

Unedited Transcription: Ed Rigsbee's Raw & Unedited with Dr. Chris Gray:
Live to Virtual Success October 13, 2020

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00:00:03.090 --> 00:00:10.019

Ed Rigsbee, CAE: Hello this is Ed Rigsbee with another edition of Raw and unedited for Association executives.

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00:00:10.530 --> 00:00:24.870

Ed Rigsbee, CAE: This is where we give you tips tactics solutions innovations and all the cool stuff that you need to be a better Association CEO executive director or whatever executive position, you might have

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00:00:25.260 --> 00:00:37.260

Ed Rigsbee, CAE: Well, we're all dealing with the the changing of our meetings from live to virtual and and I know that so many people have talked to me about just going crazy trying to figure it out.

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00:00:37.650 --> 00:00:54.630

Ed Rigsbee, CAE: So I'm here with Dr. Chris gray from the veterinary emergency critical care society to talk to us about how he moved his meeting from live to virtual and hopefully I think he's going to have some solutions for you.

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00:00:54.930 --> 00:01:02.340

Ed Rigsbee, CAE: For those of you that are dealing with this issue. So Chris, welcome to the show. Glad to have you.

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00:01:03.120 --> 00:01:07.740

Chris Gray: Thank you. Good to be here. I don't have. I have all the solutions. I probably have suggestions.

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00:01:08.430 --> 00:01:13.710

Ed Rigsbee, CAE: Well, you know, suggestions are better than none. And, but, you know,

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00:01:15.420 --> 00:01:16.200

Ed Rigsbee, CAE: As

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00:01:17.880 --> 00:01:30.570

Ed Rigsbee, CAE: As a doctor of Veterinary Medicine, it must be interesting for you now to be the CEO of an emergency veterinary organization and your new this year as their CEO.

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00:01:31.020 --> 00:01:44.730

Ed Rigsbee, CAE: And I just wanted to ask you, after they probably didn't tell you till after they brought you on after you came on, what is the board say about why they chose you to lead the organization over some of the other people that they had to select from.

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00:01:46.560 --> 00:02:05.220

Chris Gray: Yeah, that thanks for asking. I mean, I was delighted to be selected from a big pool. It's an interesting part, because I was actually a critical it stands up an ER batch, so I worked in in ER and then moved into leadership in a corporation in the UK and then moved

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00:02:06.390 --> 00:02:19.500

Chris Gray: To North America to Michigan to work at Michigan State and and became involved with the society that I'm now CEO or as actually a board member. So it was an unusual route in that respect and

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00:02:19.860 --> 00:02:31.110

Chris Gray: When the previous CEO was headhunted away and the board actually asked me whether I would be interim CEO, and I thought that was rather a risky proposition because

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00:02:31.500 --> 00:02:39.810

Chris Gray: If they if I leave one job become interim CEO, and then they select someone else I'm effectively out of work. So I said, no, but

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00:02:40.770 --> 00:02:45.870

Chris Gray: The time is right for a change in my career and a new challenge. So I'll throw my hat into the ring.

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00:02:46.380 --> 00:02:53.520

Chris Gray: And fully acknowledging that my experience was the knowledge of the veterinary world and emergency and critical care and

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00:02:54.060 --> 00:03:08.400

Chris Gray: scant, if any, apart from being bored of it on the board of directors knowledge of association management. So the experience was really in the in the boardroom. And I'm also on the board of another 501 C three in the local Lansing area.

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00:03:10.260 --> 00:03:18.090

Chris Gray: And I think what it came down to was the leadership experience. You know, I did an executive MBA, but also knowing the industry.

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00:03:18.480 --> 00:03:30.810

Chris Gray: We were very or the board is very careful because I had to take a step back and to make sure that it wasn't seen if you like as if she'll it and that there was a robust selection process. And so they did actually

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00:03:31.530 --> 00:03:39.660

Chris Gray: Engage with an organization that many of you may know, called Association options which did a white notch national search for the position.

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00:03:40.110 --> 00:03:49.530

Chris Gray: And so I think at the end of the day, I was fortunate that the board came back and said it was my leadership experience, combined with my knowledge of

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00:03:49.980 --> 00:03:58.800

Chris Gray: This sector of the veterinary industry that kind of sealed the deal and understanding that there was a significant amount to learn in terms of

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00:03:59.430 --> 00:04:11.160

Chris Gray: Association management and I'm very glad to kind of network through ASEAN and through your group and and realize that over the next couple of years. I'm on a steep learning curve.

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00:04:11.970 --> 00:04:26.070

Ed Rigsbee, CAE: So it sounds like Chris that they they really wanted your, your background in veterinary as well as your background and being a leader and they figured you could learn the association piece.

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00:04:26.640 --> 00:04:42.600

Chris Gray: But yeah, that's a good summary and they have asked me to, you know, to work, to become a CA over the next couple of years, which is good for me, you know, it's going to test the old gray matter, getting back to school, a little bit. So yeah, I'm looking forward to that.

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00:04:42.900 --> 00:04:50.730

Ed Rigsbee, CAE: What you know Chris I we're gonna digress here. Just, just a hair and you're in such a lucky situation because you're in Michigan.

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00:04:51.180 --> 00:05:08.520

Ed Rigsbee, CAE: And the Michigan SAE group which is actually, I guess it's now separate but Cheryl wrong there in Lansing and Sue rodwin they

did the the online course for years and it was it was because of them that I got my CPA there.

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00:05:09.420 --> 00:05:22.470

Chris Gray: And I've already reached out to them and what are these two two students to sit the exam. This this December but probably this time next year I'll be doing their online, you know, refresher course stroke study course. So, yeah.

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00:05:22.530 --> 00:05:31.530

Ed Rigsbee, CAE: There and I can, I cannot speak highly enough, you know, they're just they're just they put on an amazing program so

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00:05:32.670 --> 00:05:35.610

Ed Rigsbee, CAE: So Cheryl, if you're watching this. You're welcome for the commercial

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00:05:37.110 --> 00:05:41.550

Ed Rigsbee, CAE: But it's a I've recommended Cheryl and Susan to to quite a number of people.

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00:05:41.700 --> 00:05:43.350

Ed Rigsbee, CAE: So let's get into it, Chris.

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00:05:44.910 --> 00:05:49.770

Ed Rigsbee, CAE: So you you came on in in May and your meeting.

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00:05:50.070 --> 00:05:51.900

Chris Gray: In August, actually. So it was all

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00:05:51.990 --> 00:05:55.920

Ed Rigsbee, CAE: August. Oh, okay. I got that wrong. I

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00:05:56.790 --> 00:06:05.280

Chris Gray: You're probably on your facts there. I do you have the fact that the board and I was on the board made the decision to go completely virtual in early June.

