Convening and Coronavirus: Mitigating Loss and Pivoting Toward Resilience
Welcome &
Grounding
Agenda

GROUNDING & INTRODUCTIONS

MITIGATING LOSS NOW
Heather Mason, Caspian Agency

PLANNING FOR WHAT'S AHEAD
Dr. Esther Johnston, Seed Global Health

PIVOTING TOWARD RESILIENCE
SaraJoy Pond, Conveners.org

BREAKOUT DISCUSSIONS
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.
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.
Real-Time Epidemic Data Visualization

- CDC COVID-19 Updates
- WHO COVID-19 Updates
- Rapid Response Call 1 Video Recording
- Rapid Response Call 1 Presentation
- Rapid Response Call 1 Q & A
- Convening & Coronavirus Decision Map
MITIGATING LOSSES NOW

HEATHER MASON, CASPIAN AGENCY
MITIGATING LOSS

FORCE MAJEURE ADJUSTMENTS
- Timing / Percentage

POSTPONEMENT / CANCELLATION

ATTRITION
- Form for attendees

CURRENT & FUTURE CONTRACTS
FINANCIALS

FINANCIAL MODELS
- MOU with Venues
- Rollover Ticket Sales
- Sponsorship

REFUNDS

AIRFARE & TRAVEL AGENCIES

INSURANCE POLICIES
LONGER TIME SCALES

- The July Problem

SCENARIO PLANNING

FUTURE IMPACT

- September 2020 / Summer 2021
THE NEW "NORMAL"

NEW CONVENING FORMATS
BUILDING SIDE-BY-SIDE EVENTS
WHAT'S ON THE HORIZON?
STANDARDS & PRACTICES
RAPID RESPONSE CALL: CONVENING & CORONAVIRUS

PIVOTING TOWARD RESILIENCE

SARAJOY POND, CONVENERS.ORG
HOW DO WE PIVOT?

FUNDAMENTAL CHANGE IN PERSPECTIVE...

- About Time
- About Resources
- About Competition
- About Our Communities
INTERLOCKING OPPORTUNITIES

TIME, RESOURCES, COMPETITION, COMMUNITY...

- Connect content, interactions, relationships across convenings
- Come together to upskill for virtual convening
- Develop standards and practices to protect our community
- Invest in co-creating experiences with our communities and the communities of peer conveners
- Find/build platforms that keep our communities connected beyond our events
RSVP NOW FOR OUR VIRTUAL CONVENING SKILLS LAB

We'll dig in on the how and why of Virtual Convening Strategy in the face of coronavirus—what it can and can't do, and how you can take control and put these tools to work to create real impact for your organization.

SIGN ME UP!
VIRTUAL CONVENING CAPACITY BUILDING FROM CONVENERS.ORG

- RAPID RESPONSE CALLS
- SKILLS LAB SERIES
- OFFICE HOURS