RAPID RESPONSE CALL

Convening and Coronavirus: Valuing Virtual Convening
RAPID RESPONSE CALL: CONVENING & CORONAVIRUS

WELCOME & GROUNDING
AGENDA

15min  GROUNDING & INTRODUCTIONS
Avary Kent & Sarajoy Pond, Conveners.org
Dr. Esther Johnston, Seed Global Health
Heather Mason, Caspian Agency

10min  WHERE DO WE STAND?

25min  PRICING CHALLENGES

15min  SMALL GROUP SHARING

20min  FINDING ALIGNMENT
AVARY KENT

CO-FOUNDER & CHIEF INNOVATION OFFICER, CONVENERS.ORG

Avary combines training as a genetic engineer and geobotanical field ecologist with an MBA in Sustainable Enterprise to lead impact-focused startups from idea to reality. Avary has reincorporated her love of ecosystems through her role as Executive Director of Conveners.org serving the Impact Ecosystem by coordinating impact-focused conveners and accelerators globally. Her expertise in experience design supports her clients in the development of participant focused events integrating human-centered design techniques that deliver outstanding feedback and results. As an on-site facilitator, she has worked with politicians, academics, cybersecurity experts, factory owners and workers, Fortune 100 brands, investors, and foundation leaders. She is adept at navigating challenging conversations and supporting groups towards productive dialogue and action.
One of the co-founders of Conveners.org, SaraJoy Pond leverages her background in research, communications, and design to help clients balance the pragmatism of quick wins with big opportunities for change. She has a passion for, and deep experience in facilitating charged, intersectional conversations and helping disparate groups coalesce and move toward productive dialogue, understanding, and action. She has presented research, facilitated trainings, and led workshops on four continents; working with impact investors exploring alternative currencies for triple-bottom-line accounting in Paris, training educators in participatory evaluation in Bolivia, and developing a capacity-building impact assessment framework with a 12-village collective in Mali. She has also launched a series of social enterprises, and worked as a university professor, UX designer, project manager, curriculum consultant, impact evaluator, academic editor, infographic designer, and newspaper reporter.
DR. ESTHER JOHNSTON, MD, MPH

DIRECTOR OF MEDICINE, SEED GLOBAL HEALTH

Dr. Johnston is the Director of Medicine for Seed Global Health, a faculty member with the Wright Center National Family Medicine Residency, and is herself a practicing family medicine doctor in Seattle, Washington. She has previously worked on measles outbreak response in Nairobi, Kenya, as a CDC Hubert Global Health Fellow. In her current role with Seed Global Health she supports efforts to improve access to quality medical education in Malawi, Uganda, and Zambia, and has previously worked on public health, research, and primary care development projects in Tanzania, Guatemala, Nicaragua, Ecuador, and Mexico.
HEATHER MASON

FOUNDER & CEO, CASPIAN AGENCY, CONSULTANT, KEYNOTE SPEAKER

Heather is founder of Caspian Agency, a worldwide conference consultancy. She is also a dynamic speaker and highly sought consultant and educator. With a roster including Skoll Foundation, Rockefeller Foundation, Omidyar and Oxford University, Heather has developed a thriving model of strategically driven, high-impact gatherings and events, with a focus on enterprise for social good. She’s also created the industry’s only event methodology, the Caspian 10 Essentials, which is now an online course.
“There’s so much concrete value to being a member. But it’s the intangibles—the connections and the collaborations coming out of it that have been truly powerful.”

Y. Elaine Rasmussen
CEO, Social Impact Strategies Group Producer, Connect Up MN

“If you bring people together in service of the greater good, you belong in Conveners.org. There are great people here for you to connect with, and great things here for you to learn. This community can add to the wonderful work you’re already doing.”

Tophner Wilkins
CEO, Opportunity Collaboration Co-Founder, Conveners.org

Best practices in delegate curation, logistics, and participant-centered experience design to deepen engagement at your next event.

Professionally-facilitated quarterly calls make building deep working relationships with peer conveners easy.

Get exclusive discounts to member events and save on the tools you need to convene more efficiently, effectively and mindfully.