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00:06:07.740 --> 00:06:10.950

Chris Gray: But I was still trying to hold down another job about that point.

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00:06:11.370 --> 00:06:18.390

Ed Rigsbee, CAE: So, okay, well, so let's let's back up then. So let me first ask how many people do you have at your annual meeting I

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00:06:19.110 --> 00:06:20.160

Chris Gray: Ordinarily, it's, it's

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00:06:21.180 --> 00:06:37.080

Chris Gray: Between four and 4000 so yeah 4500 ish. So it's, you know, it has to be in a very large convention hotel and actually this year was going to be the first year that we went to a convention center, we would you to be in the Americas center in St. Louis. This year, okay.

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00:06:37.140 --> 00:06:44.520

Ed Rigsbee, CAE: So let me, let me ask you them. So, go go over with me when the board of directors.

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00:06:46.050 --> 00:07:04.560

Ed Rigsbee, CAE: Made the decision to go from live to virtual and then let's talk about how much you know lead time you had to do this. And what was your process for transitioning from from live to virtual

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00:07:05.520 --> 00:07:11.580

Chris Gray: Yes, I mean that the live show is ordinarily, as I said about 4500 attendees.

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00:07:12.480 --> 00:07:26.040

Chris Gray: With a big trade show with over 100 exhibitors at the trade show and we run three full days with a couple of satellite days on either end, but the three full days probably have

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00:07:27.000 --> 00:07:38.610

Chris Gray: I want to say 15 concurrent sessions and now that initially the board was thinking, well, maybe we'll be a hybrid show and then come late May, early June I was as

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00:07:39.030 --> 00:07:44.670

Chris Gray: It unfolded it was like, this isn't just isn't going to happen. People can't travel. It's not safe. It's not the

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00:07:45.180 --> 00:08:00.120

Chris Gray: Right thing to do. And so it was early June the board made the decision to go fully virtual which gave us essentially June, July, August three months to take what would have been 4500 person.

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00:08:01.680 --> 00:08:08.370

Chris Gray: Show in in in presence to virtualize in that. So I guess that the first decision was to say, well,

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00:08:10.140 --> 00:08:18.390

Chris Gray: How big do we want a virtual shirt to be are we going to try and replicate what we do on site, or are we going to trim it a little bit.

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00:08:19.650 --> 00:08:26.580

Chris Gray: And clearly, you know, we couldn't replicate three and a half, four days of 12 concurrent streams in such a short time.

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00:08:27.090 --> 00:08:37.200

Chris Gray: And the show is all always organized by a planning committee that decides on the the lecture streams and the different concurrent streams and so

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00:08:37.560 --> 00:08:46.350

Chris Gray: I have to give credit to them. They came together very quickly and said okay, which bits do we think we should run now the sort of the CEO and the soft level that was

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00:08:46.770 --> 00:08:58.020

Chris Gray: This is how much we think we can do using the platform that we've got. And I know that's a good question, but we made the decision to go to three live days.

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00:08:59.460 --> 00:09:08.790

Chris Gray: And you know even might involve some discussion. It's like, well, if you're going to be live. Are you completely live with the speakers delivering their presentations live

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00:09:09.420 --> 00:09:18.120

Chris Gray: Or are you live in respect of the speakers being present, but the session is being recorded until you get to the Q AMP a point

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00:09:18.540 --> 00:09:19.110

Chris Gray: Which I

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00:09:19.140 --> 00:09:27.390

Chris Gray: Use we chose to go for the record. The sessions. So I'm going with time limit the presenters so ordinary the sessions that

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00:09:27.780 --> 00:09:44.940

Chris Gray: 5055 minutes with like five or 10 minute turnover time in a in person event until we said you've got 45 minutes and we will cut you off at 45 minutes, but please record 45 minutes and most of them adhere to that we had the odd one, that still recorded an hour.

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00:09:46.020 --> 00:09:54.180

Chris Gray: And then we had our technical stuff behind the scenes cutting off a 4550 minutes to give time for q&a. And so we would

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00:09:54.750 --> 00:10:02.640

Chris Gray: It was such a developing field and still is in terms of what could the, you know, Internet support what would attendance be like

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00:10:03.060 --> 00:10:13.500

Chris Gray: That we we just didn't want to risk potentially having speakers presenting alive and the whole whole system clapping and so we actually apart from

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00:10:13.830 --> 00:10:23.160

Chris Gray: A couple of speakers who said, No, I want to do it live. And we kind of get into their wishes. I think we had 95% pre recorded sessions.

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00:10:23.610 --> 00:10:35.910

Chris Gray: But it was all live in the sense that if the attendees that took part that we can always live Q AMP. A and one of the key things for our profession was.

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00:10:36.330 --> 00:10:47.130

Chris Gray: Accreditation of CTE and race, which is the major accrediting body was going through this one doesn't doesn't count and see this year. Because ordinarily, you have to do some in person see

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00:10:47.730 --> 00:10:58.860

Chris Gray: And they'd said to us, well, if you do recorded, but with live q&a and present present that would count as in person. See, which was quite important to our attendees.

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00:10:59.190 --> 00:11:02.820

Ed Rigsbee, CAE: Oh yeah, I could see how that would be an important factor in making that decision.

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00:11:03.120 --> 00:11:05.610

Ed Rigsbee, CAE: Not everybody has that factor, but I, I get that.

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00:11:06.090 --> 00:11:25.380

Ed Rigsbee, CAE: Let me ask you about a couple of things. So I wanted to ask you about the platform you used the reasons that you selected for choosing that company over others, and first. Oh, tell me what what was the approximate number that you did end up having this year.

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00:11:26.610 --> 00:11:35.580

Chris Gray: So we chose to do two things. One was to leave registration open until the end of the last life day

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00:11:36.180 --> 00:11:36.990

Chris Gray: But I was

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00:11:37.980 --> 00:11:46.230

Chris Gray: On the proviso that any attendee registering knew that they would have on demand access to the recorded sessions through until the end of November.

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00:11:47.190 --> 00:12:02.160

Chris Gray: And that has proved incredibly popular and has given us some head scratching to do for next year. So by the end of the third live day we had actually we had a record registration. We had 50 800,000 registered register.

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00:12:03.810 --> 00:12:04.050

Chris Gray: Today,

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00:12:04.560 --> 00:12:23.730

Chris Gray: Congratulations, now that that was very interesting, because what we were hearing loud and clear was two things. One is because our members are working a 24 seven emergency professional looking on the sick animals. We always hear every year. I would love to come. But on working that weekend.

