

“Partnering with INXPO allowed us to create a hybrid conference experience in a consultative approach, pioneering the way our members can interact and consume content.”

- Greeley Koch, Executive Director, ACTE

Who is ACTE

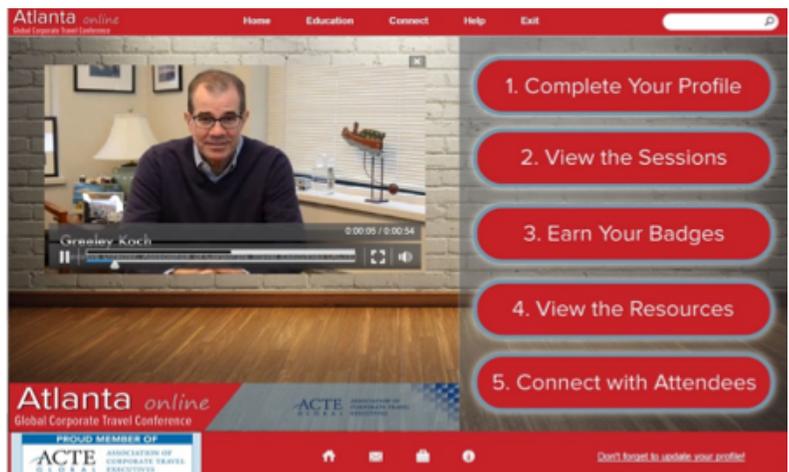
The Association of Corporate Travel Executives (ACTE) has been leading the way corporate travel is conducted for over 25 years. As a global association, comprised of executive-level members in more than 100 countries, ACTE pioneers educational and technological advances that make business travel productive, cost-effective and straightforward. With a reputation for being experimental and ahead of the curve when it comes to technology, ACTE decided to hold their first hybrid conference to supplement their physical sessions.

Goals

- › Increase **face-to-face attendance at future events** by offering content to the virtual attendees in both live and on-demand formats
- › Extend the **reach of knowledge share** providing members with another channel to consume educational content
- › Expand the ACTE community by offering **complimentary virtual conference attendance** to members and non-members

Approach

ACTE decided to start small for their first hybrid experience by offering 2 live sessions from the conference along with 1 on-demand webcast. In addition, they brought on a project manager and producer providing them with the support and comfort they needed to successfully launch the event. When members logged into the conference they were greeted by a welcome video that walked them through the navigation so they could get acquainted quickly.



“It was a great way to see and hear great sessions - due to budget constraints, would love to have more education sessions online.”

- ACTE Virtual Conference Attendee

The speakers at the physical conference welcomed both the physical and virtual audiences to encourage participation and make all attendees feel more engaged. Following the live sessions, virtual attendees were immediately taken to a live moderated chat that connected them with conference presenters to continue the conversation.



ACTE's Hybrid Event Tips

1. Don't be afraid to use the technology as an extension of your event to grow attendance
2. Prepare your agenda and session content with the virtual audience in mind
3. Work with your camera crew and production team to capture the right angles for the virtual audience
4. Encourage your panelists and presenters to address the virtual & physical audiences
5. Start small so you are comfortable using the technology and introducing it to your community

Results

Education is the number one reason ACTE members attend the global conferences. Yet, time restraints, lack of budget, and travel restrictions inhibit some delegates' ability to attend face-to-face events. Providing an additional avenue to consume content enables ACTE to fulfill a commitment to their community.

62%

of attendees said this experience makes it more likely they will attend a future ACTE event face-to-face

30

countries were represented at the virtual conference, creating a sense of global community

60%

of virtual attendees were non-members, creating a new avenue for ACTE member generation

85%

of respondents rated the event as excellent and above average for experience and content