



2020 Virtual Simmons Leadership Conference

The Simmons Leadership Conference is considered to be the premier women's leadership conference in the world. Each year, 4,000 middle and senior-level women come from across the country and around the globe to be inspired, network and share a one-of-a-kind experience.

When it came time to decide whether to cancel or proceed with an all-virtual event, it came down to the attendee experience. "It was incredibly important that we were still maintaining a really empowering, really moving experience for anyone who attended," Kristen Palson, Vice President of Innovation and Custom Learning Solutions Simmons University Institute for Inclusive Leadership.

With everyone committed to the vision – and five weeks to pivot from the in-person program – the Projection team spearheaded the technological design of an event to match the Simmons' team vision. Leveraging VBrick as the virtual platform, WebEx Teams for audience engagement and Cisco for video conferencing hardware, attendees enjoyed an intimate, one-of-a-kind experience.

To facilitate engagement, the Simmons team created interaction hubs using WebEx Teams. Conversation channels empowered sponsors to share content, connect with guests and enable Keynote presenters and attendees to interact and continue the discussion.

"What we were going for is a one to one conversation, an intimacy that only a virtual event could have afforded us...and that made all the difference," said Palson.

For highlights of the virtual meeting, visit <https://leadership.simmons.edu/>

projection