



Engagement Experts Digital + Live + Hybrid

Hello everyone. Roger Haskett here, President of Engagement Unlimited.

I want to talk to you about how to make **VIRTUAL** work for you.

So I'm going to tell you a story.

We just did a two-day virtual conference last week, and I want to tell you what happened just as we were ending the conference.

I was in the virtual green room with the current conference chair and the upcoming conference chair, and we're just talking back stage, waiting to go on stage virtually.

Out of the blue the upcoming conference chair says,

"I've got to tell you this, Roger. I was one of the naysayers."

And I'm like, *"Really, what naysayers?"*

She says, *"I was one of the naysayers that said that we shouldn't be doing this. First of all, we had never had a professional Emcee, and I didn't understand why we were spending any money on that. We didn't need it before. Why should we have it now?"*

And then she said, *"And I just didn't believe that virtual would ever be successful. I've never been to a virtual conference that's been successful. So I just was like, we shouldn't be doing this at all."*

Now, this was a group that didn't do a live event or a virtual event last year. So the last event they had was two years ago.

So I said, *"We're half an hour away from the end of the 2 day conference. What do you think now?"*

And she says, *"Well, I'm super happy to say that I was 100% wrong. I was completely wrong. First of all, **bringing you on as the professional Emcee and opening keynote changed everything.** I've never been part of our conference where there's been so much happiness and laughter and joy, so much engagement, so much energy created during the day. Our conference has never been like this... until we brought you in."*

*"And secondly, I'm so happy to say that I was wrong about virtual conferences. I have had my mind blown. **My mind is blown.** The last two days has been so successful for our Association. This virtual conference has been so far beyond what I thought was possible. It has been so engaging. And we have had so much interaction with chat and with questions, just so much engagement from the whole group."*



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*“There were more people at the virtual conference than usually come to the live conference by a bump of 25%. **So 25% more people were engaged in this conference.** So not only was it successful, there were more people for whom it was successful for! And spread out in areas that normally would have cost too much to attend.”*

And she's just going on and on while we're waiting to go on. And I say, *“Please continue, because this is amazing to hear.”*

And she says, *“I was wrong. I was a naysayer and I was wrong about it. I am so happy to say that having a professional Emcee and professional keynote makes all the difference and that you can do a virtual conference for two days and have it be wildly successful, more successful than you think it can be.”*

And it wasn't just the organizers who said this. All the way through the chat and the Q&A, all the way through the engagement metrics, we had people popping up and saying,

“I can't believe how amazing this conference is. I can't believe how successful it is. I can't believe how much I'm getting out of it.”

“I can't believe how much value there is. I can't believe how successful it is.”

Over and over and over again. People saying,

“This is the best conference.”

“This is the best virtual conference I've ever been to.”

“This is one of the best conferences I've been to.”

We'd love to talk with you about how to make your virtual events rise up to this type of power, to rise up to this type of engagement. We'd love to talk to you about how to make virtual work for you.

“Thank you Roger Haskett! You were phenomenal through and through and did an excellent job. It was an absolute pleasure working with you - you kept us flowing, kept everyone entertained and truly brought so much value to the conference!”

Mackenzie McLean, Executive Producer, Famous Last Words

“Wow - thanks for that Roger! You can bet I will vouch to have you as our Emcee next year!!”

Diane Mehalek, President, DCM Event Management