Registration Rates for NERC’s Fall ’20 Virtual Conference

When calculating the registration fees for NERC’s Fall Virtual Conference, our goal was to set a rate that allows NERC to break even.

When analyzing the preparations for transitioning the event to a virtual one, we quickly learned that there are significant related costs. Those costs include identifying speakers, purchasing a subscription for a new webinar platform to hold the event, new graphic design, and extensive planning to provide a virtual event with significant content, networking opportunities, and a sponsor exhibit hall.