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00:12:24.690 --> 00:12:32.010

Chris Gray: So we had attendees saying, well, even though I'm working. I can still attend some of the sessions, because I'm only working eight hours a day.

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00:12:32.550 --> 00:12:37.440

Chris Gray: And I can come to some of the evening sessions or whatever. And then the second piece was we had

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00:12:38.100 --> 00:12:46.290

Chris Gray: People saying it's great that you're keeping it on demand, because I can actually go to some of the sessions that might have crashed in a in person event.

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00:12:46.860 --> 00:12:57.150

Chris Gray: And I can actually go to more than one session per hour effectively. So we've created a little bit of a headache for 2021 because there's going to be a demand for that kind of delivery.

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00:12:57.930 --> 00:13:11.880

Chris Gray: And and then in terms of the platform. We were largely driven by our registration platform. And so we use the registration platform called event power, who also

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00:13:12.450 --> 00:13:19.170

Chris Gray: Have run on show for us for the last two or three years. And our first calling pointless to go to event parents say

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00:13:20.100 --> 00:13:32.070

Chris Gray: Can you make this show virtual for us because if you can. We've already got a lot of the back end in terms of registration registration for sessions tracking attendance built already

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00:13:32.580 --> 00:13:37.350

Chris Gray: Without having to especially with us wanting to do it live and having to credit. Some of the sea.

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00:13:38.310 --> 00:13:45.900

Chris Gray: And so we didn't actually look at other platforms on, I have to confess that probably about six weeks out

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00:13:46.440 --> 00:14:06.240

Chris Gray: I see is like, are they ever going to build this in time, because it was a build from the ground up to be able to into it to embed zoom and the V within essentially what is a registration and show management tool, rather than a virtual see tool. And to their credit, they did a great job.

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00:14:07.380 --> 00:14:08.340

Chris Gray: We were very pleased

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00:14:10.470 --> 00:14:10.950

Ed Rigsbee, CAE: So,

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00:14:13.650 --> 00:14:18.480

Ed Rigsbee, CAE: You were saying you were saying, six weeks out that

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00:14:19.770 --> 00:14:29.220

Ed Rigsbee, CAE: That you're you're wondering if they were going to be able to get it done did that. I mean, I would assume that kind of drove you crazy and

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00:14:30.120 --> 00:14:39.750

Ed Rigsbee, CAE: What, how close to the show. Did they prove to you that they had it all built and then to work. You were comfortable with it. I mean, was this was this, like, just like

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00:14:41.010 --> 00:14:41.490

Chris Gray: Yeah.

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00:14:41.940 --> 00:14:42.870

Chris Gray: I think

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00:14:44.490 --> 00:14:48.990

Chris Gray: I think, to be honest. At until about 10 days out there was still parts of the platform.

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00:14:49.440 --> 00:14:57.030

Chris Gray: That we're not performing the way I wanted to my director of meeting meetings and events as she was losing considerable amounts sleep.

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00:14:57.510 --> 00:15:16.470

Chris Gray: It have gone to the point that it would have been okay but I wouldn't have looked as nice as I wanted it to look in terms of members being able to enter the virtual show entrance and then navigate to appropriate sessions or navigate to the you know the trade show or navigate to

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00:15:17.670 --> 00:15:20.370

Chris Gray: Limited enrollments sections that kind of thing.

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00:15:22.170 --> 00:15:28.020

Chris Gray: And at the end of the day with a bit of pressure. They delivered, but it was probably 10 days out that I was finally like, okay, this is going to work.

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00:15:28.920 --> 00:15:29.520

Chris Gray: So, let

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00:15:30.090 --> 00:15:31.230

Chris Gray: Me work.

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00:15:31.680 --> 00:15:40.410

Chris Gray: A plant from day one. We didn't anticipate how many people were going to log on it am on day one and

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00:15:40.650 --> 00:15:56.190

Ed Rigsbee, CAE: feedback that you get from your, your members. I mean, okay. You busted you you know what to make this thing happen, you got it to be about as elegant as you wanted it pretty close. And in what kind of feedback. What were you hearing from the members. What was the typical comment.

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00:15:56.550 --> 00:16:07.830

Chris Gray: Though I mean apart from everybody was incredibly patient with sort of the system overload on on on at 8am on the first after the morning or well, it seemed like an eternity that

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00:16:08.280 --> 00:16:15.930

Chris Gray: The it gurus had it back up within like 1015 minutes which was great. And so, so there after the feedback was

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00:16:16.500 --> 00:16:27.780

Chris Gray: You guys have done a great job, given the short time span from the decision to create to go into the virtual show this is working really well. We are delighted now.

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00:16:28.530 --> 00:16:45.720

Chris Gray: Part of that delight probably comes around from comes from a decision or the board's decision wasn't solely mine and the board, you know, actively involved to price accordingly for a covert crisis. So ordinarily

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00:16:46.860 --> 00:16:53.160

Chris Gray: A full in person registration for a veterinarian would be about \$695

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00:16:54.840 --> 00:17:00.660

Chris Gray: Excluding accommodation travel. I kind of thing. We used it as a

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00:17:01.890 --> 00:17:05.490

Chris Gray: Loss leader of you like and that we've been bundled it with membership.

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00:17:06.540 --> 00:17:08.250

Chris Gray: And we bundled together.

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00:17:09.480 --> 00:17:21.150

Chris Gray: A membership and show registration for just over \$200 now our ordinary ordinary annual membership is 165

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00:17:22.110 --> 00:17:36.570

Chris Gray: So essentially, people were seeing themselves getting a three day virtual event for about 7075 bucks and that struck just the right point and the members are like I would have paid double for this, which was a learning for us.

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00:17:36.720 --> 00:17:55.020

Chris Gray: Yeah, Leah Co. It's given me a really interesting headache because our membership has risen to from about 5400 to over 7000 so a lot of people saw as an opportunity to become members. Now I have to make those men sticky and deliver value.

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00:17:56.280 --> 00:17:58.410

Chris Gray: In addition to the show. They just attended

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00:17:58.650 --> 00:18:01.380

Chris Gray: So they come back next year to renew their membership.

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00:18:01.950 --> 00:18:03.630

Ed Rigsbee, CAE: Well you know that that leads me

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00:18:05.250 --> 00:18:13.740

Ed Rigsbee, CAE: Yeah. That leads me into kind of a side question back to you. You said that you'd have to do some thinking for next year.

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00:18:13.980 --> 00:18:23.820

Ed Rigsbee, CAE: Because you said that people really liked the fact that it was a virtual show and respect that if they couldn't get there. They could watch it later or, you know, timing, you know it.

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00:18:25.680 --> 00:18:34.170

Ed Rigsbee, CAE: And I'm wondering what conversations you're currently having let's just put coven out of the out of the mix for just a moment.

