



# CUSTOMER SUCCESS STORIES

GTOT Tracks CE Credits for Virtual  
Seminar with Creative Passphrase Game

FEBRUARY 2021 EVENT: "GOVERNMENT TREASURERS ORGANIZATION  
OF TEXAS WINTER SEMINAR" VIRTUAL CONFERENCE

## ORGANIZATION

The Government Treasurers' Organization of Texas (GTOT) supports the professional development of government treasurers in Texas.

## GOALS

- Education and engagement
- Networking

## ATTENDEES

Texas-based government treasurers.

## VIRTUAL EVENT TECH STACK

1

Event Space

2

GoLive! Production Services

# PLANNING THE EVENT

When Emily Cook, Office Manager at the University of North Texas' Center for Public Management was asked to run their Winter Seminar event virtually, she opted to use EventMobi's Event Space. Having used the mobile event app in previous years, she was familiar with the back-end and knew that they could get up and running quickly. Her main challenge, however, was coming up with a virtual mechanism to track and report continuing education (CE) credit hours.

"To track engagement with materials to award CE credits, participants have to be actively engaged with the training materials. So we needed a way to monitor that people are paying attention".



Emily Cook,  
Office Manager at the  
University of North Texas'  
Center for Public Management



# LEADING UP TO THE EVENT

Emily chose to use EventMobi's live stream to broadcast speaker sessions, and kept it simple with just one conference track. Her speakers had the option to pre-record sessions, but most decided to go live because they wanted to include up-to-the-minute economic data in their presentations.

Leading up to the event, Emily and the EventMobi team stayed aligned with Gantt charts, spreadsheets and checklists. For those who are running a virtual event for the first time, she recommended, "Partner with an experienced event technology company who knows events. I have a checklist that I have been refining for years for in-person events, but for virtual, I did not know what kind of timeframe we would need for anything. And it really helped to have that support."

On the design side EventMobi designer Paige created motion graphics to jazz up the slides showing on the break, and lend a cohesive look to the whole seminar. This design incorporated logo loops, highlighting key sponsors.

All Emily's proactive planning and organization paid off, as Texas was hit with a polar vortex just days before the event. The planner was relieved that their event was virtual, and that she was able to depend on a reliable platform.



“It ended up being especially beneficial working with EventMobi, since the whole state was incapacitated the week before our conference. It was key to be able to depend on an outside server since we didn’t know if ours would be back online prior to the start of the seminar.”

Emily Cook, Office Manager, University of North  
Texas’ Center for Public Management

# THE BIG DAY

To track participation for CE credits, EventMobi producer Ryan created a news-style ticker at the bottom of the screen, featuring fun, Texas-themed passphrases for each presentation, like “Dr. Pepper and Chickosticks” and “Marfa Lights”. Participants were tested on passphrases via surveys, to ensure they were paying attention. “Most of our attendees are from Texas,” Emily explained, “so they loved the Texas pop culture references -- it made it fun for them and it sparked conversation in the chat.”

The planner recommends personalizing the event to your audience as much as possible. She had put together a playlist of Texas-born artists, which added to the theme.

Thinking back to the first day of the seminar, Emily shared her appreciation for the support of the EventMobi production team “This was the first virtual event for some attendees, and my phone, email and chat were exploding with questions. It would have been impossible to field all of those queries without Ryan’s help”.

## EVENT SPACE HIGHLIGHTS



### LIVE STREAM BROADCASTS

To showcase keynotes, updates on banking and related services, economic outlooks and training sessions.



### INTERACTIVE BREAKOUT ROOMS

To give sponsors an opportunity to have individual video discussions with attendees in their virtual sponsor booths.



### LIVE POLLING

To input questions that were live-pollled during different sessions.

## LOOKING TO TRACK AND MEASURE CE CREDIT PARTICIPATION?

Learn how EventMobi has simplified tracking event engagement with comprehensive analytics.

