





# A Tale of Two Seminars

with Apologies to Charles Dickens

MGC was about the launch its 2020 Seminar Origins & Destinations when the outbreak of COVID-19 became a pandemic. Instead of just cancelling, MGC successfully virtualized its seminar in three weeks to the amazement of those planning team and gratitude of everyone who participated!

	In Person	Virtual
<b>Title</b>	2020 MGC Seminar Origins & Destinations	MGC 2020 Seminar: Origins & Destination Virtual Seminar
<b>Dates</b>	April 4-5, 2020	April 4-5, 2020 plus All of April
<b>Venue</b>	UMass Lowell Inn & Conference Center Lowell, Mass National Historic Park – Lowell Tsongas Industrial History Center	On-line via Zoom
<b>Branding</b>		
<b>Tag Line</b>	---	“Originate Where You Originate!”
<b>Hash Tags</b>	#ORIGINS2020MGC	#ORIGINS2020MGC
<b>Costs</b>	\$85 / day; total \$175	\$42.50 for everything
<b>Structure</b>	3 tracks / day; 4 sessions per track	7 themes centered around session content
<b># Speakers</b>	21	18 (3 dropped out)
<b>Access to Speakers</b>	Only after sessions	7 online chats to answer questions posed in advance or through Zoom Chats
<b># Sessions</b>	21 in-person sessions	18 pre-recorded sessions
<b>Attendee access to Sessions</b>	Max 12 sessions; conflicting sessions	Access to all sessions

	In Person	Virtual
<b>Keynote speakers</b>	April 4: Richard Howe April 5: Mill Girl presentation by NPS attendees	April 4: Richard Howe (online chat) April 5: Michael Leclerc (online chat)
<b>Technologies</b>	Wix (Website) Constant b(mailing) Eventbrite MS Office Acrobat Pro DC Social Media (Facebook, Twitter)	Wix (Website) Constant Contact (mailing) Eventbrite MS Office Acrobat Pro DC Social Media (Facebook, Twitter) Vimeo Zoom DropBox Google Forms Microsoft Video Editor
<b>Communication Strategies</b>	Email blasts Social media announcements	Email blasts Extensive use of social media postings to announcing the transition Periodic announcements during April to keep the seminar visible
<b>Implementation Timeline</b>	1 ½ years	21 days
<b>Door Prizes</b>	Several, drawing from buckets into which attendees has placed their tickets	Same prizes; attendees selected the prizes they would like to win via email blast; winners chosen randomly through Excel
<b>Syllabus</b>	Printed and electronic	Electronic only
<b>Exhibitors</b>	Available at venue	---
<b>Evaluation</b>	Paper evaluations at end of each day	Electronic in mid April
<b>Financial Impact</b>	Anticipated loss of up to \$24.5K	Actual profit of over \$11K

MGC turned what was the worst of times with the worst prospects into the best of times for everyone—speakers, attendees, supporters, and MGC itself.

Stay tuned for 2022—who know what we’ll accomplish then.