

Virtual Gatherings

Helping Clients Make Their Online Events as Impactful as In-Person in the Time of COVID-19

APCO
worldwide®

OVERVIEW

The COVID-19 pandemic has pressed pause on the world's activities, leading to unprecedented social and economic upheaval globally. With borders closed, planes grounded, and people confined to their homes, organizations have had no choice but to transition to working virtually.

While shifting to a tele-working model, most organizations—regardless of size, sector or site—have had to cancel or postpone face-to-face gatherings, including conferences and meetings for the immediate future with uncertainty about the rest. However, business continuity is essential and global agenda priorities—from critical policy issues driven by the United Nations to investor summits or gatherings of innovators and entrepreneurs—cannot be brought to a halt. From making arrangements to facilitate smooth remote working, to identifying ways of continuing to network and engage with known stakeholders, to figuring out how to reach new audiences, the spectrum of interactions that now has to take place virtually is broad.

Regardless of when and how movement restrictions are lifted, remote working and virtual gatherings will remain in this emerging “new normal” and organizations will need to adapt. Whether its regular business meetings, convening small interactive groups, virtual presentations, town halls, keynotes and master classes for partners, grantees and employees, or large conferences, engagement will have to have a virtual component. And whether the engagement is one-way—from speaker to audience—or whether it's multi-directional, online gatherings enable participants to interact with each other in real-time to create a more lasting impact.

HOW APCO CAN HELP

Virtual Gathering Strategy and Meeting Design

APCO understands that successfully running a virtual gathering involves more than just technology—it also requires careful curation, bespoke content creation and tailored event production. Our experience in stakeholder engagement, digital strategy, and how users engage with technology enables us to effectively engage remote audiences. In addition to developing the strategy and meeting design, APCO has created a playbook of online platforms to help you evaluate which platform best fits your needs, including from a privacy and data security perspective.

Producing and Running Virtual Events

Effective virtual interactions require a heightened level of preparation and follow up, coupled with seamless technological management. From program design, to creating presentations and scripts for speakers, to letting attendees know how they can participate, to arranging dry runs and providing presentation training for panelists, APCO can provide white-glove service to ensure your events, from one-on-one meetings to large conferences, run smoothly and translate your brand experience virtually.

Digital Insights and Audience Data

We understand how to pair virtual gatherings with a strong social media presence for a more holistic approach. Having a strong digital footprint will ultimately inspire more confidence in your organization and provide opportunities to deepen relationships with your stakeholders.

Live-streamed Programming

APCO can develop and host interactive programming for your organization, including video livestreams and podcasts, to extend influence beyond the meeting and sustain audience growth over time.

Innovative Partnerships

The new reality also brought significant innovation in engaging strategic partners and sponsors for your events—from media organizations, to less traditional partners, we can broker new synergetic relationships that would take your event to the next level. We also know that sponsorship will take a new form and can help you develop packages for your sponsors that will demonstrate the value of engaging with your organization.

Global Intelligence and Insights

Our global teams, in more than 40 markets around the world, know the landscape of government, international organizations, private sector and civil society activities. Their understanding of cultural sensitivities and working methods allows us to develop bespoke engagement solutions.

APCO has a dedicated team of global and digital experts, including **Judit Arenas**, former senior diplomat; **Anna Tunkel**, global head of strategic initiatives & partnerships; **Nicole Monge**, deputy head of North America's digital practice and **Dave Burke**, senior director of digital experience.

For more information contact:

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