

COMING OUT OF A PANDEMIC: DESIGNING NON-PROFIT EVENTS IN 2022

--Meredith Camp, President,
Meredith Camp Events

--Joe Thompson, Owner,
NPI Audio Visual

MEREDITH CAMP, PRESIDENT MEREDITH CAMP EVENTS

- Event Consultant in Northeast Ohio Area since 2004
 - Specializes in large scale consumer and non-profit events
 - Clients include: RNC, Greater Cleveland Sports Commission, Destination Cleveland, National Senior Games, Cleveland Clinic Timken, University Hospitals, Maltz Museum, Nature Center at Shaker Lakes, Open Doors Academy, Prayers from Maria, Beaumont School
 - Previously, Director of Events and Gameday for the Cleveland Browns and Tampa Bay Buccaneers
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JOE THOMPSON, PRESIDENT NPI AUDIO VISUAL SOLUTIONS

- Audio Visual Lighting & Staging provider since 1992
 - Specializes in large scale corporate, social, entertainment and non-profit live events
 - Virtual & Streaming event since 2016
 - Clients include: RNC, Greater Cleveland Sports Commission, National Senior Games, Cleveland Clinic Timken, University Hospitals, Maltz Museum, Metro Hospitals, Cleveland Browns, Cleveland Indians, Cleveland Cavs, Burger King, McDonalds, Charles Schwab, Case Western, Cleveland State, Kent State, Baldwin Wallace, Event Planners and many more.
 - Previously Food & Beverage Director Embassy Suites, United States Air Force
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THE IMPORTANCE OF GATHERING – NOW MORE THAN EVER

- Crossroads of “post-pandemic” events – in-person, hybrid or virtual
 - Goals of your event, specifically fundraising goals
 - Gathering in person more important than ever for friend and fundraising
 - Companies less willing to continue to give without ability to network in person
 - “Zoom fatigue”
 - Efficiency of some virtual events
 - Ever-changing COVID landscape and each organizations demographic are big factors in the decision as well
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IN PERSON/HYBRID EVENTS IN 2022

- Indoor/outdoor discussion
 - Size
 - Continue to monitor COVID environment and change/communicate as needed
 - Requirements for guests to attend and other protocols
 - Is hybrid relevant for your audience – are some people comfortable attending in person but you need a live stream for those who are not
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VIRTUAL/HYBRID EVENTS IN 2022

- If it is determined that virtual is the best fit due to COVID, efficiencies or other reasons, there are several elements to consider when determining the best way to execute a virtual event:
 - Budget
 - Timing - does it have to be a live virtual event or would pre-recorded meet needs (will there be fundraising, need for live interaction, desire for audience to “see” one another
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VIRTUAL/HYBRID EVENTS IN 2022

- Different platforms/technology for virtual events pending your budget, timing, etc.
 - Fully produced show in-studio (NPI to show examples)
 - Live stream of portions of a live event
 - Simpler platforms like Zoom or Teams
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QUESTIONS?

CONTACT INFORMATION

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