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00:18:34.710 --> 00:18:56.820

Ed Rigsbee, CAE: And and say what kind of conversations are you in the board having about how well is this serving you know and does this serve far better the type of Members, we have to have this virtual option and perhaps even after coven are you thinking about a virtual option is a possibility.

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00:18:58.620 --> 00:19:01.350

Ed Rigsbee, CAE: To dovetail with the with the live auction.

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00:19:02.070 --> 00:19:10.230

Chris Gray: Yeah, absolutely. I mean, we've heard loud and clear that people want to be back in person, because it goes beyond the sea and the show in terms of

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00:19:11.160 --> 00:19:18.060

Chris Gray: You know reestablishing old connections making new and that that network thing and that you know being with people, but

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00:19:18.780 --> 00:19:29.760

Chris Gray: The discussions now around which parts of the show. Should we make children and how are we going to do that. Are we going to do that, you know, synchronously or asynchronously.

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00:19:30.360 --> 00:19:45.780

Chris Gray: And there are other one learns from the virtual show and some of the sessions that historically we've always sort of taken the biggest auditorium and whichever hotel. We're in and have to turn people away and

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00:19:47.070 --> 00:19:55.080

Chris Gray: You know we we could we could have those as unlimited. You know, so, you know, a couple of sessions that historically we would fill that 500 seat.

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00:19:55.890 --> 00:20:06.210

Chris Gray: Room and then have to turn people away. We had over 1500 people sign up for those. So clearly, those are sessions. Now that we

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00:20:06.690 --> 00:20:16.440

Chris Gray: Are going to have to either doing just virtually or what we're currently thinking and don't hold me to this is that we will probably live stream.

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00:20:17.070 --> 00:20:35.550

Chris Gray: Those sessions and we're having some embryonic ideas about, you know, we have an in person show and perhaps they can be live streamed to a different auditorium, but also live streamed to attendees that on there in person, but it's all a big piece of a big sticky note on a wall over there.

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00:20:35.670 --> 00:20:42.270

Ed Rigsbee, CAE: Let me, let me go deeper and that just meant because I was as you were talking about just writing down a note on exactly that and

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00:20:43.080 --> 00:20:48.450

Ed Rigsbee, CAE: You know, I was going to ask you, because I've heard it from a number of association execs over the last several years that

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00:20:48.810 --> 00:21:06.930

Ed Rigsbee, CAE: Well, if we live stream, then that's going to diminish people's desire to attend. And then we're going to lose. You know, everybody gets into the attrition issues and all of these things. But you know what is your thinking, okay, if, if you have a

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00:21:08.460 --> 00:21:14.610

Ed Rigsbee, CAE: You said you had a 4500 person show and bumped up to a 5800 person show

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00:21:15.900 --> 00:21:28.950

Ed Rigsbee, CAE: And so you do you think that if you did live streaming and, in addition, made whatever was recorded available afterwards. Do you think that that would hurt your show at all long term.

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00:21:30.870 --> 00:21:38.910

Chris Gray: That's a good question. I like my guts is people still want to come if they can travel and all going to be

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00:21:40.170 --> 00:21:49.260

Chris Gray: You know, restricted by quarantine on arrival when they get home. I think we bought a Kathy. Think of the price point and deciding what the

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00:21:49.710 --> 00:22:01.170

Chris Gray: value add for any person is whether that's the trade show or whether it's some sessions that you can really only get the benefit from small in person, workshops, whatever they may be

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00:22:03.480 --> 00:22:18.570

Chris Gray: So the short answer is I think if we get it right and it may be a little bit of trial and error that we can do both. Now, interestingly, my predecessors tried to record some parts of the show. Historically, four or five years ago.

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00:22:20.160 --> 00:22:28.530

Chris Gray: And got very little uptake. People like no I'm going to come. I don't want to watch that online. I'm either going to come to the show. Or I don't want it.

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00:22:28.950 --> 00:22:42.600

Chris Gray: I think this has been a pivotal pivotal moment for how people access shows and and see. I think people have learned, because they've been forced to learn that it is actually very accessible through this type of media.

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00:22:44.730 --> 00:22:51.870

Chris Gray: Yeah, I'm slightly concerned as you suggest that if we get it wrong. We could shoot ourselves in the foot.

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00:22:53.430 --> 00:22:53.820

Chris Gray: But a few

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00:22:54.600 --> 00:23:05.940

Ed Rigsbee, CAE: You know, Chris, I wonder if if if we're just all afraid to to move forward because our comfort zone is to go back where we came from.

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00:23:06.360 --> 00:23:11.070

Ed Rigsbee, CAE: And you know, I don't have an answer, I'm open, you have a little bit more of an answer on this.

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00:23:11.790 --> 00:23:21.030

Ed Rigsbee, CAE: But but moving forward. You know where people now have gotten much more comfortable. I mean, you know, we hear about zoom fatigue this that and the other, but

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00:23:21.420 --> 00:23:36.840

Ed Rigsbee, CAE: It just appears to me that the, the world of the entire world now is more comfortable with, with the virtual meeting. We all want to get back together. We all want to press the flesh. We all want to sit in the bar and YUCK. IT UP together. And although no question

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00:23:38.250 --> 00:23:41.340

Ed Rigsbee, CAE: I mean, I do desperately. I'm sure you do too.

146

00:23:42.390 --> 00:23:57.900

Ed Rigsbee, CAE: Yet there's an element of. Not everybody can either get away. Have the time, affordability, that there's a lot of variables that you brought up so far that that would lead me to believe that that there might be

147

00:23:59.520 --> 00:24:07.350

Ed Rigsbee, CAE: A place moving forward. I mean, long term where where virtual or live streaming or however if it's

148

00:24:09.000 --> 00:24:14.610

Ed Rigsbee, CAE: There might be a place for. I mean, do you think long term that that there is a place

149

00:24:15.060 --> 00:24:29.340

Chris Gray: Oh yeah, without a shadow of a doubt, you know, even if it wasn't the travel thing that the feedback to say, Well, ordinarily, this, you know, three or four sessions that I would like to attend today and I have to pick one of them.

150

00:24:30.900 --> 00:24:41.430

Chris Gray: You know that itself, you know, tech leads to recording and making some of the material available on demand. I think that can be a and added member benefit.

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00:24:41.940 --> 00:24:47.010

Chris Gray: And it's just working out. You know what the the added value in person is

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00:24:47.880 --> 00:24:59.910

Chris Gray: We're fortunate because of the profession, we're in that we know that not everybody can shut the office down tools and come to the virtual conference. So even if you park the pieces about cost and willingness to travel.

