

Case Study

Inclusive Development Hybrid Conference 2022

A new kind of convening

Hybrid conference utilizing a cutting-edge platform to go beyond the livestream to connect in-person and virtual participants in meaningful ways.

INCLUSIVE DEVELOPMENT

A Healthy, Prosperous, & Resilient Planet for All

2022 ANNUAL CONFERENCE

Tags: *Virtual event platform, livestream, hybrid event, pop-up studio, virtual exhibit hall, networking, conference services*

About the Client

SID-US (formerly SID-Washington), a US-based 501(c)3, is the largest and most active chapter of [the Society for International Development \(SID\)](#), an international network founded in 1957 to serve as a global forum dedicated to sustainable economic, social, and political development.

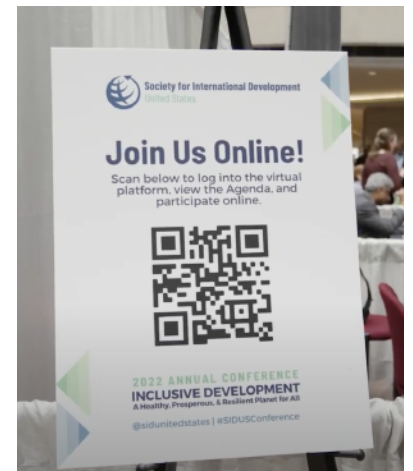


sid-us.org

Defining the Solution

The SID-US Annual Conference has been a tradition for development professionals for over 25 years. In 2020 and 2021, SID-US hosted the conference virtually, opening the doors to a wide community of international participants. In 2022, SID-US partnered with TechChange to synthesize the virtual and in-person offerings into the organization's first ever hybrid conference.

TechChange provided a customized online platform and on-site production services to host live-streamed presentations, workshop sessions, and in-person and virtual networking events, facilitating learning and connection between conference attendees from DC to Bangalore.



Services Used

Virtual Event Platform


Custom Event Branding


Hybrid Event services


Exhibit Hall


Pop-up Studio

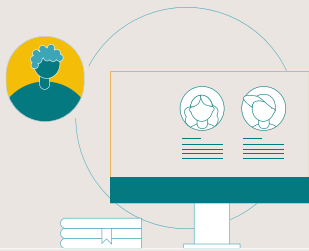
Quick Stats

 8.5 Hours of Content and
4 Networking Sessions

 832 Virtual participants from
68 Countries

 4009 Virtual Event Attendances*

 84% Participants Rating Conference
as Excellent or Great



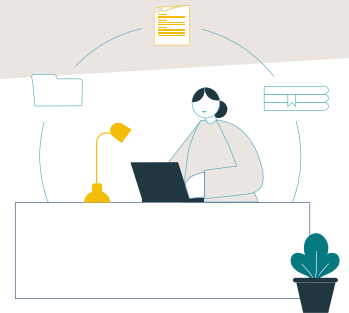
The walk around the exhibit hall meeting the different organizations was great! I felt the energy of the conference.

Virtual participant



Hybrid is hard and this was very well-done. Exceptional job developing and executing a conference that was really 2 conferences in one!

In-person participant



Collaboration with TechChange

SID-US wanted to deliver an impactful experience with a “wow factor” for both in-person and virtual attendees of their conference. TechChange worked with the Organizing Committee to explore innovative approaches to hybrid event delivery beyond a hum-drum live stream.

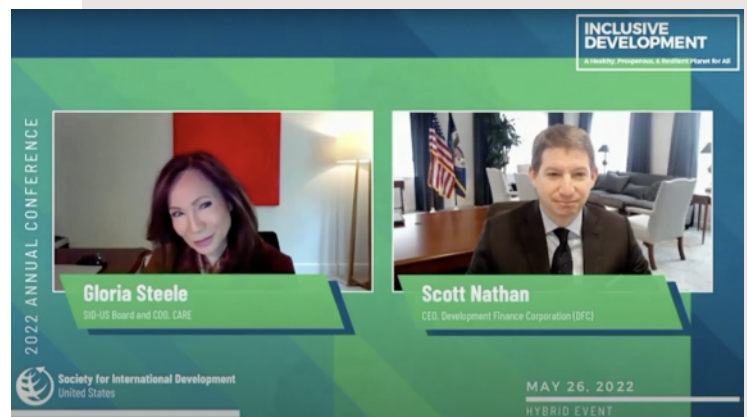
All in-person content was available to virtual attendees, who also had access to an additional twenty-four prerecorded breakout sessions. Onsite exhibitors sharing information about their services and recruitment also had virtual ‘booths’ in an online exhibit hall. In addition to networking hours in-person, online networking was available using the Social Hour platform, where attendees could sit at virtual ‘tables’ to talk to one another. The TechChange team helped to ideate and then execute the SID-US team’s vision with appropriate tools.



*Event attendance refers to the number of times a participant accessed a virtual session.

Virtual Event Platform and Expert Onsite Production

TechChange customized a virtual event platform with SID-US branding to livestream all content and host a variety of pre-recorded sessions. After logging into the platform, participants could add their location and integrate their social media platforms. They could also make video calls, send messages, or join online forum discussions. TechChange moderators supported users with any technical issues and zero security breaches were reported.



The team also provided vital onsite support. TechChange leadership and technical staff joined the SID-US team and venue A/V team at the USAID Ronald Reagan building to ensure high-quality production and seamless coordination between physical and virtual elements. TechChange CEO Nick Martin conducted “after action” interviews with speakers and luminaries in the Hallway Studio, which were broadcast to virtual participants to share in the buzzing energy of the day.

Inclusive Convening for Inclusive Development



The global pandemic took away many opportunities for connection and community, but it created an increased appetite for virtual convening and the accessibility that allows. The theme of the SID-US conference was “Inclusive Development: a Healthy, Prosperous & Resilient Planet for All.” The innovative hybrid model of the conference matched the theme of inclusivity: 832 attendees from 68 countries were able to join in the conversation, fully participating in the conference from plenary sessions to online discussion boards.

SID’s decision to go beyond the livestream and tap the power of TechChange’s platform empowered the organization to deliver an impactful experience to all attendees, regardless of location or mode of access.



For more information, contact us at: info@techchange.org