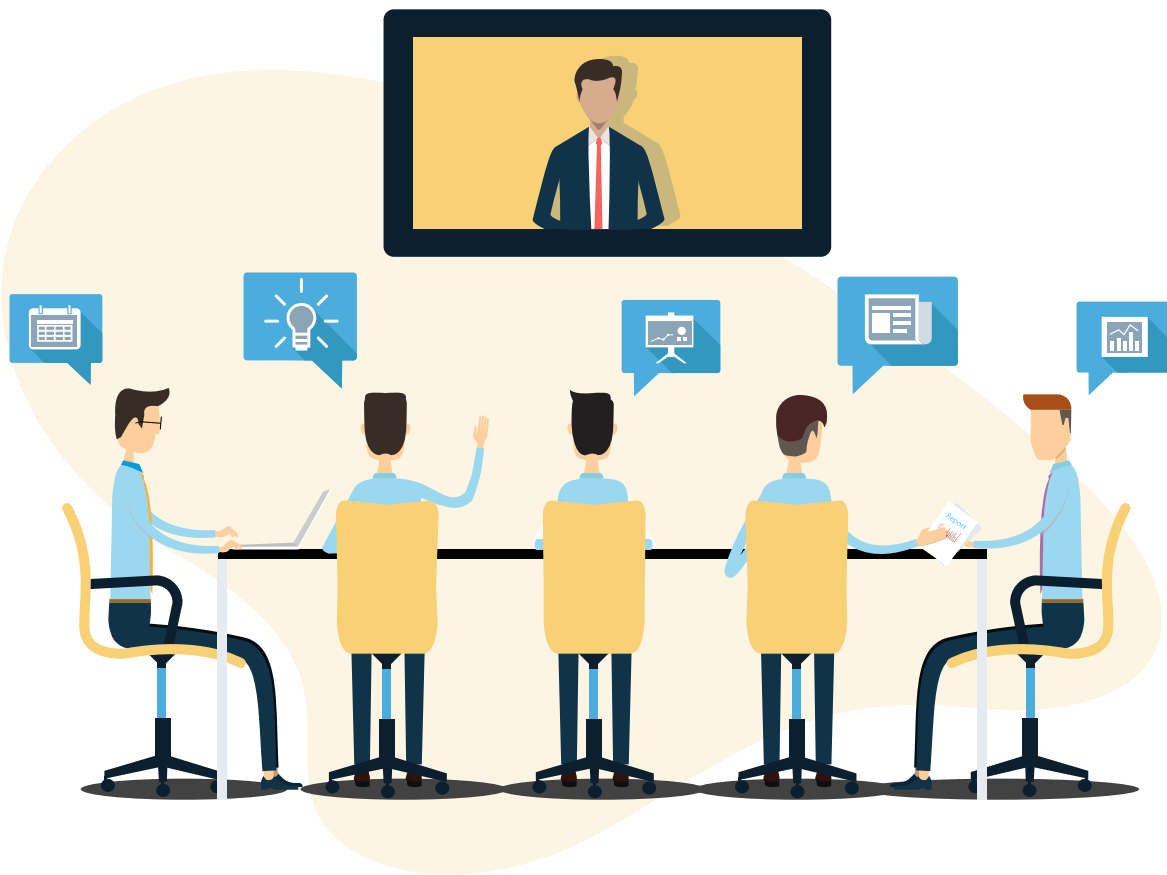




# **The Associated General Contractors of America Hosted Annual FedCon 2020 Using Conference Now, Virtual Event Platform by **Web Courseworks****





Web Courseworks' Conference Now is a fully white-labeled, interactive virtual conference experience. Explore how Conference Now helped the Associated General Contractors of America pivot to a virtual event in a manner that was as secure and effective as the in-person event.

## About AGC

*The [Associated General Contractors of America \(AGC\)](#) is the leading association for the construction industry.*

*AGC represents more than 26,000 firms, including over 6,500 of America's leading general contractors and over 9,000 specialty-contracting firms. More than 10,500 service providers and suppliers are also associated with AGC, all through a national network of chapters.*

*[The Federal Contractors Conference \(FedCon 2020\)](#) is a 5-day conference where 275-300 attendees get great insight and forecasts about the Federal construction landscape, as well as the opportunity to connect with agency decision-makers.*