153

00:25:00.360 --> 00:25:03.810

Chris Gray: Where we always have part of our audience that couldn't make it this year.

154

00:25:04.860 --> 00:25:08.190

Chris Gray: And so we can appeal to them as well.

155

00:25:09.330 --> 00:25:17.880

Chris Gray: I think the constraint for me and this may apply to some other Association executives is the size of our annual symposium got to the

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00:25:18.900 --> 00:25:25.860

Chris Gray: so big that we have venues arranged three, four years out to make sure we can accommodate it so

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00:25:26.340 --> 00:25:39.270

Chris Gray: I would love to be able to turn around and say, oh, I'm going to cut the number of people that attend in person, in half, in the next two years. Yeah. On the other hand, I have pre existing contracts that need to be careful.

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00:25:40.350 --> 00:25:52.740

Chris Gray: But I think if I was to look down the pipe and see what sort of comes out over the next 1824 36 months is it will be a combination of in person meetings and

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00:25:53.340 --> 00:26:07.320

Chris Gray: virtual meetings. I'm not 100% sure whether the virtual stuff will be synchronous or asynchronous. I think that that needs a bit more thought. And it probably needs a little bit more trial and error and hopefully through

160

00:26:07.860 --> 00:26:13.200

Chris Gray: You know, sharing with other Association executives, we can work out which ways are more successful.

161

00:26:13.710 --> 00:26:33.780

Ed Rigsbee, CAE: Sure. So let's get a little bit more granular let's dig into the weeds a little bit. And let's talk about maybe some of the major challenges you've dealt with in moving from live to virtual and making this happen and

162

00:26:34.890 --> 00:26:45.330

Ed Rigsbee, CAE: In each one of those challenges that maybe you want to share what was the lesson you learned for next year if next year is going to be a virtual meeting again.

163

00:26:46.500 --> 00:26:56.820

Chris Gray: Yeah, I mean that there's that old adage, you can never over here indicate, I think the major, major challenge. And I'm sure plenty of other

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00:26:58.080 --> 00:27:09.810

Chris Gray: associations that are virtualized already is how you communicate with your members as to what the platform is how you log on and the fact that actually

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00:27:10.890 --> 00:27:20.820

Chris Gray: 90% of the problems are actually not of the production end there at the user end, you know, we had three four help lines running for the

166

00:27:21.390 --> 00:27:37.710

Chris Gray: 36 hours of the live show and I would say 90% plus of issues were actually to do with bandwidth speed of the user. And the fact that the kids were on Xbox Live at the same time, all that kind of thing, rather than the production and

167

00:27:39.840 --> 00:27:47.970

Chris Gray: Just find communicating through social media or email, whatever, you know, this is where you build your log on. This is the best, you know, internet browser to use

168

00:27:48.510 --> 00:28:04.230

Chris Gray: people miss those messages and I recorded one or two video messages about we posted on our website and on social media and I probably would do more, or not necessarily myself but you know that

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00:28:04.800 --> 00:28:12.240

Chris Gray: That sort of three minute YouTube clip that you learn how to, I don't know, replace the battery and your watch.

170

00:28:13.200 --> 00:28:25.530

Chris Gray: I would do a three minute YouTube clip of this is how you get on to the virtual platform. This is how you navigate in the virtual platform. You know, a lot of the issues with technology, rather than production.

171

00:28:25.740 --> 00:28:39.210

Ed Rigsbee, CAE: So on the broadband on bandwidth me. Um, I, I know that we're I'm hearing a lot from ORGANIZATIONS THAT I'VE SPOKEN FOR FOR THE LAST COUPLE MONTHS.

172

00:28:39.720 --> 00:28:51.180

Ed Rigsbee, CAE: You know, hey, make sure that you kids aren't on the the internet Yeti and this that and the other make make sure you've got all

your programs on your computer turned off, rather than having 17 things going

173

00:28:51.690 --> 00:28:56.970

Ed Rigsbee, CAE: Were you able to communicate that clearly with people beforehand or did that get missed

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00:28:57.750 --> 00:29:05.430

Chris Gray: I think this will troubleshoot as it arose, and actually, you know, by the end of day one, we are identifying

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00:29:05.820 --> 00:29:16.650

Chris Gray: What would the normal or what would the more usual common problems and we were standing, you know, an end of day email to our membership going if you if you haven't registered for

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00:29:17.400 --> 00:29:24.570

Chris Gray: The live live conference and you're planning to come tomorrow. Here are our top five tips to make your experience as good as it can be.

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00:29:26.070 --> 00:29:40.440

Chris Gray: And, you know, we'll keep those in communicating them again for another virtual event. And I think the other learned was don't i don't under anticipate how many people want to come and will log on the first hour of the first morning, you know,

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00:29:40.740 --> 00:29:45.120

Chris Gray: We never anticipated having 2500 people at 8am on a Saturday morning.

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00:29:45.570 --> 00:29:52.470

Chris Gray: And and alrighty well not are it server, but the it server of the company. We were using wasn't stood up.

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00:29:53.520 --> 00:30:07.140

Chris Gray: Robust me enough to handle that and the system slowed down considerably. And to their credit they stood up another server within 10 minutes and we will find there after but we had a problem with people logging in and joining the virtual conference.

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00:30:07.680 --> 00:30:10.140

Ed Rigsbee, CAE: So let me ask you about that kickoff.

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00:30:14.130 --> 00:30:18.600

Ed Rigsbee, CAE: Being that you chose a company that you had been doing business with and already had things

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00:30:19.980 --> 00:30:24.840

Ed Rigsbee, CAE: And maybe wasn't as robust as other companies.

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00:30:28.200 --> 00:30:38.070

Ed Rigsbee, CAE: So they didn't anticipate that there'd be a problem at the beginning. And so how do you feel for next year if i mean you know

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00:30:39.210 --> 00:30:47.430

Ed Rigsbee, CAE: We can all guess whether we're going to be having live meetings 2021, second, third, and fourth quarter, who knows.

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00:30:48.600 --> 00:30:52.140

Ed Rigsbee, CAE: But you're going to be having your meeting 2021 third quarter.

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00:30:53.670 --> 00:30:57.960

Ed Rigsbee, CAE: I mean, are you comfortable now that that even power.

188

00:30:58.980 --> 00:31:04.170

Ed Rigsbee, CAE: Has the knowledge now of what to expect that they can mitigate the problems before they come

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00:31:04.680 --> 00:31:20.250

Chris Gray: Yeah, absolutely. Yeah, absolutely. I mean, you know, the fact that we sold the way they sold it quickly we can anticipate that ahead of the game and make sure that it doesn't happen again. So, so that was good. And the fact that we rectified. It was good.

