

## ASAC PRESIDENT'S MESSAGE



**Monday, January 25, 2021**

Good morning! It is the week of January 25, 2021 and we are a month away from 2021 SUBStrong, Building Your Bottom Line, February 24-26. Because SUBStrong is a virtual 3-day conference and expo, I want to talk about how to get the most out of a virtual meeting or conference.

Likely you are more comfortable with a virtual event than you were a year ago. When in person meetings and gatherings were halted in March 2020 we were forced, yes forced, to explore alternatives. After all, communication is the lifeblood of our industry and of our lives.

Zoom became a household name, not unlike Uber a few years before, that now refers to ride sharing in general. No matter the platform, we refer to digital meetings as a zoom meeting. I will offer a definition; *a zoom meeting is a meeting of two or more persons in a virtual environment that usually requires an internet connection with audio and video capabilities.* Sounds futuristic and it is a bit, only it is happening now, today!

I know you are planning to attend 2021 SUBStrong and are maybe a little hesitant in thinking of a 3-day virtual event. Me too. Let me share what I have learned about getting the most out of a virtual conference.

1. **Block off your calendar.** If you were going to be away from the office at a conference center, you would have your out of office message up on your email and would be present at the event. (Okay, maybe you would check in a little between sessions, but you would try hard not to!) Just because your office is now your living room and you will be attending the conference from there does not mean you should not put the same boundary on it.
2. **Review the schedule and decide what sessions you want to attend.** You will want to be ready to head into the right session when the time comes; you do not want to miss the start of a session because you were reading the descriptions just as the session began.
3. **Log in early and stay logged in.** The platform for SUBStrong is easy, register and you will receive the log in link. The link is good for all 3 days and from a single click you can join from your phone, tablet, lap top or desktop. Once you are logged in you can then click on the schedule and join a roundtable, workshop, education session, keynote or any SUBStrong activity.
4. **Take notes and download all the resources provided.**
5. **Attend the networking.** For some virtual networking is easier than in person, check it out.

And in closing, #6 covers the perks of attending a virtual conference.

6. **Get (and stay) comfy!** Enjoy the best aspects of a virtual conferences:
  - a. You can attend the entire conference in your pajamas.
  - b. You already know where the bathroom is.
  - c. You do not have to worry about finding a good seat.
  - d. You know what to expect when it comes to room temperature.
  - e. You have access to all the snacks you want.
  - f. You can invite your pet to attend with you.

Make it a good week my friends!

