A blue-tinted photograph of a baseball game in progress on a field. The image shows several players in white uniforms on the field, with one player at bat and a catcher crouching behind home plate. The text is overlaid on the left side of the image.

Virtual Conferences: If You Build it They Will Come

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Why Virtual?

- Cost of travel
- Serve ALL of corrections- #'s growing
 - NIC Staff #'s frozen
 - NIC Budget shrinking
- Reach audience outside customer base
- Audience for virtual
 - NIC LMS- 2013: over 40,000 completions
 - 250 e-Courses



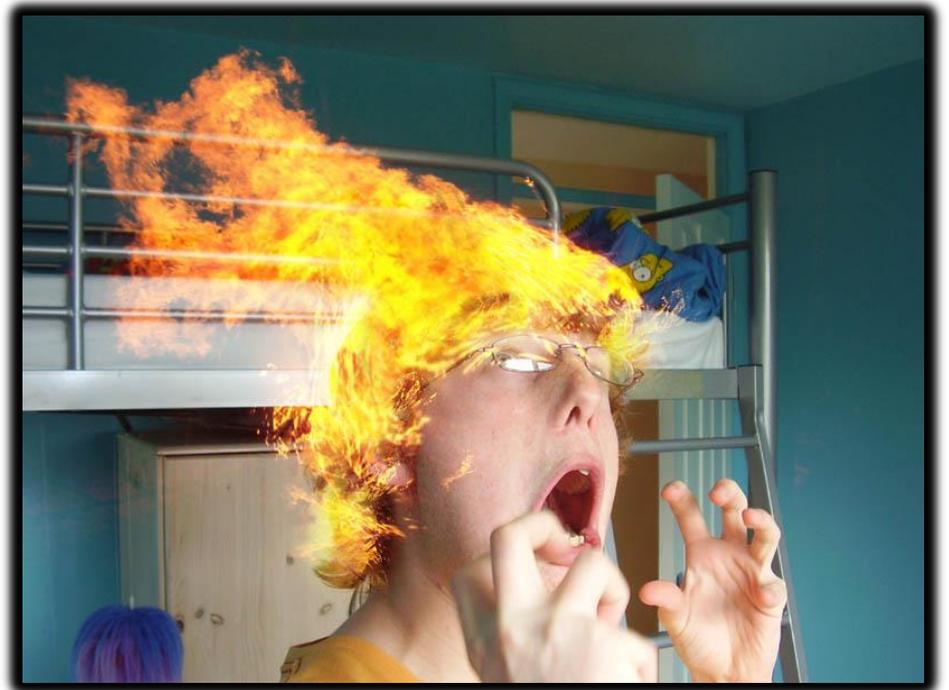
1. \$40,000 budget
2. 500 participants
3. 1/4 partners/stakeholders
4. Archive presentations on website

Whoop-Whoop! Numbers- Numbers!

- 2600 + registrants to site.
- 35% partners/stakeholders.
- Over 1000 participants week before.
- Over 1100 participants day of conference.

OUCH!

- BOP/NIC shut out!
- Vender software fail!

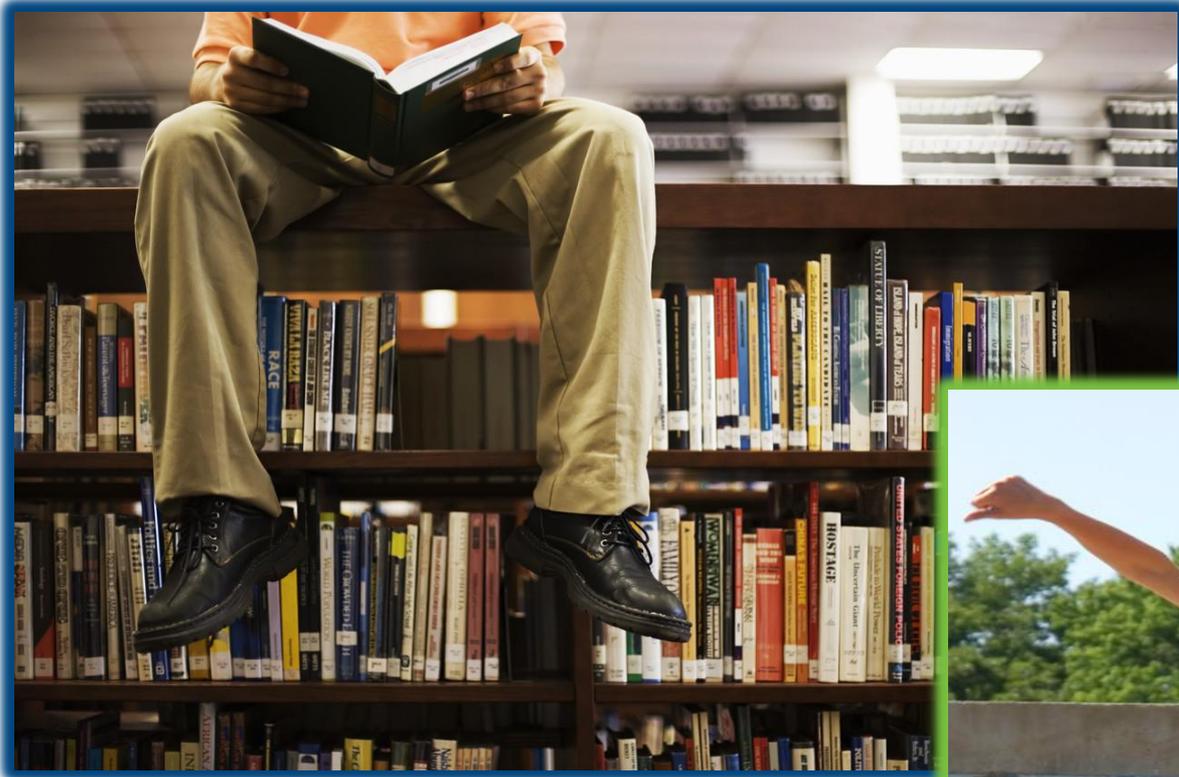






A rectangular sign with a white background and a dark border is mounted on three wooden posts. The sign is positioned in front of a dense forest of green trees. The text on the sign is written in a bold, black, serif font.

**Publicize
everywhere!**



Reentry, prison
issues, jail
overcrowding,
community
services...

What we've
got here...
is failure to
communicate?!







Engage!



To infinity and beyond!



**“Risk taking is
inherently failure-
prone.
Otherwise, it would
be called sure-thing
taking.”**

-Timothy McMahon



Questions