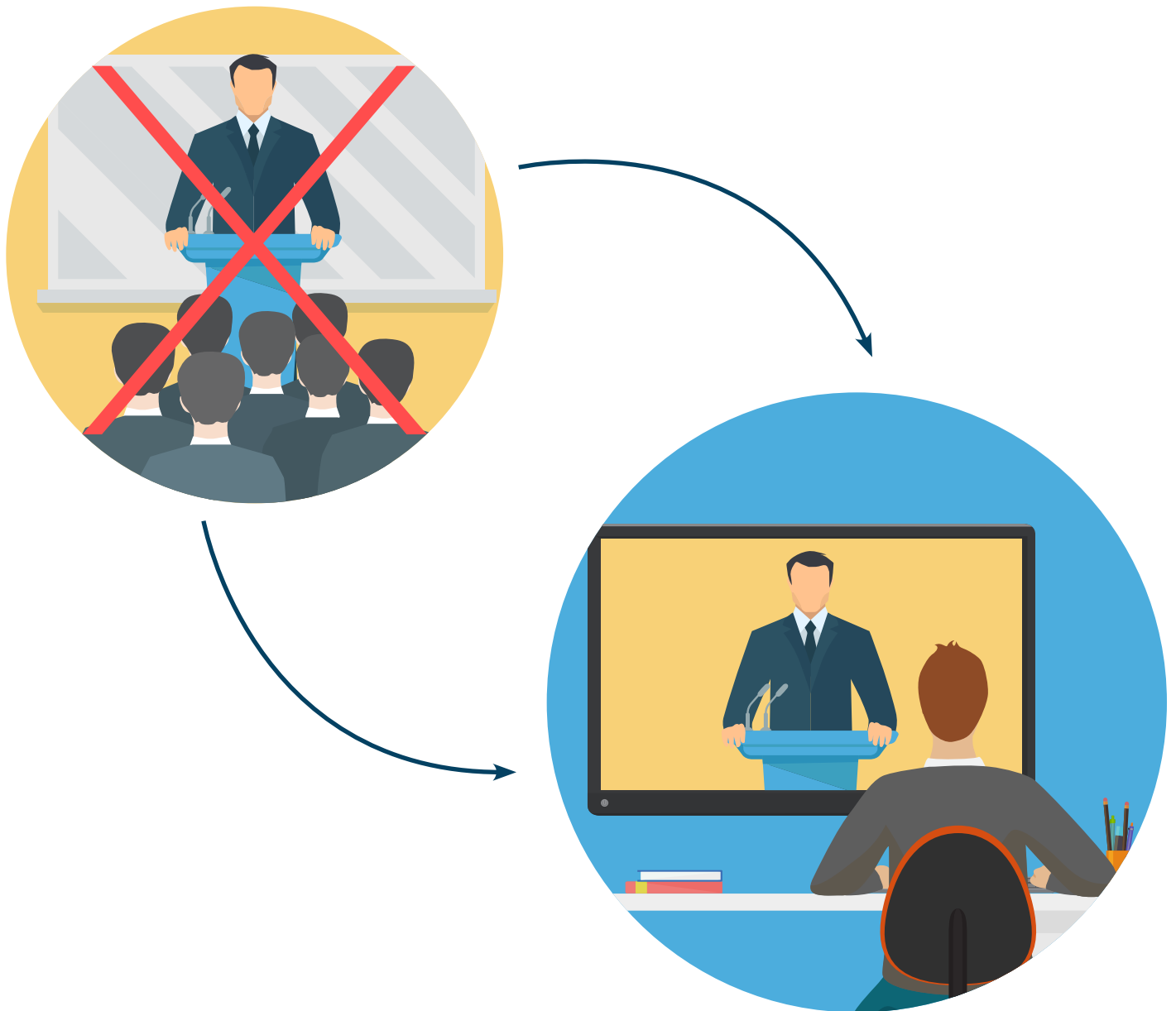
*AGC's FedCon brings federal agencies together with attendees to generate more candid dialogue and practical information for contractors on issues specific to the federal space such as upcoming projects, forecasts and budgets, executive orders/*

regulations, legislative proposals and changes, contracting/design issues, and acquisition updates.

## Challenge

Due to social distancing and the COVID-19 pandemic, AGC faced a problem that nearly every organization was also dealing with: **the new need to host their conferences virtually.**

AGC had four weeks to determine how to emulate an in-person conference on a virtual platform while also staying committed to giving the most value to the attendees of FedCon.

