

# The 2020 IBI / Conference Board Virtual Annual Health and Productivity Forum

September 14-18, 2020

While face-to-face has been very successful for many years, this short-term transition to digital-only has a lot of benefits – the most significant being that we’ll know specifically who attends your session, how long they engage, what questions they ask, how they engage in your virtual exhibit room – all with substantial reporting capabilities, which will be shared. We’ve seen drastically increased attendance at the events and webinars we’ve been running virtually and we anticipate this virtual Annual Forum will attract many more attendees than we’d be able to accommodate on-site.

The event will begin at 1 pm ET, Monday Sept 14 and conclude Friday, Sept 18 at 2.30 pm ET. We will run sessions 3 times a day:

11 – 11.50 am ET, with a live exhibition from 11.50 am – 12.30 pm ET

1 – 1.50 pm ET, with a live exhibition from 1.50 – 2.30 pm ET

3 – 3.50 pm ET, with a live exhibition from 3.50 – 4.30 pm ET

This format and schedule provides attendees with a significant amount of content, but without an overwhelming daily schedule. We will run concurrent sessions in most time slots on topics that do not overlap in terms of content. Sessions will be available on-demand until October to give all attendees the chance to view as many sessions as they choose.

## About the Annual Forum

### ***Theme: The Whole is Bigger than the Sum of the Parts: Connecting Health, Wellbeing, Care, Productivity and Business Performance***

Employers and their partners have spent decades equating the value of health with the costs of healthcare. We now know, of course, that to both employees and employers alike, the value of health encompasses far more – the ability to attend work, be paid a full wage, perform highly and contribute to the success of the business. The IBI-Conference Board Health & Productivity Forum will address the more holistic value proposition for health and wellbeing, and how all the various program components contribute to it and align the interests of employees and employers in a new framework. Key topics areas:

- **Engaging Senior Leaders in Health as Business Strategy:** How can we better demonstrate the impact of health and wellbeing for our senior leaders so that is integrated into our business strategy? What are they operational measures to which they pay attention and how can they be brought into program evaluation?
- **Health and Wellbeing:** How well are our health and wellbeing programs working beyond their impact on medical costs? How does poor health influence the ability of employees to attend work and do their jobs?
- **Medical and Pharmacy Plan Design and Care:** How are health plan working to influence employee incentives to become better health-care consumers? How well are designs connected to our other programs in a holistic way? How can unintended consequences be brought into the analysis of their impact?

- **Absence, disability and productivity:** Does our health plan strategy effectively address the top drivers of illness-related lost productivity? What are strategies to help employees return to work and be productive?
- **Data, metrics and reporting:** What are the data and metrics that are critical for employers to understand the total cost of health? What are effective strategies for vendor partnerships?

## Sponsorship Packages

### *Session Sponsor\**

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- One concurrent session speaking slot (employer co-presenter required -- sponsor presenter limited to 10 minutes). Session must focus on data and results
- Virtual exhibition area during entirety of event, with a 40-minute “live” exhibit directly following presentation. Site to be customized with company logo, choice of background color, video in media player, powerpoint upload, up to 10 resources listed (whitepapers, pdf documents, collateral, etc.), ability for attendees to email you directly and giveaway functionality
- 10 all-access staff passes
- Unlimited complimentary passes for employer clients/prospects, not applicable to vendors, consultants, salespeople or staff
- Weekly attendee list updates including company name only / name, title and company name only (weekly list will not be sent until contract is signed)
- Receipt of conference attendee list with complete contact information after the conference
- Receipt of attendee list to your live session including specific information about the time each attendee spends in your session, questions they submit and how long they spend in the session. The same information will be provided for your session accessed on demand and your exhibition
- Receipt of list of all attendees that visit your exhibition including what they download
- Company name and logo on cover of conference brochure, on conference website with link, in final agenda and in conference app
- Additional staff passes are available at \$495 each

*\*Contingent on topic review and approval.*

Price: \$19,995

### *Virtual Exhibition Sponsor*

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- Virtual exhibition area during entirety of event. Site to be customized with company logo, choice of background color, video in media player, powerpoint upload, up to 10 resources listed (whitepapers, pdf documents, collateral, etc.), ability for attendees to email you directly and giveaway functionality
- Receipt of conference attendee list with complete contact information after the conference
- 5 all-access staff passes to conference

- Unlimited complimentary passes for employer clients/prospects (not applicable to vendors, consultants, salespeople or staff)
- Event site to be accessible through end of November
- Weekly attendee list updates including company name only / name, title and company name only (weekly list will not be sent until contract is signed)
- Receipt of list of all attendees that visit your exhibition including what they download and questions they submit
- Company name and logo on cover of conference brochure, on conference website with link, in final agenda and in conference app
- Additional staff passes are available at \$495 each

*Price: \$4,995*

## **Benefits of The Conference Board's Virtual Platform**

### **Pre-event:**

- Your session will be promoted multiple times to the entire list of registrants
- Conference app will go live 1 week before start date including sponsor section with contact info and links, ability to reach out to attendees via the meeting matcher functionality
- Platform will be opened up prior to the event so attendees can access your exhibition

### **During your session:**

- Multiple engagement tools for the attendees to interact with your content (Q&A, polls, survey, group chat, etc.) which will capture attendee interest and intent and provide you with the ability to effectively score leads to prioritize follow-up
- Interface can be customized with your logo, colors, etc.
- Ability to incorporate video, music and polling within presentations
- All sessions will be hosted and managed by an IBI or Conference Board moderator enabling your presenters to focus on content and interaction with attendees
- The number of attendees per session is unlimited – we anticipate there will be many more attendees in each session than would be possible at a face-to-face conference
- Ability to offer downloads (company collateral, white papers, etc.) and gifts, and track who downloads / signs up directly in your live session interface
- Session will be viewable live on our virtual platform as well as in the conference app

### **After your session:**

- Intelligence gathering: We'll send you a list (with full contact information) of the attendees in your session (both live and on-demand versions), a report of the Q&A including attribution, how long each attendee was engaged and what resources they downloaded
- Your presentation will be archived and available on-demand to all attendees after it runs and promoted to the conference registrants that didn't view it
- On-going promotion: We will continue to promote the on-demand access to sessions and exhibit information to attendees after the event runs, through November

- You will be able to access the recording of your session
- We will invite attendees to the virtual “exhibit hall”, where you can run live demos or arrange one-on-one meetings

**Additional benefits / features:**

- Ability to record your session in advance in case there are potential connection issues, anticipated background noise / distractions. Your presenters can log-in to the session as it runs “live” and interact with attendees by engaging in Q&A throughout the session. This is called a “simulive” sessions – the attendees will not know it was pre-recorded
- Meeting matcher functionality connecting you with potential clients
- Elimination of travel and shipping expenses, exhibit set up fees, etc.
- Virtual exhibit will be open and available starting before the conference and on our platform through August. While you have the option to have “live” exhibit hours, the platform doesn’t require it. You’ll be able to place resources, showcase additional, related content including videos, PDFs, whitepapers, blog posts and more

**FOR MORE DETAILS:**

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