

Does your event need a "Let's Grab a Coffee" track?

Are you interested in providing a space for your event attendees to connect outside of your event tracks, but want to make sure it adds value?

Balance is important for any community ecosystem and it can be hard to navigate. Here are a few steps to get you started!

WHY?

Provide a dedicated space for non-track-focused conversation.

Allows your attendees to connect organically, just as they would at an in-person event.

Members can choose to participate based on their own interest and desire.

PROMOTION IDEAS

Host a casual virtual event for the community to draw people in.

Call out the group specifically in your welcome email template.

Have speakers mention it during live sessions or on their track community.



Higher Logic Strategic Services

Ideas

Tips and Tricks

Are you currently working from home, and what are your tips for success?



Generate a content calendar and plan daily touchpoints

Introductions



Introduce yourself! Share you you are, what you do, and a few of the things that are most relevant in relation to our virtual event? Don't forget the fun stuff too!

Recommendation Exchange



What podcasts are you listening to currently?

What books do you recommend for someone new to this field?

What do you do to keep fit when you can't make it to the gym?

Social Sharing: Share pictures!



The Pets of [SITE NAME]: Share a picture of your pet.

What's your set-up like? Share a picture of where you are while attending this event!

Speakers, VIPs, and staff can help nurture the community. Ask them to be the discussion host for a day.



Champion #1

I will sign up for July 2nd! My question: Calling all parents! I have recently started working from home due to COVID-19 and my kids are also home from school. How are you managing? Any tips in finding balance?

Champion #2

I will take July 14th! My question: I am interested in starting a special interest group for women in our field. Are you a member of a group or have you started one? What have been your favorite activities? Let's connect!



Champion #3

Can I have July 23rd? My question: I just celebrated my ten-year anniversary in our field. If I could go back in time, I would tell my younger self [X]. How about you?

TRACK NAME IDEAS

Break Room
Coffee Talk
Water Cooler
Lunch Break
Intermission
'EVENT NAME' Coffee Shop



Schedule a Virtual Lunch or Happy Hour



Host a panel discussion on a tangentially related issue



Get Moving session: host an exercise/yoqa/etc. session virtually

Host virtual opportunities for attendees to connect.