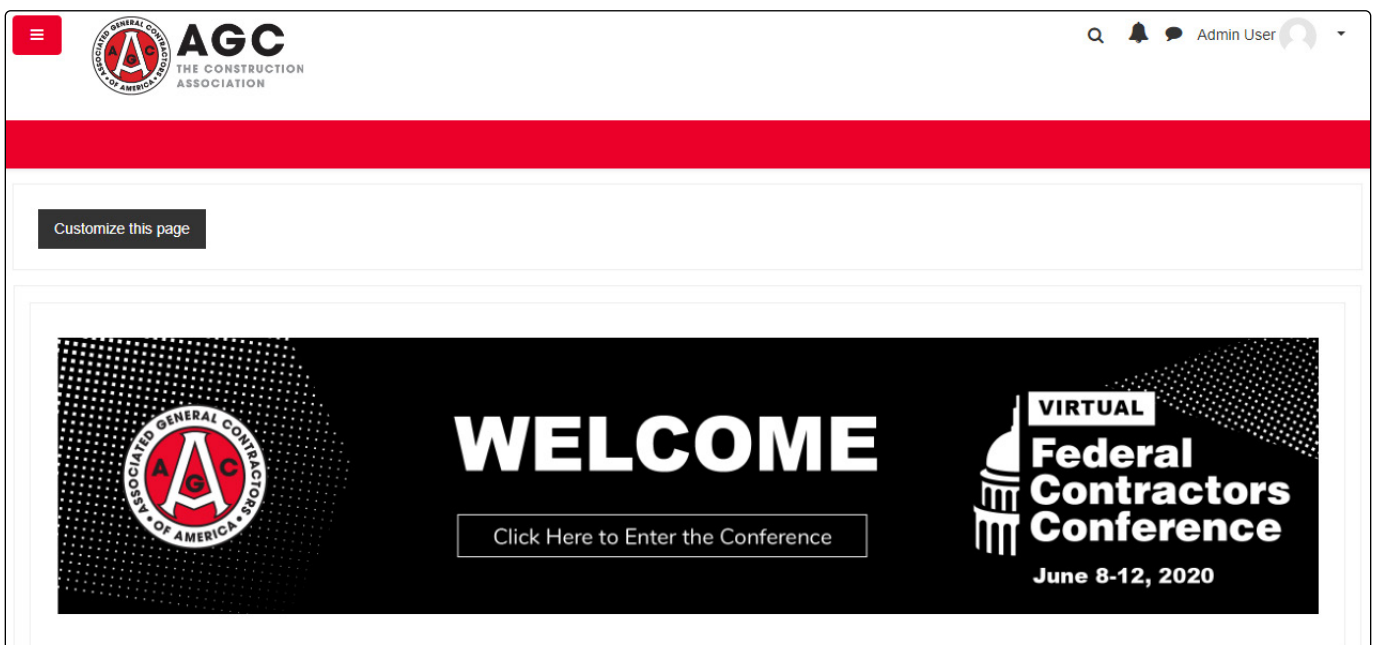


# The Solution



Leveraging Web Courseworks' expertise in learning management and virtual event platform [Conference Now](#), AGC was able to offer a seamless experience for attendees with a streamlined accreditation process.

**Using the Conference Now platform, Web Courseworks worked in conjunction with AGC to build an engaging virtual event for their association's members from the ground up.** All technical aspects of the event were taken care of by the Web Courseworks team, so AGC was able to focus on the most important thing: the education of their attendees.



Given the quick turnaround time, the Web Courseworks team worked efficiently to pull together a virtual event experience that would meet the goals of AGC and satisfy the learning needs of the attendees of FedCon.

The Conference Now platform is highly customizable and comes with hands-on services to fit the needs of every organization. The Web Courseworks team branded the conference site to match the exact look and feel AGC was going for.

Conference Now overcame the barriers preventing an in-person conference and gave the attendees of FedCon a comparable virtual experience.

The screenshot displays the website for the Virtual Federal Contractors Conference. At the top, a banner features the dates "June 8-12, 2020", the text "VIRTUAL Federal Contractors Conference", and the AGC logo. Below the banner is a "Conference Navigation" section with buttons for "Conference Lobby", "June 8th", "June 9th", "June 10th", "June 11th", "June 12th", "Networking", and "Event Sponsors". The "Conference Lobby" section contains a welcome message, a paragraph about the virtual sessions, a link to the agenda, and a closing message. On the right side, there are two promotional banners: one for "PROCORE" as a "PREMIER SPONSOR" and another for "INDUSTRY BRIEFING" by Fox Rothschild LLP, scheduled for "TODAY @ 12:00 EDT".

# Results

AGC's goal was to provide a quality conference experience for the attendees of FedCon on a virtual platform. A survey was sent out to the attendees post-conference to gauge how they felt about the event.

**Based on the results, AGC met their goal.**



Furthermore, because of the decision to host their virtual event using Conference Now, AGC was able to

- ▶ **Provide equivalent value compared to the in-person conference, despite the quick 4-week turnaround time**
- ▶ **Focus on the education of the attendees**
- ▶ **Provide a secure and reliable experience for the federal agencies using a private URL**
- ▶ **Customize/brand their conference pages to correspond with the desired look and feel**

“Attendees were impressed that it was pulled off as quickly as it was and as seamlessly on their end,” said Jordan Howard, director of the federal construction division. The sponsors gave similar positive feedback as well. In addition, FedCon 2020 had about the same attendee turnout as an in-person conference would have had.

As mentioned above, cybersecurity was a priority for AGC due to the high volume of federal agency attendees. Web Courseworks is committed to providing a secure virtual experience. Using a private URL, The Conference Now platform delivered a safe virtual event experience to the attendees of FedCon. According to Jordan,

cybersecurity largely turned out to be a “non-issue,” and the federal agencies were not concerned.



We really appreciate the time that you guys spent making sure **everyone felt comfortable**

Jordan Howard,  
Director of the Federal Construction Division



## Interested in Conference Now for your next virtual event?

Request a demo today.

