



# An end-to-end virtual conference experience

## About

SES promotes the development and strengthening of the interfaces between various disciplines in engineering, sciences, mathematics, and related fields.

## Goals

To launch the inaugural SES Virtual Technical Meeting by providing a virtual conference platform to host live sessions and disseminate all conference content and proceedings.

## Our approach

Use Morressier's virtual conference platform and interactive tools to stream, manage, and disseminate all conference content and proceedings.



## The Challenge

Due to the COVID-19 pandemic, SES needed to transform their annual meeting in a fully-virtual format for the very first time, all within a short timeframe and strict budget. Before engaging Morressier's services, SES had only hosted conferences in an offline format and both delegates and organizers were unfamiliar with a virtual conference experience. As such, SES required a virtual conference platform and conference content workflow solution that was quick to implement, easy to navigate, and that fostered attendee engagement and interaction.

*We were highly impressed by the level of support and professionalism that the Morressier team provided. They were with us every step of the way to ensure the SES Virtual Technical Meeting was a success, giving us all the tools we needed to pivot to a highly engaging and educational virtual format. We would definitely consider working with Morressier again in the future.*

Dr. Hanqing Jiang, SES Virtual Technical Meeting organizer







## The Solution

SES engaged Morressier's software solutions to support the SES Virtual Technical Meeting from beginning to end. SES used Morressier's workflow tools to manage the abstract and document submission process and virtual conference platform to host live streamed sessions, pre-recorded presentations, interactive features, and a conference content library. The three-day conference featured both live and pre-recorded presentations running in parallel, including an active Q&A section under each session where attendees could interact with presenters.

Morressier's dedicated customer success team provided conference organizers and presenters with individual onboarding sessions to ensure they were familiar with the platform and had the correct technical setup prior to the event. The team was on hand throughout the entire live conference and acted as hosts for the backstage speakers lounge, where presenters could come together and interact before their session. All conference content was displayed on a dedicated library both before and after the event, increasing conference longevity for SES.

## By the numbers



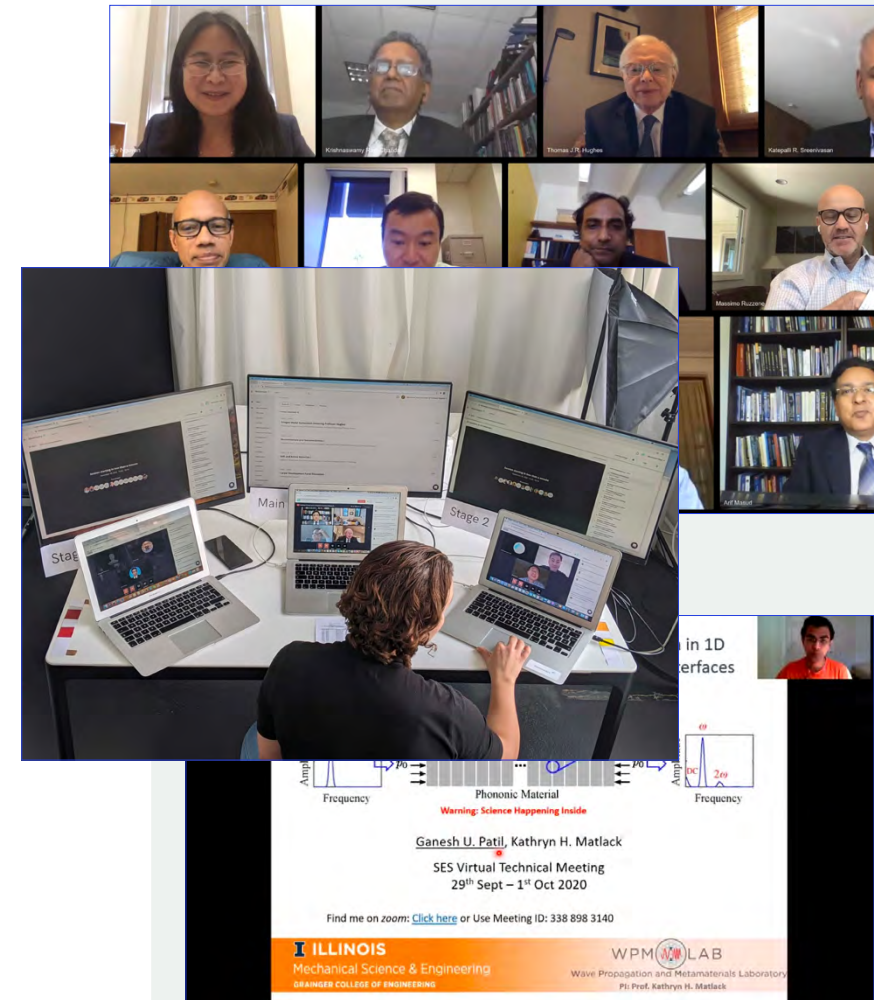
**20%**  
more registrations  
than anticipated



**99%**  
of submissions  
completed



**75%**  
of submissions included  
a video presentation



## Results

### ***New virtual interaction opportunities***

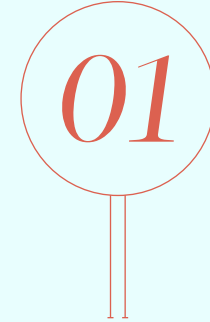
Delegates reacted positively to the virtual conference, despite it being a completely new format. Speakers benefited from an informal backstage area, where they could network with their peers and prepare for their session.

### ***A boost in engagement***

Attendees asked dozens of questions in the Q&A section and interacted over 1,500 times with close to 500 conference documents throughout the three-day conference.

### ***A tailor-made conference experience***

By making conference posters and presentations accessible both before and after the event, delegates enjoyed more flexibility when planning their conference experience. They were able to revisit research and absorb information in their own time.



The SES Virtual Technical Meeting was launched in a very short timeframe, resulting in a 20% increase in registrations and over 90% completed submissions

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Presenters interacted in a dedicated backstage area and attendees could ask questions in the lively Q&A section

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Fully-fledged support from Morressier's dedicated Customer Success team throughout the entire conference



**Morressier**

Virtual and hybrid conference solutions that significantly increase content engagement and add new revenue streams – learn more about how your organization can benefit from Morressier's support.