

2020 ICMA ANNUAL CONFERENCE VIRTUAL CONFERENCE Q&A

For the two, two-hour long keynote sessions; do these take place on separate days, in the same room?

Currently, ICMA has four keynote sessions taking place on four different days, but they will all be in the same room which will be the keynote session room. The number of keynote sessions could change for 2020 but that is TBD at this time.

Do you have a grid outlining the room allocations for the eighteen 75-minute education sessions as of yet or can you tell me how approximately how these three concurrent sessions may be scheduled? For example, how many rooms, per day would you expect.

We have not yet slotted any of our education sessions, but the review process for sessions is well underway. We are not “stuck” on just recording 18 sessions. We would like options on recording many more sessions (PowerPoints/audio) vs live-streaming sessions which was not well received in the past and quite costly. Keynotes are an area where we definitely want to continue to consider live-streaming as well as capturing.

There are no requirements for marketing, including related technical services, e.g. tracking people who left the purchasing process at the last step. By working with other associations, we know that it is important. What is your marketing process? Do you have any of these needs?

Since we are looking more for capturing vs live-streaming, I don't see the need to track people at this point. Marketing would be handled by ICMA and input with the chosen provider would be of value. The intention is also to create a dedicated point of purchase page during the registration process.

You require edited files in 5 days. Our technology allows to load the files on the website the next day. Is this important to you? We know that faster delivery increases sales numbers. But it also should be in-line with your marketing strategy.

Please provide information on delivery timelines for content capture/live-streaming. What methods of delivery are made available to attendees: USB, DVD, online?

What type of arrangement are you looking for? Do you want to pay a fixed price for our services or do you want to combine that with a revenue-sharing model?

A combined revenue-sharing model would be the first-choice, but we also welcome other options that can prove that the Virtual Conference investment is financially prudent and beneficial to attendees..

Could you please elaborate "Full-service technical support for end-users online"?

- a. Live stream users? On-demand users?
- b. 24/7 or workday?
- c. Chat, email or phone?
- d. English? Other languages?

Please provide capabilities on live-streaming functionality for keynotes. We don't anticipate live-streaming for the other sessions this year as we would prefer content capture only for those.

The complexity of the integration largely depends on the quality of netFORUM API documentation. Can we access that documentation?

This will be addressed further for the companies who proceed to the next phase in the RFP process.

Social media can be integrated in so many ways with their API. What exactly do you expect from that integration? There are "like" buttons, single sign-on, marketing tracking, etc. Some of those integrations are very costly and complicated.

This will be addressed further for the companies who proceed to the next phase in the RFP process. However, we can tell you that this is not a component of the Virtual Conference that is a current priority.

You mention that AV provides cameras for keynote sessions. Who provides video operator?

The chosen AV provider for 2020 (TBD) will have cameras for keynote sessions. Please indicate how you typically capture live-streaming as well as capturing content only for sessions. Is the camera from the AV provider shared? Is there a separate camera from your company? Shared or separate operator, etc.

You want to consider both video + slides and voice + slides for breakout sessions. What does your decision depend on? Is this related to price or something else?

The preference now for sessions outside of keynotes would be voice and slides to help with financial cost savings.

Do you require participant activity export for live streaming or on-demand content or both?

Please provide information on both options.

Typically, all files are delivered in mp4 format which is the universal standard. Why are you asking about support for other formats? Does your system need something special?

I would envision that the Virtual Conference would be delivered online with also an option for attendees to receive it in a USB format. This can be discussed further in the RFP process.

What is the difference between rebroadcast hybrid events and simple recording playback?

This will require further discussion during the RFP process for those companies that are narrowed down to see if it is applicable to our needs this year.

Why do you need whiteboarding functionality? Are your virtual attendees actually using it? It is not a big deal to add, but we've never seen it is being used at live streaming events

This will be addressed further for the companies who proceed to the next phase in the RFP process.

Page 3 – It says provide “on-site production labor and set up”. Can you help with exactly what you’re looking for here? Normally, when a client asks for on-site production and set up, they are asking us to provide the camera crew, A/V, etc. However, page 4 states that ICMA will provide Camera and audio for keynotes via your conference A/V provider.

Please indicate how you typically capture live-streaming as well as capturing content only for sessions. Is the camera from the AV provider shared? Is there a separate camera from your company? Shared or separate operator, etc.

Page 5 also states: Indicate how you would staff the virtual conference, including the number of staff who you would have on-site for the virtual event. What are options for reducing staff cost.” Again, if you have an A/V provider, can you help with what your looking for on-site an addition to A/V?

Please indicate how you typically staff meetings without use of the existing AV company or ICMA staff.

Page 4 – E-Commerce components - Vendor will have an e-commerce system for purchasing all web events and archived web events. Vendor must be able to provide tiered pricing (member versus non-member pricing) that is validated based on membership status, determined via a web service call or cookie value set during authentication to ICMA's web site. [Intended function: when customers click on the URL in the eblast advertisement, if they are a member, the registration page returns the member price; if they are not a member, they receive the nonmember pricing.]

This will need to be discussed further in the RFP process, but the intention is that purchases will be made during the registration process. Onsite, it would be ideal for the chosen vendor to handle onsite sales, but this will be discussed with the registration company on the best process for this.

When I look at the experience from 2019 <https://conference.icma.org/virtual-conference/> it looks like everything is done via your servers. However, this requirement reads that “we” are to provide the actual registration (coming through your front door) and you want “us” to provide the functionality for the attendee to pay via credit card? If so, did InExpo provide merchant accounts (visa, master card, amex, etc.) or did they use IMCA merchant accounts? If they provided the merchant accounts, I assume they sent the payments some how to IMCA minus the card transaction fee from the merchant?

ICMA will handle purchases for the Virtual Conference prior to the meeting through its registration company. Please explain your preferred process for onsite sales during the meeting. Do you need a separate sales desk?

The RFP only specifies requirements for streaming keynotes (Webinars) and registration e-commerce. There is no mention of other feature that would be needed for a “virtual conference” such as networking lounge, exhibit hall with booths, gamification, etc. Are any of these virtual conference features also needed? If so, how many booths?

None identified at this time but please provide options on these areas for future consideration.

What is the anticipated remote viewership of these live sessions (best estimate or guestimate is fine)?

Viewership has been very low in the past. We are seeking ideas on ways to generate further interest and participation in the future especially with regard to Keynote Sessions being live-streamed.

Bullet Point #5: On-site production labor and setup. I believe Toronto is a union labor city. Would you like the RFP responses to include union labor costs, or will AV be covering the cost of union workers for the virtual conference supplier?

Please provide anticipated costs with and without the chosen AV provider.