

TNC21: Creating a memorable community experience

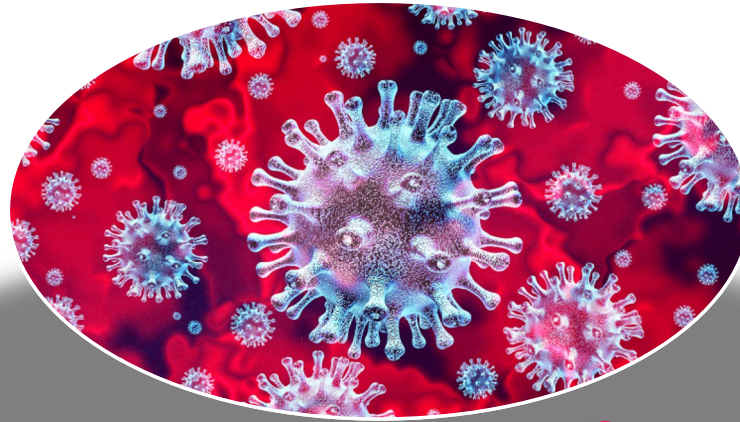
Lessons from a virtual conference

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SIG-Marcomms, online, 30 September 2021

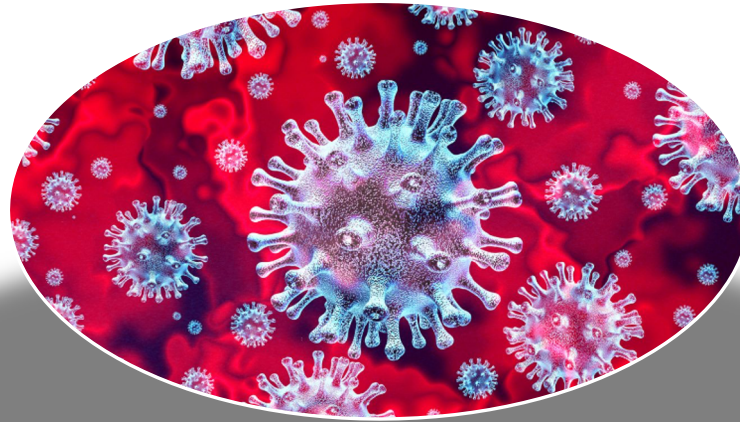
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Cancelled

tiacell ED



28 Jan 2021

*tnc*21



"Please keep having remote access with a platform like this!"

"It was more than an event - it was an experience!"

"The virtual format is a huge success and is climate friendly."

"Great job making a virtual event feel as 'in person' as possible!"

"Awesome production team, superb hosting and the lively chat panel was great!"

"For a virtual conference there was a great sense of participation and engagement."

"Having daily hosts was a great idea and certainly helped establish a personal touch."

"I really liked the studio and the interviews."

"One of the best online events I've attended."

"Virtual TNC21 raised the bar for all future online conferences in this community"

"Amazing work. AMAZING work!"

"Best virtual event ever!"

tnc21

"Great experience, thank you!"

"I liked the 'virtual toilet' very much!"

"number one in my personal top-25 of best organized virtual events I have visited during the pandemic. :-)"

"a great example of virtual conference which enabled to keep the community energy together"

"Excellent virtual Experience"

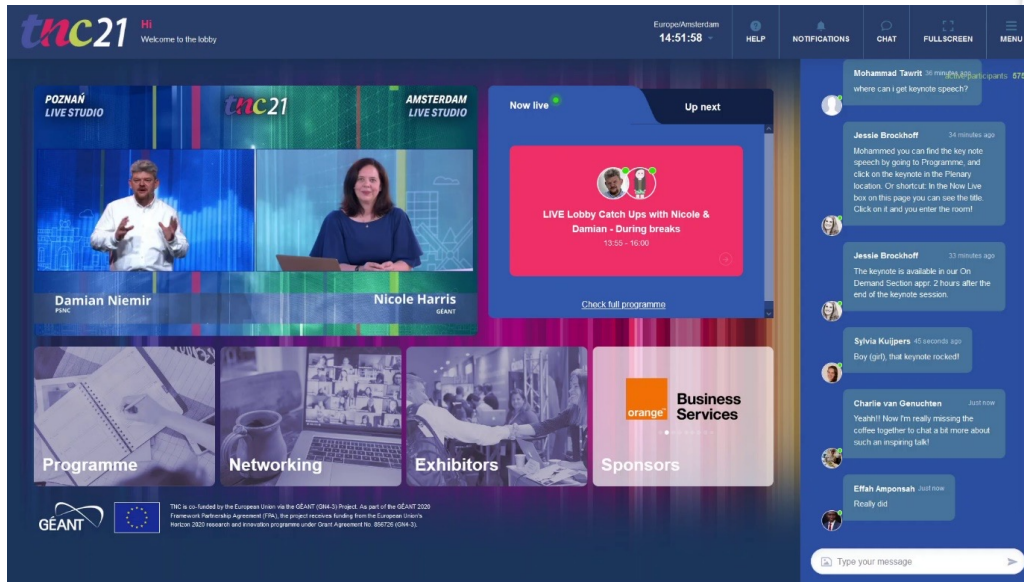
"created the feeling of being connected with colleagues, events and exciting new developments in Europe and beyond"



Participant experience & feedback

- positive comments: human touch, experience, benefits
- 8.37 / 10 rating (63% users)
- 78% positive about interactivity/networking features
- 76% platform easy to use
- 10 knowledge-sharing queries





- 10 types interaction
- 30+ hrs videos, live hosts etc.
- 1224 participants (up 44%),
47% new, 105 countries



“GÉANT is one of our clients that made full use of our platform’s potential. They invested time and in-house talent to adapt and explain it to their audience and created a true event experience with live studio hosting. We are now using TNC21 as a business case for potential clients.”
Ruben Haring, Let’s Get Digital (platform supplier)



“The TNC21 studio set-up in Amsterdam and live transmission via Poland was one of the most complex events we have worked on, with several technical challenges. Communications with GÉANT before and during the event was good and we are delighted to have been part of such a successful event.” Folkert-Jan Oosterkamp, AudioVision (studio supplier)



A lot of work!

- Platform procured & adapted
- TNC agenda adapted
- Entry fee waived, sponsors re-negotiated
- Extra staff; worked beyond usual roles
- Virtual teams coordinated (calls, messaging, shared plans & content)
- Event/platform-specific videos created in-house & managed
- TV studios procured, set up, connected, live production planned & managed
- Live hosts, presenters, interviewees briefed, scheduled, scripted, coached, directed
- Live platform & production managed
- Evaluations



- 36 People:

- 2 Events Organisers
- 3 (Senior) Communications Officers (or similar)
- 4 Graphic Designers / Animators / Audio-Visual Producers

- 1 Product and Services Marketing Manager
- 2 Network Engineers
- 9 Studio Engineers (or similar)
- 1 Online Platform Project manager
- 1 Technical Project Manager
- 1 Web Platform Software Developer
- 1 IT Support Officer
- 11 Hosts, Presenters & Interviewees



GÉANT, PSNC, Nordunet
3 Commercial partners

Objectives

- Memorable, human, community experience
 - Opportunity: creative, interactive
 - High standard (design, engagement, technical)
 - More global reach
 - Learn!
- Budget around
 - € 43K (person power)
 - €42569** (platform & studios)



Will we go online / hybrid in future?



Thank you

Any questions?

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