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00:31:21.510 --> 00:31:28.590

Ed Rigsbee, CAE: So what is some of the other, you know, maybe a little bit lesser challenges, I, I mean, I guess it's more of

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00:31:29.610 --> 00:31:29.820

Chris Gray: It.

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00:31:31.980 --> 00:31:40.200

Ed Rigsbee, CAE: Went through this you know your your CEO buddies out there. What, what are some a couple of the other things that they need to think about that. Maybe you

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00:31:40.620 --> 00:31:41.100

Ed Rigsbee, CAE: Had a

194

00:31:42.810 --> 00:31:47.100

Chris Gray: Isn't is another one. You know, it's actually, you know, managing

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00:31:48.390 --> 00:31:54.960

Chris Gray: The expectations very clearly of the speakers is what you want them to deliver beforehand. You know, it's very different to

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00:31:55.290 --> 00:32:02.700

Chris Gray: Okay, you were gonna fly you into the venue and you'll arrive on a Saturday night and you and then we'll make sure you're in the right place.

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00:32:03.060 --> 00:32:18.240

Chris Gray: On Sunday, mid morning to deliver your two hours of see it's very different. It's actually a lot of communication in terms of, you need to submit your recording on time, you need to keep to a certain time length that has to be in a certain format.

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00:32:19.530 --> 00:32:25.620

Chris Gray: To make sure the experiences is as good as it shouldn't be, you know, for example, some

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00:32:26.430 --> 00:32:43.140

Chris Gray: Of our speakers choose to keep themselves in the picture was they were delivering their, you know, PowerPoint presentation. The feedback from the audience was that that was distracting. They would rather just have the voice over the slides. Now that may be unique to our business.

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00:32:44.460 --> 00:32:51.210

Chris Gray: And then, you know, when the Q AMP. A comes round and they want to see the speaker and just little details like

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00:32:52.380 --> 00:33:03.810

Chris Gray: Some of our speakers were recording on one platform that they thought the mouse that they were highlighting things on the PowerPoint presentation would record.

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00:33:04.350 --> 00:33:11.160

Chris Gray: It didn't record on one platform, it did on another platform. You know, so they would be referring to. And now I'm pointing to that.

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00:33:11.670 --> 00:33:20.610

Chris Gray: You know, for example, on the radio graph the foreign body and the dog stomach. Well, then people are going well as the pointer. The point of hunting recording the amount of certain recorded

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00:33:20.850 --> 00:33:25.080

Chris Gray: You know, just little things like that that you just wouldn't think about

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00:33:25.560 --> 00:33:29.940

Ed Rigsbee, CAE: Which which system recorded the mountain, which didn't, I'm assuming that

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00:33:32.040 --> 00:33:35.910

Chris Gray: Yeah, I'm trying to think. Which one was successful. I don't think zoo.

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00:33:38.340 --> 00:33:39.630

Ed Rigsbee, CAE: I don't think zoom. Does that doesn't

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00:33:40.380 --> 00:33:42.510

Chris Gray: Doesn't record it and Vimeo does I think

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00:33:42.630 --> 00:33:44.190

Ed Rigsbee, CAE: Okay. Also, I think if

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00:33:44.940 --> 00:33:47.760

Ed Rigsbee, CAE: If you use Microsoft's

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00:33:49.200 --> 00:33:54.990

Ed Rigsbee, CAE: Method to record PowerPoint. It has a point or mechanism that

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00:33:56.640 --> 00:34:00.690

Ed Rigsbee, CAE: So, so those are some of the little things that you can have needed to chat with

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00:34:00.750 --> 00:34:04.830

Chris Gray: The presenters about. Yeah. Well, it all said that we learn through the event because

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00:34:06.090 --> 00:34:13.020

Chris Gray: It, you know that even though we slimmed it down to sort of three concurrent sessions, but each day. We still have

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00:34:13.770 --> 00:34:25.290

Chris Gray: Nearly 100 hours of recorded see and we couldn't physically quality check every recording, you know, we watched the first two or three minutes of each one and when that's looking fine.

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00:34:25.740 --> 00:34:30.450

Chris Gray: And then you're going with a gut reaction. Now, I'm not saying you should physically watch each one

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00:34:30.930 --> 00:34:39.780

Chris Gray: But what we did find out is that some of them 10 minutes in at a technical hitch. SO MAYBE YOU SHOULD PHYSICALLY watch each one. Maybe you need an editor for your pre recorded

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00:34:40.650 --> 00:34:47.970

Chris Gray: Videos, you know, because in good faith that speaker would record it uploaded to our portal, we would check the first

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00:34:48.540 --> 00:34:58.260

Chris Gray: Three, five minutes, you know, we're checking that they've done their non disclosure agreement with checking they've applied to the sponsor we check that it's running for two or three minutes. And we got a good two hours. Done.

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00:34:58.860 --> 00:35:04.290

Chris Gray: And then it's only during the show that someone says, Well, I'm you know 15 minutes into the presentation on

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00:35:04.890 --> 00:35:27.060

Chris Gray: X, Y, or Z and it's buffering or the images and show. And so it's almost like you edit manuscripts were a show. There is a thought that if we had to do a full virtual show we would potentially edit the recorded see presentations to make sure they are good for still active in it.

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00:35:28.470 --> 00:35:39.330

Ed Rigsbee, CAE: Oh that's fascinating, um, you know, you're talking about that. It was like, well, gosh, I guess if speaker recorded their session on on zoom, then they would get the

223

00:35:41.160 --> 00:35:50.850

Ed Rigsbee, CAE: Transcription that they can then give you and you can always drop that in the show notes if if there was a problem, but that it didn't work.

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00:35:52.530 --> 00:36:00.510

Ed Rigsbee, CAE: Yeah, so, so if you were to review everybody's presentation, would you have volunteer leaders do that or would you try that. Yeah.

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00:36:00.900 --> 00:36:16.020

Chris Gray: I guess so, yeah, we may have volunteer leaders depending on, you know, creating some kind of, you know, budget around it. We may pay a small stipend to if you like editors to do it. Now the editors would have to, you know, have knowledge of the industry, but

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00:36:17.100 --> 00:36:26.730

Ed Rigsbee, CAE: Oh, so let me ask you, um, give me 2345 whatever number you have things you do differently for next year.

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00:36:27.420 --> 00:36:27.900

Wow.

228

00:36:29.460 --> 00:36:40.710

Chris Gray: Well, we've covered. I mean, making sure the platform is robust enough that the number double the number of people you estimate turning up on our one on day one. Make sure the platform is going to freeze. Luckily, it didn't crash.

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00:36:41.490 --> 00:36:47.010

Chris Gray: But it just meant that people could get in those people that got it, got it. And then there's people waiting and can't get in can't get it.

