Virtual Event Solutions

The ACI Advantage

American Conference Institute (**ACI)**, along with its counterparts, **The Canadian Institute**, and **C5 Communications**, is a recognized event leader throughout the legal industry.

Since the pandemic, we have transitioned our portfolio of global events to our virtual platform of choice. From this experience, we understand what it takes to create and deliver an immersive, engaging online event. Our in-house team of conference professionals is equipped to guide you through the planning, set up, and delivery of your events with ease. As you develop your event strategy for 2021, leverage our team's expertise for peace of mind in the planning and execution of your virtual events.

Partnering with **ACI** eliminates the need for you to source, demo and learn a new technology, as your event will be hosted on the platform that we license and use daily. You can also avoid entering into a long-term technology commitment, the need to stay-up-to-date on frequent tech updates, and vendor help desks in other time zones, etc. We can advise on virtual event best practices to help in the design and development of your agenda, marketing outreach to your target audience and stakeholders, and sponsorship opportunities. Critically, our team can manage the day-to-day logistics in the run-up to and during the event to free up your team's valuable time.

We're here to be an extension of your team, to seamlessly deliver quality education and networking to your attendees. We know that every event is unique and we're proud to work with our clients to build solutions that best meet their needs. Please get in touch to explore your options. We look forward to discussing your customized virtual event needs.

Ellen Jensen
Chief Operating Officer
1-877-927-0718 x701
E.Jensen@AmericanConference.com

Kristy Perkins
Director of Strategic Partnerships
+44 1273 983123
K.Perkins@AmericanConference.com

"I am deeply impressed at how well you have managed to adapt to the new remote world. You guys are clearly pros and I commend you for continuing to put on conferences and create opportunities for people such as myself to connect with peers and colleagues."

Partner, Morrison & Foerster (International) LLP

"Kudos to [the team] on such an awesome conference. The experience wildly exceeded my expectations."

Chief Marketing Officer,
Lowenstein Sandler LLP

The Event Features and Support You Need – All in One Place

Whether you're bringing your physical event online or building from the ground up, **ACI** can help you develop, manage and deliver a seamless, engaging and educational event.

Initial Event Set-up

ACI can help you design, build and implement your event vision within the virtual platform, with attendee experience at the forefront.

- Event design recommendations for optimal attendee engagement.
- Consultation to maximize sponsor benefits and packages.
- Virtual event venue access for up to 1,000 attendees (more available on request for an additional fee).
- Content build-out by our experienced team, including:
    - Implementation of your event specifics on a branded platform with custom design
    - Configuration of your sessions and main stage event areas
    - Configuration of an Expo Hall
- Creation of virtual platform graphics incorporating your event branding assets.
- Speaker and attendee list integration and management including speaker prep "green room" access, ticket types, and invite-only restricted session access.
- Project planning touch points:
    - Client intake survey
    - Project kickoff meeting
    - Weekly check-in meeting with project lead, as required

Pre-Event Preparation

To ensure optimal event flow and participant experience, our virtual event solutions include:

- Technical briefings with speakers.
- Sponsor guidance and technical briefings.
- Communication plan recommendations for speakers, attendees, sponsors and exhibitors.
- Development of customized in-event communications (i.e. chat messaging, intro-outro slides) with option to integrate event specific ads/messaging as needed. Staff function and action planning tool for day of execution.
- Project planning touch point: Project review meeting.

Pre-Event Planning and Support

Interactive Virtual Event Platform

Experienced Staff Team

Custom Design and Content Build

Live Event Delivery

To give you peace of mind the day of the event, full staffing support is provided, including:

- Dedicated broadcast managers to manage the flow of the sessions and speaker presentations.
- Dedicated speaker managers to work with speakers before their sessions in the speaker prep "green room".
- Implementation of the pre-approved in-event messaging plan, including any event specific ads/messaging.
- Facilitation of participation codes for accreditation (i.e. CLE, CPE, CPD) and post-event reporting for authentication (as needed).
- Event content support during the event for on-demand updates.
- Live technical support:
  - Dedicated live "Help Desk" in the expo hall with face-to-face video chat capability
  - Support of accreditation inquiries (where applicable)
  - Real-time attendee support team available via phone and email

Post-Event Wrap-Up

- Post-event debrief meeting.
- Downloading and sharing of post-event recordings.
- Post-event reporting and analytics.

Tried and Tested Communication Plans

Tailored Speaker and Sponsor Support

Dedicated Event Delivery Team

Post-Event Analytics and Recordings

"This was my first time attending a virtual conference as an attendee, and it was amazing! I wasn't quite sure what to expect, but everything was seamless and very well-run."

Marketing Manager, Hill Ward Henderson

Event Platform Features

Our virtual event platform of choice is easy to navigate with an intuitive user interface. Its features ensure your attendees experience interactive, engaging education and networking.

Take a tour of our new virtual event platform!
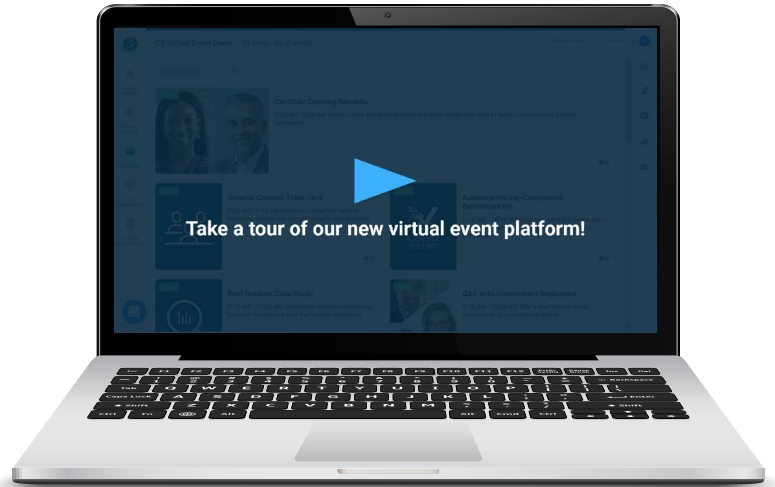
LOBBY – where attendees view the schedule, access resources, participate in event chat and can see what is "Happening Now" at any given time.

MAIN STAGE AND SESSIONS – where attendees will access interactive education sessions and networking events with real-time Q&A, session chat function and polling for audience engagement.

1:1 NETWORKING – a fast-paced opportunity for attendees to meet one-on-one to expand and develop their professional networks.

EXPO HALL – a virtual tradeshow that is open before, during and after your conference. Sponsor booths are equipped with live and video presentation capabilities, pre-recorded content, chat boards and call to action functions to generate leads.

CHAT BOARDS – attendees can ask questions, make comments and engage with each other (at the event level in the Lobby and in each session and booth).

PEOPLE TAB – allows attendees to connect, share contact details and engage in real-time chat and video calls.

"This was my first all day video presented CLE conference. It was a real pleasure to attend. Expertly organized and the virtual platform was seamless and worked perfectly... The pre-event communications and instructions for connecting to the sessions were complete and easy to follow. Well done!"

Chair & CEO, PEI Regulatory & Appeals Commission

"[The platform was] very flexible... and the C5 hosts were so helpful and really made a difference in navigating [the event]."

Chief Compliance Officer, ERM