

Learn How NAED Produced their National Virtual Meeting

On May 7, 2020, NAW member [National Association of Electrical Distributors \(www.naed.org\)](http://www.naed.org) hosted their first ever National Virtual Meeting. Following the cancellation of their national convention due to the COVID-19 crisis, NAED planned and produced this national virtual meeting in a matter of weeks that attracted more than 700 attendees. NAED has shared their agenda and replay here: <https://www.naed.org/nationalvirtual>

Highlights from the 56-minute Zoom Webinar:

- NAED has a total staff of 42 people
- NAED Virtual Meeting Zoom Video: <https://vimeo.com/424069321>
- NAED Power Point slides from the Zoom webinar: <https://www.naw.org/wp-content/uploads/2020/05/NAW-AEC-Webinar-Featuring-NAED-Virtual-Meeting-Team-05262020.pdf>
- Platforms used – Registrix and Vimeo. They also hired a production company to handle the tech for the event – cost range \$30,000-\$50,000
- 960 people participated in the National Virtual Meeting. NAED did not charge a registration fee – because of timing, NAED did not want to appear insensitive by charging a fee. Future NAED events are going to be virtual through August – and will have fees – roughly 1/3 of in-person fee. They tried renegotiating speaker fees for May event, some decreased their fee, some did not. NAED focused on the speaker willingness to adapt their content.
- They used a moderator for the event, who was also their emergency backup speaker
- Very important to have Q&A screening process and have backup questions prepared too.
- They did complete run-through the day before – helped determine which speakers could do presentations live, and which should be pre-recorded (ie. they didn't have great internet connections)
 - For the session that were pre-recorded, NAED staff made sure the speakers were wearing the same clothes, any background items were the same (ie clocks were set at same time as in video) so it provided seamless transition from the pre-recorded portion, to the live Q&A portion.
 - Panel discussion – scripted notes for panelists and how long they each had.
- NAED provided Web Streaming Best Practices document to all attendees and speakers: https://www.naw.org/wp-content/uploads/2020/05/Webcam_Streaming-Best-Practices-1.pdf
- NAED determined maximum “think time” is about 4 hours max to maintain engagement. Also wanted to be considerate of time zones. Their 3-day in-person convention was converted into a 4-hour virtual meeting (10:00a-2:00p) and included two 15-minute breaks. Speaker sessions were 30-minutes – 20-minutes for presentation and 10-minutes for Q&A. Speakers had count-down timers on their screens, and NAED staff communicated “2-minute warning” to them as well.