

Quick Tips for a Safe & Sustainable Virtual Conference



Employee Wellness

- Make sure that your virtual booth staff gets a chance to take a break: coffee breaks, bathroom breaks – even a walk outside to get some fresh air. Give staff members the freedom to get away from their computers for a stretching break, or whatever they need to do to stay happy and healthy.
- Have a backup plan if one of your team members' WiFi drops, a camera stops working, or any other technical difficulties that arise. Also, make sure that everyone on your team has each other's contact information to alert your teammates if you're experiencing technical difficulties; that way you can make sure the virtual booth is always staffed.
- Staffing a virtual booth and talking to a computer screen to other people for hours on end can be physically and mentally exhausting. A small subscription to the Calm app, the Headspace app, or a similar resource might be an excellent way for employees to disconnect and recharge in order for them to be their best selves for the virtual conference.



Uploading Resources

- Design your uploaded resources to be easily viewed online or via a mobile device so that attendees do not feel a need to print the materials.
- Keep your files small for quick and easy downloading. Smaller files are also a more sustainable option as it saves streaming bandwidth and electricity.
- Reminder - .png preferred over .jpeg
- Reminder - .pdf preferred over .ppt
- Consider uploading podcasts instead of brochures. Encourage your attendees to plug in their earphones and go for a walk outside, all while listening and learning more about your product.
- To help your attendees get to know your company better and to stand out from the pack, upload your company's sustainability credentials as one of your resources.



Other Helpful Tips

- Remember to power down your computer when you're taking a break to reduce energy usage.
- If you decide to send a "thank you" gift to the attendees who scheduled a meeting with you or visited your booth, consider sending a virtual gift, such as an e-card/a subscription to online memberships to reduce shipping waste.
- If you decide to host a demo or a class, consider showing your attendees how to make a healthy meal or even something linked to mental health or fitness.