



Meetings, meetings, meetings! Annual conferences, board meetings, committee gatherings, and regional sessions are all critical components of association life. Organizers are challenged to simultaneously service the information needs of attendees, exhibitors, sponsors, and staff members. Attendees want to have ready access to the latest session and activities, and exhibitors and sponsors want great return on their investment.

It all starts with a meeting microsite providing the focal point for the event. And a microsite launched with a responsive design provides easy access to critical information across devices and leverages the organization's website and back-office resources. A microsite approach eliminates the dual support of a meeting app and can easily be updated to provide all audiences with real-time information.

Here are six ways our clients leverage their conference microsities:

1. Creative Agenda Displays

Some of our clients have complex agendas - so why just show them in one long list? Look at the agenda for the International Society for Pharmacoepidemiology's [34th annual ICPE meeting agenda](#). ICPE's clean, easy to view, 'agenda at a glance' provides detailed information for each of the 200 sessions with a simple click on the day and session.

2. User-selected Session Attendance

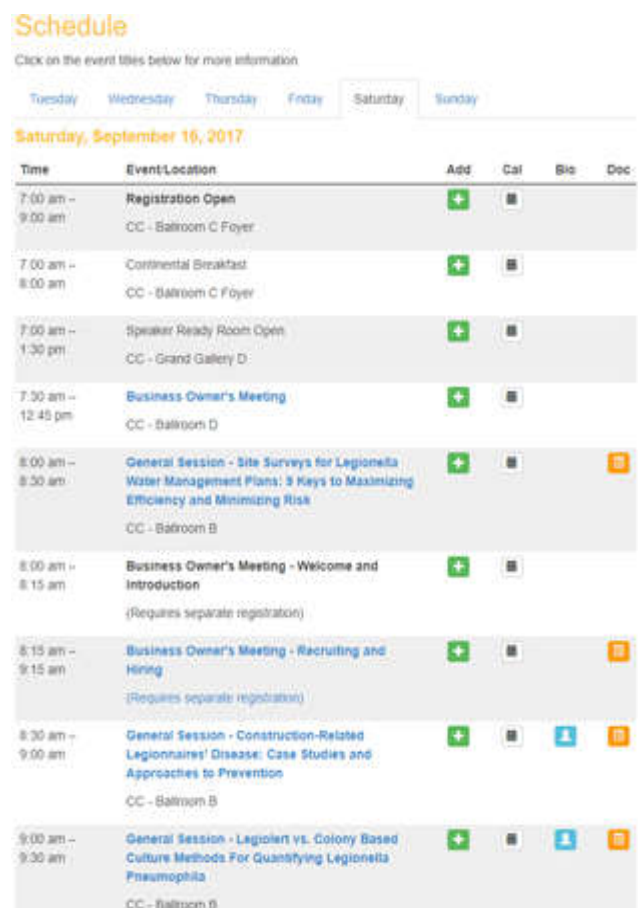
Our clients use Potomac Digitek-built systems to allow registrants to select the sessions they want to attend. It is a great tool for attendees as they always know what their schedule is and where they need to be. The client's meeting team can post room numbers, speaker bios, and other details as the conference unfolds.

3. Speakers Posting Their Own Bios and Handouts

Rather than chase speakers, our clients can provide a path for speakers to upload their bios and handouts themselves.

4. A Unified System – From Abstract Submission Through Schedule Creation

Our clients utilize our systems for end-to-end schedule creation: initial abstract submission, preliminary review, judging, approval, and scheduling. This saves significant up-front time and effort for our clients since everything needed for the scheduling process is consolidated in one place.



5. Exhibitor Showcase with Interactive Floor Plan

The annual meeting microsite for the Association of Water Technologies (AWT) includes an interactive [exhibitor floor plan](#). The floor plan is completely database-driven and is always up-to-date with the exhibitor-supplied data and logo.

6. 'My Conference' Puts It All at the Attendee's Fingertips

Attendees who want quick access to their session schedule, speaker bios, reports, or a list of who is attending can find it all in their 'My Conference' tool. Displayed on every conference page or accessed via separate URL, the tool provides easy access to real-time information across devices.

All of these features are available to desktop, laptop, tablet, or phone users. The data is always up-to-date and exactly the same no matter the type of device the attendee is using. There is no additional syncing, duplicate data, or unnecessary staff work involved in maintaining a separate conference app.

For an in-depth demo of any of these six features, contact me or your PODI Project Manager!

Other News and Notes

The **Association for Radiologic and Imaging Nursing (ARIN)** refreshed its website gaining a fresh look, new programming features, and new Content Management System functionality. Visit the new site: <http://arinursing.org>

International Nursing Association for Clinical Simulation and Learning (INACSL) just launched its updated site with new features and enhanced integration. With PODI-developed Single Sign-On, members can now move seamlessly between the website, the i4a back office, and the Elsevier-hosted professional journal. See their new site here: <https://inacsl.org>

New Conference Micro-site Launches:

- Head to Boston for the **Pension Real Estate Association's** Annual Institutional Investor Conference: <https://www.prea.org/fall2018/>
- The 31st Annual **Association of Insurance Compliance Professionals (AICP)** Conference is in Nashville this Fall. <https://www.aicp.net/2018conference/>

Single Sign-On Integrations:

- The PODI-hosted websites for **International Society for Pharmacoeconomics (ISPE)** and **Society for Radiation Oncology Administrators (SROA)** both recently launched Single Sign-On integrations with their Impexium back-office and HigherLogic communities.

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My Conference

Attendee: **John Doe**
Company: **ABC Financials, Inc.**

- Personal Agenda
- Workshop Sessions
- Workshop Presentations
- Speaker Bios
- Conference Committee Reports
- Survey

Attendees

- Companies Attending
- People Attending

Resources

- Hotel Floor Plan
- Hiking/Trail Guide
- Conference Planning Committee

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