it big value for the organisation.
- Of course also the portal members can pay a fee to make full use of the database and available content. You can provide various membership possibilities such as student members, industry members, a short term membership so people can explore the portal or look for an important piece of information.

B. online Members.

- As your network is expanding on social media, you will also attract more people to become members of your portal. As said, you can have many options for membership, ranging from full membership to the organization, to a membership created just to visit the portal for a day.
- For your members to be active on your portal, ideally the portal should have all possibilities of modern social media. For example the possibility to contact or befriend other members, to start polls and discussion-groups, link to interesting polls or discussions on social media.
- Members should also be able to sync their profiles with their social media or weblog so they can easily add interesting information from these media channels to their profile. The only difference now being, that the portal is a closed environment for members and the data is protected. Protected within the portal, of course all data can be reviewed by your organization and science team.
- It should be facilitated that members can show projects or ideas for projects that can be sponsored by other members. Sponsors from the industry can contribute to new developments, a school or professor can help a junior member with certain research or a publication. Projects could start after enough “event” members take interest.
- And of course there is valuable or educational information for members in the database, in E-learning groups, video conferences, online classes and other interesting content that is found only in the domain of the portal.

C. online industry options.

- Of course your sponsors can *buy promotional space* for a specific amount of time, the price depending also on the chosen media channel. This could range from banners, video's, comments or other promotional material on your website, within your portal and through your presence on social media. On YouTube for example commercial video's can be shown before the video content of the organization.
- On your portal and with social media such as Facebook and LinkedIn the industry can also buy options for *direct mailing*, using the information of the portal members and database, for example to promote their product or invite people to their stand on the conference. They can publish polls and new products. Experiences of other users and chat options etcetera.
- The industry could pay to have their own page or section on your main website or create a page or discussion group within the portal to place their publications and promotion material.

D. onsite members.

- Your conference is the place where all members of the digital domain can finally meet in real life. On a conference you can make use of the familiarity of social media and facilitate the possibility for people to meet places like a 'Facebook meeting point', 'Twitter bar', 'LinkedIn lounge', a 'YouTube viewing room', a 'Google+ digital poster area',... and so on.
- Members should be encouraged to use portal-app, on which people can make notes or ask questions during a conference that are stored on the portal, so speakers, members or *Superfans* can respond them later online.
- Members can use and share an agenda on the portal for various uses, like meeting up for dinner or even use it as a hotel booking system.
- Onsite members could engage in various E-learning classes, where again notes and ideas should be shared on the portal using the app.
- Webcasting of things like presentations, workshops and classes should be available for the digital members of the portal and visitors of your conference, maybe for a small fee when followed in real time.
- Of course your portal and all digital media channels should be accessible onsite, so provide for stands with useable computers and tablets and make sure there is a good and free Wi-Fi connection available.
- Make something like the registration processes for (new) members and participants onsite go as easy and fast as possible, automated by RFID.

E. onsite industry options.

- Have sponsors pay for the mentioned social media meeting points onsite, in exchange for advertisement on these channels. as well as online on the portal and the social media channels.
- Arrange for Conference-TV, on the portal and viewable in the lounges onsite, where sponsors can pay for advertisement between the live feeds and other programs like broadcasts of hot topics and daily interviews with speakers.
- Schedule some extra time for commercials at the start of all plenary sessions commercial time at the start of the plenary sessions.
- Webcast your industry symposium live on the portal for the Digital Members, and make use of social media channels like YouTube for promotional video's. The industry can pay to invite people for their social meetings at the stand During the conference, the association can publish pictures of the event nights etcetera.
- Digital Conference Development will also give almost endless new opportunities for the industry!

now you are connected.



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use your connections.

- Use the social media as public area and your portal as secure area, both have their benefits for you, your sponsors and your members.
- Use the many new ways to collect data and content, and collect data from all your visitors onsite and your members online.
- Use the different membership options to give access to different kinds of valuable data for members of the organization and new members who follow you online. Make this last group enthusiastic through social media and invite them to your portal by giving temporary free memberships.
- The bigger your online network, the more valuable it is for the industry, so make it easy and fun to be part of it and keep your portal affordable to the users. It's better to have 25.000 professionals on your portal for € 10,- as to have 100 members for € 250,- each. In the end, it's the sponsors who will pay for your amount of members.
- Work topic related, to gives more value to each industry sponsoring.
- Give your organisation time, 3 to 4 years to reach the full effort of social media, and then you get all the new media channels. But don't forget, there will be new media and technology by then.

thank you

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resources

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