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00:36:47.760 --> 00:37:00.750

Chris Gray: And I think the second would be over communicate to the attendees in terms of what to expect, how to navigate the platform and best practices in terms of internet

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00:37:02.820 --> 00:37:11.430

Chris Gray: Platform accessibility bandwidth and we didn't send out some stuff about checking your internet speed beforehand and that kind of thing. I don't know that anybody

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00:37:12.840 --> 00:37:15.780

Chris Gray: Particularly paint heat to it and

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00:37:17.850 --> 00:37:24.240

Chris Gray: And I think I'm just going off at a slight tangent and

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00:37:25.380 --> 00:37:35.820

Chris Gray: Now that we've done it once, I would be a lot more confidence selling the value to our sponsors. So I would, I would say.

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00:37:36.180 --> 00:37:43.620

Chris Gray: As a recommendation. Don't underestimate the value to sponsors. They all turned around and said we don't see the value in a virtual show

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00:37:44.460 --> 00:37:53.220

Chris Gray: And after the event they got probably more exposure than the live show because they're there in everybody's face at the beginning of each

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00:37:53.700 --> 00:38:05.310

Chris Gray: Session and bit of knowledge continually through the platform that people are navigating to go to different places in the show versus just doing in the trade show so

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00:38:07.320 --> 00:38:10.230

Ed Rigsbee, CAE: So I've got double the number of expected

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00:38:11.400 --> 00:38:16.800

Ed Rigsbee, CAE: Attendees first day. First, our talk to the the head community. Hold on.

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00:38:18.690 --> 00:38:27.870

Ed Rigsbee, CAE: We had increased the communication of the attendees, but also make sure the attendees know that they're going to need bandwidth to watch the show.

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00:38:30.390 --> 00:38:41.220

Ed Rigsbee, CAE: You mentioned early check the presentations throughout to make sure they're good, all the way through and you undersold the value to your vendors of the

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00:38:42.390 --> 00:38:46.560

Ed Rigsbee, CAE: Of the value of being on this and that you would boost that

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00:38:48.360 --> 00:38:52.800

Chris Gray: You know, just to kind of put a little bit of detail around, particularly in terms of

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00:38:53.340 --> 00:39:03.990

Chris Gray: Sponsorship versus a virtual show. I think the jury is very much out on the virtual exhibit hall, you know, did people go there and is it the same as in person.

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00:39:04.530 --> 00:39:16.740

Chris Gray: Trade Show, but actually the opportunities to sponsor the sessions and the virtual platform. And we were so new to it, we had conversations with

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00:39:17.250 --> 00:39:23.460

Chris Gray: You know pre existing sponsors for the live show and a lot of the conversation was we don't see the value of people on where

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00:39:24.000 --> 00:39:34.770

Chris Gray: Will I see you when you think about 5800 people going through the login platform and then navigating that so like a web page landing page to go into section A or section D.

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00:39:35.310 --> 00:39:47.970

Chris Gray: The exposure. They're getting is tremendous. And actually, you know, then being able to sponsor you know a C section and embed a 32nd video clip about that company.

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00:39:48.630 --> 00:40:00.300

Chris Gray: There is a lot of potential there. We did that a couple of times, so that you know you would navigate to the session, you were interested in, click on the plane. Now, and the first 30 seconds is a message from the sponsor.

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00:40:01.830 --> 00:40:10.410

Chris Gray: Which is a lot more powerful man in person, where you go into the lecture session you sit down and you start chatting to the person next to you and

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00:40:10.830 --> 00:40:19.260

Chris Gray: Don't really pay attention to that slide that's up saying this session is sponsored thanks to. So I think we would do that differently again.

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00:40:20.490 --> 00:40:20.910

Ed Rigsbee, CAE: What

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00:40:22.320 --> 00:40:38.250

Ed Rigsbee, CAE: What would be your advice recommendation thoughts to other Association and society CEOs to have better conversations with their sponsors about the value. If you were sitting next to them. What would your advice be to that person.

254

00:40:39.600 --> 00:40:44.640

Chris Gray: I think it's important that you go to a very captive audience, particularly your platform.

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00:40:45.480 --> 00:40:57.990

Chris Gray: Means that they have. I mean, you could have gone to someone isn't going to go away and make a judgment call it is ok it's 30 seconds or less. I'm going to go make a cup of tea. But so long as you don't make those pieces too long. You've got a very captive audience.

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00:40:59.220 --> 00:41:03.840

Chris Gray: Which is good and I think you've got potential for much more foot for

257

00:41:05.640 --> 00:41:12.990

Chris Gray: One single see section during an in person event, particularly if you're leaving the material available on demand.

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00:41:15.360 --> 00:41:34.980

Ed Rigsbee, CAE: Gotcha, gotcha. So let me ask you this, um, you know, as we as we kind of close this up because I don't want to keep you all day. I appreciate all the time you've given me, you know, two, three things that you're already talking about for next year show if it is virtual

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00:41:37.440 --> 00:41:45.390

Chris Gray: Whether it's virtual hybrid or in person. It's like we completely underestimated the demand for some sessions.

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00:41:45.960 --> 00:41:57.480

Chris Gray: And so we've followed a little bit of the plan of the in person show where there was a general show registration and then there are parts of that show which would be like a premium.

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00:41:57.990 --> 00:42:05.700

Chris Gray: And because they're delivered by very good speakers or or intended to go in depth, you know, to a different depth or a particular topic.

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00:42:06.180 --> 00:42:17.670

Chris Gray: And and because it was virtual we didn't have to cap the number for those. And so I think if there's any part of some of your symposium, you have a

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00:42:18.090 --> 00:42:33.600

Chris Gray: Limited enrollment session is what we call it the previous years is always sold out and your virtualized in your show for the first time this year. Don't put a cap on the number of people that can sign up for your limited enrollment session you will be surprised. We were surprised.

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00:42:34.950 --> 00:42:36.150

Chris Gray: So that that was one

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00:42:37.980 --> 00:42:41.040

Chris Gray: And then I think the second is

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00:42:42.090 --> 00:42:45.780

Chris Gray: And I don't know the answer to this. And we probably have to

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00:42:47.310 --> 00:42:53.520

Chris Gray: Create a more consistent methodology of managing Q AMP. A I saw it done very well.

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00:42:55.470 --> 00:43:06.120

Chris Gray: By very engaged speakers who are who are stuck to the rubric that pre recorded their 45 minutes and they were present and engaged, whilst it was playing for the live show

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00:43:06.660 --> 00:43:17.940

Chris Gray: So the attendees could ask questions in the Q AMP a chat box and the presenter could answer them. So through the course of the 45 minute presentation.