Conveners.org is a backbone organization that foster coordination, collaboration, and learning between impact-focused conveners. We create tools, resources, and processes that help the right people be in the right places, having the right conversations to change the world.
COMMUNITY SUPPORT

RAPID RESPONSE CALLS
- Once every 3-4 weeks
- May 5 Experience Design on Hopin

OFFICE HOURS
- Consultation with Conveners.org
- Schedule Office Hours

VIRTUAL CONVENING TOOLBOX
- Next cohort starts May 6
VIRTUAL CONVENING TOOLBOX
THREE PART TRAINING SERIES - BEGINNING MAY 6, 2020

STRATEGY
Learn how to hold authentically vulnerable virtual space and energy

FACILITATION
Learn the secrets of "hiding time," sparking dialogue, and smooth transitions

DESIGN & IMPLEMENTATION
Explore platforms, tools, & holistic convening experience design
THE FAR REACH OF SARS-COV2

- 2,314,621 CONFIRMED (72,846)
- 157,847 DEATHS (5,296)

SOURCE: https://nextstrain.org/ncov
UNDERSTANDING CURVES

Source: 91-DIVOC, Fagen-Ulmshneider

Planning for What’s Ahead
COVID-19 Cases by Country

United States

Data: Johns Hopkins CSSE; Updated: 04/20/2020
VACCINE : 18 MONTHS
Alice infected at day 0

Alice infected Bob at day 4

Alice infectious at day 3
Alice shows symptoms at day 5

Bob infectious at day 7
Bob shows symptoms at day 9

Bob infects Carol at day 8

Carol

Day 0 1 2 3 4 5 6 7 8 9 10
Alice infected at day 0

Alice infectious at day 3
Alice shows symptoms at day 5

Alice infects Bob at day 4

Alice is tested and gets results at day 7 and Bob is alerted to quarantine

Transmission chain is cut and Carol stays uninfected

Day 0 1 2 3 4 5 6 7 8 9 10
UNDERSTANDING CURVES

SOURCE: CDC
WHEN WILL EVENTS BE SAFE?

LOOK AT THE CURVES

FOLLOW CDC GUIDELINES

CHECK WITH LOCAL HEALTH DEPT.
THE RECOVERED: 659,615 AS OF TODAY
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PRICING CHALLENGES: PRODUCER LENS
VIRTUAL EVENTS ARE NOT CHEAPER

Expectations seem to be off by about an order of magnitude.

Hard expenses are the only real difference.

Labor remains, or even increases with our changing approach to event design.
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THE GOOD NEWS...
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THE BAD NEWS...

...AT 1/10TH THE PRICE!
YOU CAN'T SEE A POUND OF...
Our stressed response to offer discounts to stressed and skeptical clients reinforces misaligned expectations.
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PRICING CHALLENGES: PARTICIPANT LENS
WHEN EVERYTHING IS FREE...

WHY WOULD I PAY?

- SO much free content being created
- Many substantive, engaging, immersive experiences

THE PERCEPTION OF PREMIUM...

- Virtual has always been the backup
- Much of the allure of events is gone (no unplugging, no exotic locations, etc.)
WHY WE'RE BURNING OUT

The tools we have to create experiences are the same tools we're using for business as usual.

Virtual interactions don't create the same neurochemical effects that in-person interactions do, but they require even more attentional energy.

Effects compounded by increased overall screen time.

THE CURSE OF THE FAMILIAR
There is no one timezone that works for a global audience. Period.

Equity issues beginning to arise around who accommodates

EMPLOYER PERCEPTIONS
- Events still seen as "time off"
- Employers less likely to approve the new normal; shorter blocks spread over more time

TIMEZONES – THE VIRTUAL CONVENER'S NEMESIS
- There is no one timezone that works for a global audience. Period.
- Equity issues beginning to arise around who accommodates
- Quick-Reference Tool
GENUINE RESOURCE SCARCITY

IMPOSSIBLE INSIGHT
- We have no way of knowing which of our participants have been forced to lay off workers, have little to no financial runway, have instituted spending freezes, etc.

PERVERSE PERCEPTIONS
- Risk of appearing opportunistic, tone-deaf, profiting at the expense of our communities
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FINDING ALIGNMENT
COMMUNICATION & MESSAGING

THE VALUE PROPOSITION IS ALL

PARTICIPATORY PRICING

COMPASSIONATE TRANSPARENCY

HARDSHIP PROVISION
**SPONSORSHIP**
- Re-Framing Reach
- It's All About Alignment!

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**UNDERWRITING**
- Different Audience than Sponsorship
- Larger, Programmatic Support

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**GRANTS**
- Esoteric, Hyper-local Resources
MEMBERSHIP
Join a global network of purpose-first conveners to learn, connect and collaborate

OFFICE HOURS
Complimentary support for your conference, summit, or event from a Conveners.org expert

VIRTUAL CONVENING TOOLBOX
3-part interactive workshop to unleash the power of virtual platforms to achieve your convening goals
NEXT CALL MAY 5TH
EXPERIENCE DESIGN &
HOPIN CASE STUDY

We’ll experience an event on the new Hopin conference platform and explore how to design for interactive virtual experiences. Join breakout conversations with conveners like Katapult Future Fest, Opportunity Collaboration, SOCAP, and Skoll World Forum.

SIGN ME UP!