



## The Breakdown Of A Successful Online Conference

Before live in-person conferences ceased to be doable, Dust Safety Science's Chris Cloney put together and ran his own online conference. It was a wonderful success, the details of which he was kind enough to share with us.

### **The participants:**

Experts/speakers, facility owners, facility operators, health safety managers from 25 countries and 12 time zones were at the event.

### **Source of funding:**

In this case, everyone paid. The attendees paid to access the conference, and the more than 40 speakers paid a higher price to be in front of the audience.

### **Timeframe and coverage:**

The event ran for four days, in the last week of February 2020. During that time, they had 52 presentations - three hour-long keynotes and two half-hour presentations by Chris, and 47 talks given by the other speakers. A day would run for eight hours, with an hour-long lunch break.

### **Platform used to house the conference:**

The webinars were all ran through Zoom, however the whole platform was built on 10XPRO. Chris considered many academic platforms in the course of planning the conference - for lack of demos, and because he had heard John Lint on the Super-FastBusiness podcast, he tried 10XPRO. Within half an hour he was able to mock up his event, and saw that he could potentially condense a five-year business plan into six to eight months' time. As he continued to use 10XPRO, he was impressed by the ease of use and simple integration with payment and email solutions.

### **The ongoing model:**

Everyone that attended the online conference was given six months' access to Dust Safety Academy, a membership which contains monthly trainings, monthly ask-me-anything sessions, and input from experts from around the world, all being arranged in 10XPRO. To date, Chris's business is still getting sales from people wanting to catch the replays of the online event.

### **The marketing community support:**

The first sales page Chris set up for his event was modeled after that of existing ac-



ademic conferences. He quickly found out it was no good, converting at 0.02, 0.03 percent, not nearly enough to get the number of attendees they needed. With feedback from the SuperFastBusiness forum, he made a more online-marketing-based sales page, with video modeled after that of SuperFastBusiness Live. That page converted at 5 to 8 percent. Chris continued to submit mockups to the community and receive helpful suggestions over the development of his virtual conference.

### **The outcome:**

Chris's event went off flawlessly, and brought in some substantial revenue, a good chunk of which was profit. Without being specific, he has said it's enough to see his team through the next half-year of developing the rest of their business model.

Since March's worldwide changes, sizable companies have been contacting Chris wanting to know how he ran the conference. With live gatherings off the table, they want to run their annual conferences virtually. Other people have emailed seeking online training for their employees. The world is shaped differently now, and Chris has gotten a head start in the new space.

### **Conclusion:**

Virtual conferences not only work, they are the medium of choice now. It pays to be savvy, not just with the online space, but with marketing expertise - if not your own, then that of others. And it pays to have the right tools. 10XPRO, for instance, puts endless course, membership and streaming options within the reach of your vision with just a click.

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