

## KAI Virtual Event Management Capabilities

Kauffman & Associates, Inc. (KAI) is a 100% minority- and woman-owned small business founded in 1990, with offices in Spokane, WA, and Seattle, WA, and virtual staff throughout the country, including Washington, DC. KAI provides high-quality meeting and event planning, communications, research and evaluation, training and technical assistance, and organizational transformation services to federal, state, tribal, and local governments; nonprofits and private organizations; and tribal entities.

KAI offers end-to-end virtual event management for government agencies, corporations, nonprofits, and community groups. Our meetings and event planning (MEP) team brings expert-level knowledge of the most dynamic virtual conferencing platforms, resulting in technically sound and professional event experiences. We use a refined project management approach to support clients with platform selection, live technical support, strategy development, speaker and content management, registration configuration, reporting, and much more. Based upon client needs, we can produce seamless virtual meetings, webinars, conferences, and exhibit halls.

### Webinars vs. Virtual Meetings vs. Virtual Conferences — What Are the Differences?



**Webinars:** Speaker(s) present to an audience. This format is ideal for seminars, panels, & product rollouts. Audiences typically range in size from 10–1,000.



**Virtual Meetings:** Collaborative, online convenings for small groups (fewer than 50) where all participants have equal participation privileges within a session. This platform is suitable for team collaborations, working groups, and open-forum discussions.



**Virtual Conferences:** An interactive, online convening that allows participants to access keynotes, breakout sessions, downloadable resources, and networking opportunities. They can also include a virtual exhibit hall, where company representatives share resources and interact with attendees.

KAI's suite of virtual conferencing platforms allows for scheduling, hosting, and recording of online meetings and webinars. Each platform uniquely supports audience engagement activities with features such as custom registration, Q&A, polling, gamification, document/video sharing, breakout rooms, closed captioning, and more! Post-production deliverables include tailored reporting, attendee feedback compilation, and production of 508-compliant session recording files. KAI offers expert virtual event management using the following video conferencing platforms:



Adobe® Connect™

- Highly customizable and interactive
- Tailored layouts and branding options
- Approved for use by many government agencies and educational institutions
- Up to 1,000 participants
- Up to 6 presenters can simultaneously share webcams



- Widely known and easy to use.
- Practical engagement tools and reporting capabilities
- Includes webinar and meeting setups
- Up to 1,000 participants
- Up to 100 panelists can simultaneously share webcams



GoToMeeting

- Straightforward with turnkey participation processes
- Easy to navigate control panels
- Up to 250 meeting participants
- Up to 25 live web cameras



# Large Conferences and Events

KAI has hosted large virtual events, including the Office of the National Coordinator for Health Information Technology's (ONC's) ONC Tech Forum, which included more than 2,000 attendees, and the Centers for Medicare & Medicaid Services (CMS) Tribal Technical Advisory Group (TTAG) Meetings.

Virtual conferences and exhibit halls offer a convenient and savvy alternative to in-person conferences, often at a cheaper price tag and with increased audience accessibility. At KAI, our team has worked to transform virtual conferences into memorable and interactive experiences, suiting participants at every technological skill level.

Having successfully managed virtual conferences with 2,000+ attendees, 20 concurrent sessions, networking activities, and bustling exhibit halls, the KAI team has the know-how to execute simple to complex virtual agendas with seamless delivery.

Though a virtual experience is different from that of an in-person conference, KAI's MEP team ensures that those differences are superior and effective for the organization, attendees, and stakeholders alike.

**Interactive and Customizable Virtual Event Environments**



**High-Touch Exhibitor Experiences with Measurable Impact**

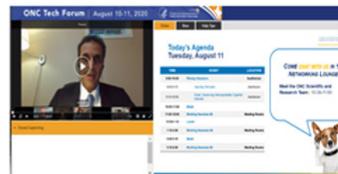
**Custom Reporting & Metrics**



**Speaker/Panelist Portals**



**On-Demand Session Library**  
*(post event)*



**Jennifer Gillissen, BS, CMP, CGMP**  
**Vice President for Meeting and Event Planning**  
**(509) 747-4994**  
jennifer.gillissen@kauffmaninc.com



**Kauffman & Associates**  
INCORPORATED

Since 1990

**Spokane, WA**  
**(509) 747-4994**

**Washington, DC**  
**(301) 588-6800**

**Seattle, WA**  
**(509) 747-4994**

**Kamiah, ID**  
**(509) 747-4994**

[www.kauffmaninc.com](http://www.kauffmaninc.com)

## We Do Work That Matters

Since 1990, Kauffman & Associates, Inc. (KAI) has provided high-quality professional services in public health, education, and economic development. KAI, a minority- and woman-owned professional services firm, works closely with federal, tribal, state, and regional governments, as well as associations, foundations, and private-sector businesses.