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00:43:18.750 --> 00:43:26.430

Chris Gray: They probably address 20 questions now. Ordinarily, the live show they might have had time to address three of those. So that was a real bonus

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00:43:27.180 --> 00:43:35.940

Chris Gray: At the flip side, I had presenters that completely disengaged and disappeared for 45 minutes and came back on the clock to take a few q&a at the end.

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00:43:36.840 --> 00:43:37.680

Ed Rigsbee, CAE: I see I

273

00:43:38.370 --> 00:43:41.100

Chris Gray: See on how we manage Q AMP. A is an important one.

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00:43:41.850 --> 00:43:52.140

Ed Rigsbee, CAE: So there's there's a lot more to it with the speakers that I think yeah you know herding cats is different. Live than virtual

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00:43:52.560 --> 00:43:53.820

Ed Rigsbee, CAE: Yep. Gotcha.

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00:43:54.960 --> 00:44:02.370

Chris Gray: And, you know, final a final point is that we are not we were we were pretty scared about doing live virtual

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00:44:02.880 --> 00:44:06.630

Chris Gray: And so we limited just to a few people that kind of dug their heels in the sand.

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00:44:07.290 --> 00:44:18.300

Chris Gray: And it actually went a lot better than we thought. So I'm much more open minded about doing live virtual but then you fall into the same problems as an in person show is if a speaker is running over

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00:44:19.170 --> 00:44:28.740

Chris Gray: Then your whole schedule could start going or wherever it's all pre recorded. You can just get the tech guy to press this button and go, Okay, move on to the next session now.

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00:44:29.100 --> 00:44:41.130

Ed Rigsbee, CAE: Why I guess if it's a live show and the speaker goes over. You just need to have a static screen and static noise come up and the speaker goes off.

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00:44:45.090 --> 00:44:46.830

Ed Rigsbee, CAE: So Chris, let me ask you.

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00:44:48.390 --> 00:44:52.950

Ed Rigsbee, CAE: On the non dues revenue side do you make money this year, or you lose money.

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00:44:54.510 --> 00:45:00.570

Chris Gray: Well, if you remove so the quick answer is we lost money.

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00:45:00.870 --> 00:45:03.990

Chris Gray: But if you actually remove cancellation charges which

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00:45:04.410 --> 00:45:18.150

Chris Gray: I have said to the fall, we could not predict this coming and do nothing about. If you look at it. Just as a show and remove cancellation charges that were incurred. Then we turned a small surplus and we made a little bit of money.

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00:45:18.660 --> 00:45:22.740

Ed Rigsbee, CAE: Okay and and and on the back on the

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00:45:24.330 --> 00:45:35.670

Ed Rigsbee, CAE: You usually charge 595 695 for the registration, but then you said you went down to just over 200 for the show and membership. So that's a pretty big gap there.

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00:45:36.810 --> 00:45:40.860

Ed Rigsbee, CAE: So next year. What are your thoughts about changing that gap.

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00:45:43.830 --> 00:45:44.850

Chris Gray: Yeah, great question.

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00:45:49.920 --> 00:45:57.300

Chris Gray: The value of the virtual show whether we're fully virtual or hybrid was much more than we charged for it. This has to be a one off.

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00:45:58.740 --> 00:46:07.590

Chris Gray: I don't know that we would go so far as to say we would charge the same as an in person show if we were completely virtual but we would significantly increase the price.

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00:46:09.510 --> 00:46:12.390

Ed Rigsbee, CAE: Gotcha. So note to

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00:46:13.500 --> 00:46:17.640

Ed Rigsbee, CAE: Note too to other CEOs don't undervalue you show

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00:46:19.500 --> 00:46:21.990

Ed Rigsbee, CAE: Don't underestimate how many people will come

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00:46:22.770 --> 00:46:34.170

Chris Gray: Yeah. Don't underestimate how many people will come, particularly if you've got the program there, you know, we're very fortunate we have the program there and and a lot of speakers were willing, just to transition to virtual

296

00:46:35.310 --> 00:46:53.460

Ed Rigsbee, CAE: Well Chris, I want to thank you so much for coming on sharing your knowledge you have a parting shot. One last thing that you might want to share with some of your colleagues other associations psyche CEOs in this area of of virtual versus live trade Jones.

297

00:46:54.210 --> 00:47:02.220

Chris Gray: You know, it's, I mean, I'm going to take, I, I was just the captain of the hell. Where is it was all of the start doing the hard work. So I'm looking to take the credit.

298

00:47:03.570 --> 00:47:07.560

Chris Gray: You know, it's a team effort. It is a team effort and

299

00:47:08.640 --> 00:47:18.840

Chris Gray: Yeah, I guess my one parting shot that I have no regrets about even in the time of code. We created a what we call the command center there were

300

00:47:19.860 --> 00:47:30.840

Chris Gray: nine of us in a ballroom designed to hold on spread out or just sticks around the room, physically distance wearing masks to run the live event.

301

00:47:31.620 --> 00:47:41.730

Chris Gray: And I would do that all over again, imagining trying to troubleshoot and deal with issues through those three days with two phones and two different zoom meetings going

302

00:47:42.390 --> 00:47:50.790

Chris Gray: It was worth it and you know those, you know, we will choose to come in and be covert tested and run it from a command center the size of virtual show we had

303

00:47:51.630 --> 00:47:57.420

Chris Gray: The fact that neither of us were in a room running it made a big difference on the nine of us sitting home offices, turn around it.

304

00:47:58.200 --> 00:48:02.670

Ed Rigsbee, CAE: So maybe that's one of the big takeaways telling people have a live command center.

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00:48:03.720 --> 00:48:04.710

Chris Gray: That day yeah yeah

306

00:48:06.480 --> 00:48:07.830

Chris Gray: We, you know we we hide the

307

00:48:08.040 --> 00:48:15.870

Chris Gray: Largest ballroom in our local well that hotel and some of us have to travel, but it was well worth it. Gotcha. Well,

308

00:48:16.560 --> 00:48:28.380

Ed Rigsbee, CAE: Dr. Chris. Great, thank you very much for giving us your input on taking the veterinary emergency critical care bertzi and critical care society.

309

00:48:28.980 --> 00:48:35.340

Ed Rigsbee, CAE: From a live event to a virtual event. And thank you for sharing some of your input and

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00:48:35.790 --> 00:48:55.530

Ed Rigsbee, CAE: I can see why that they gave you the job because even though you're new, as a CEO of an association, you clearly have the leadership capabilities to make intelligent decisions and and guide guide a team to success. So thank you very much. I, I appreciate your time.

311

00:48:56.070 --> 00:48:56.670

Chris Gray: Well, thank you.