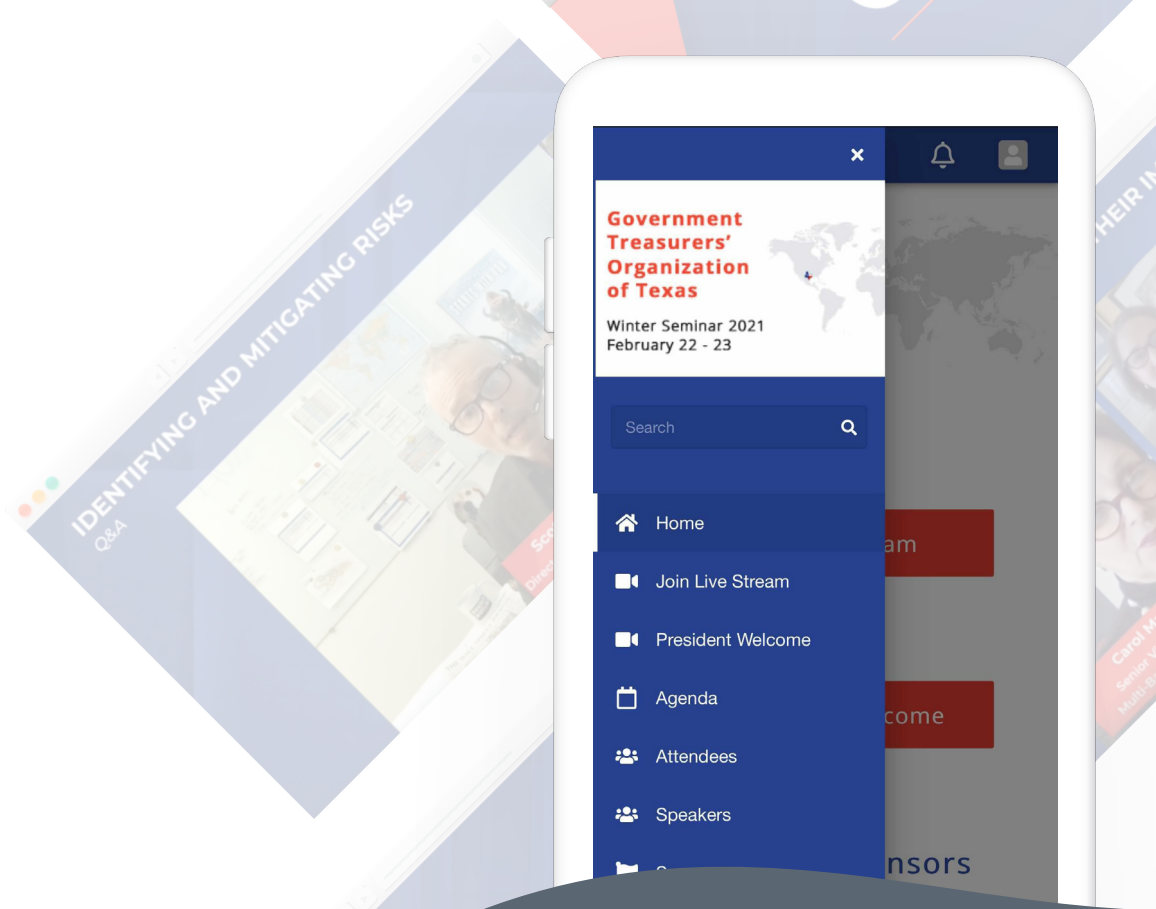
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# MEASURING EVENT SUCCESS

Overall, Emily and her team were really pleased with how well the event ran. “We did a lot of prep work and it paid off.” Their passphrase game saw 80% participation and the event was exceptionally well-received by attendees. Emily shared “We heard that it was the best virtual conference that anybody had been to. The speakers especially appreciated the green room; and I appreciated Ryan and his 8 screens managing it!”

“Lori was very accommodating in all aspects. In addition to our weekly planning meetings, she held sessions for the speakers and sponsors so they could understand the virtual Event Space from the attendee point of view. Her debriefing report included all the successes and challenges that our Board of Directors had discussed internally. I am pleased that her perception of the event aligned exactly with our views.”



Lori D'Agostino,  
Event Success Manager

LOOKING FOR  
PRODUCTION SUPPORT  
ON THE BIG DAY?

Learn more about EventMobi's  
GoLive Production Services.

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EVENT PLATFORM IN ACTION?

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