

Digital Experience Institute Summit Session Agenda

8:30 – 9:00 am CT

Virtual Coffee Networking

Grab a cup of coffee and network with the digital event community.

9:00 – 10:00 am CT

Navigating Global Digital Events

One of digital events' sizable benefits is the ability to amplify your reach across borders and physical boundaries. Join us as esteemed global digital event strategists discuss the key aspects of planning events in various corners of the world including: how to plan for necessary resources, schedule across time zones, account for labor variances, understand internet guidelines and engage different audiences by region.

At the conclusion of this session, you'll be able to:

- Strategize how to develop a quality experience for all global participants
- Implement regional nodes (watch parties) in time zones that are difficult to reach live
- Create a program schedule appropriate for a global digital event

Speaker(s):

Roberta Odebrecht, DES, CMP, Account Director, K.I.T. Group GmbH

Nicole Armstrong, Director of Stakeholder Relations, Internet Society

10:15 – 11:15 am CT

Top Ten Legal Questions You Need Answered Before Producing a Digital Event

What are the key legal issues you need to understand while conceptualizing your digital event? We'll take a deep dive into the world of digital law and discuss the top 10 questions you need to be thinking about in order to protect your participants, presenters and organization. Learn how to best navigate this space as our experts provide tips for developing speaker contracts, guidelines for streaming music and insights into the nuances of medical digital events.

At the conclusion of this session, you'll be able to:

- Discuss legalities regarding music licensing, event entertainment and social media streaming regulations
- Distinguish between legalities of live, simu-live and on demand content dissemination
- Develop a list of the critical questions to ask your vendors to help ensure vendors are legally compliant

Speaker(s):

Matthew G. Miller, Principal, MG Miller Intellectual Property Law

Debi Scholar, DES, SMM Coach

11:30 am – 12:30 pm CT

Winning Buy-in from Leadership, Staff and Participants

One of the initial challenges with digital events is gaining the support needed to get started. During this session we'll examine case studies demonstrating how several of our digital event strategists successfully secured support before, during and after their events. They'll pass along insider tips to help you get the buy-in you need.

At the conclusion of this session, you'll be able to:

- Describe an association's strategy for maintaining buy in from stakeholders for digital events
- Use proven success stories to illustrate potential ROI for your organization
- Develop a pitch that showcases the growth of livestreaming in today's marketplace

Speaker(s):

Kaila Bongiovanni, Senior Digital Marketing Manager, Microsoft

Cary Clark, Director of Programs and Education, International Society on Thrombosis and Haemostasis (ISTH)

Antwone Stigall, CMP, DES | Antwone Stigall & Co

12:45 – 1:45 pm CT

Tech Spots

We'll take a look at how the latest digital event tech solutions work and discuss their benefits to organizations. Each company will be available to answer your most pressing questions.

Participating Organizations:

INXPO Inc.

Digitell, Inc.

GruupMeet

2:00 – 3:00 pm CT

World of Browsers and Their Impact on Digital Events

The online world supported by Flash and HTML5 is rapidly evolving. It's critical for digital event producers to understand this ever-changing landscape. In this session, you'll gain a better understanding of what HTML 5 and Flash mean for your event. We'll also discuss the differences of leading browsers and which may be the right fit to ensure your event's success.

At the conclusion of this session, you'll be able to:

- Discuss most popular internet browsers and their pros and cons
- Differentiate between flash and HTTP streaming
- Improve participants' experience by implementing better IT practices, including choosing the right questions to ask potential platform vendors

Speaker(s):

Lawrence Chang, Director IT, Calgary Convention Center

James Newman, Director of IT, Digitell, Inc.

3:15 – 4:15 pm CT

Insiders Conversation into the Technologies Driving Results

This round table conversation will give you an insider's seat to connect with tech gurus and learn what solutions they believe will impact the future of digital events. These solutions will illustrate ways to better livestream your event, extend its reach and improve participant engagement.

At the conclusion of this session, you'll be able to:

- Analyze the way the three technologies discussed can help amplify your digital events
- Distinguish whether these technologies are best suited for your digital event
- Identify which of these solutions could solve a current problem you are experiencing in the digital space

Speaker(s):

Donny Neufuss, Director of Business Development – eSports Vertical Market Leader, Production Resource Group, L.L.C.

Liz Caruso (King), CEO, Chief Event Specialist, Liz King Events

Sourabh Kothari, Director - Advocacy, Brand, Content, Signifyd

4:15 – 5:15 pm CT

Virtual Happy Hour

Grab your beverage of choice and network with digital event community to share what you learned during the Summit!