

VA-REA Virtual Value Innovation: Increasing Alliance Value while Reducing Costs

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May 21, 2020

After a great series of events in 2019 and growth in membership, VA-REA came into 2020 with a new Executive Director, a global pandemic, and a priority set to implement new and innovative ways to add member value by:

- increasing engagement; and
- identifying new strategies to enhance our digital presence.

As the Alliance grows in membership and capacity, we remain cognizant that our members greatly look forward to connecting and networking. VA-REA's Value Innovation framework will continue to create spaces where we can collaborate and leverage the diverse interests and market knowledge of our members, adding value to members while reducing costs

Adding Value by creating new ways for interactive and on-going engagement; increased access to content; and

Reducing Costs: transportation, lodging, food, time, facility rentals

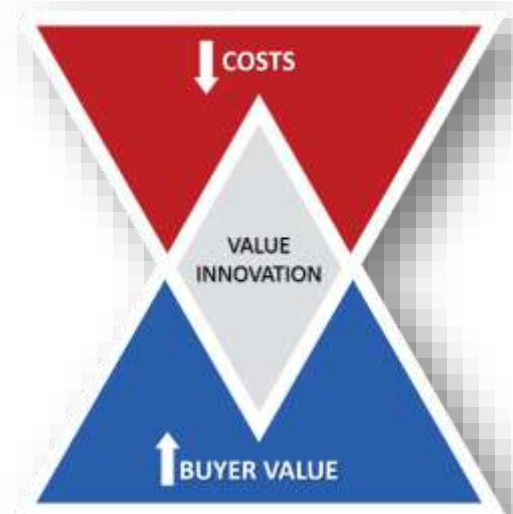


Figure 1: Kim and Mauborgne, (2005). Blue Ocean Strategy.

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VA-REA has applied a purposeful, consistent, and diligent methodology to select the best virtual platforms to ensure all VA-REA operations can continue as planned in a virtual setting. VA-REA has slated all remaining 2020 events to be Virtual — with some flexibility for hybrid events pending public health recommendations — using digital tools to facilitate all events this year.

We are excited to be launching new approaches as VA-REA is going virtual to bring members and guests a seamless transition to a virtual space for all events that will transfer the same benefits of in-person events and taking it one step further to ensure VA-REA events will offer:

1. Efficient **registration** and **attendee profile management**
2. Multiple simultaneous **breakout sessions** and presentations
3. **Archiving and access** to recordings and presentations
4. **Interactive** experience with games, polls, community forums
5. **Ongoing networking** — pre, post, and in-event — using attendee profiles
6. **Fun Breaks** (virtual coffee, stretch, lunch, and virtual receptions)
7. **Sponsor** banners, notifications, exhibitions, and live stream rooms
8. **Co-host and partner** ease of use



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JUNE 30

LEAD SERIES CONFERENCE 1:

General Assembly Debrief and Policy Update

TUES. JUNE 30, 2020 | 1:00 - 3:00 PM

AUG 11

LEAD SERIES CONFERENCE 2:

Renewable Energy in the Public Sector

TUES. AUG 11, 2020 | 1:00 - 3:00 PM

OCT 21-22

Second Annual

VIRGINIA CLEAN ENERGY SUMMIT

OCT 21-22, 2020 | 2-DAY VIRTUAL

DEC 8

ANNUAL MEMBERS MEETING

TUES. DEC 8, 2020 | 1:00 - 3:00 PM

VA-REA
THE VIRGINIA RENEWABLE ENERGY ALLIANCE

WWW.VA-REA.ORG