

## FMI Midsummer Strategic Executive Exchange: A Virtual Meeting Success Story



COVID-19 brought significant disruption to the food industry and changed the way the industry and trading partners conduct business. Enhanced communications, planning, and collaboration between trading partners were of paramount importance in order for the food industry to stabilize their business operations and serve local communities.

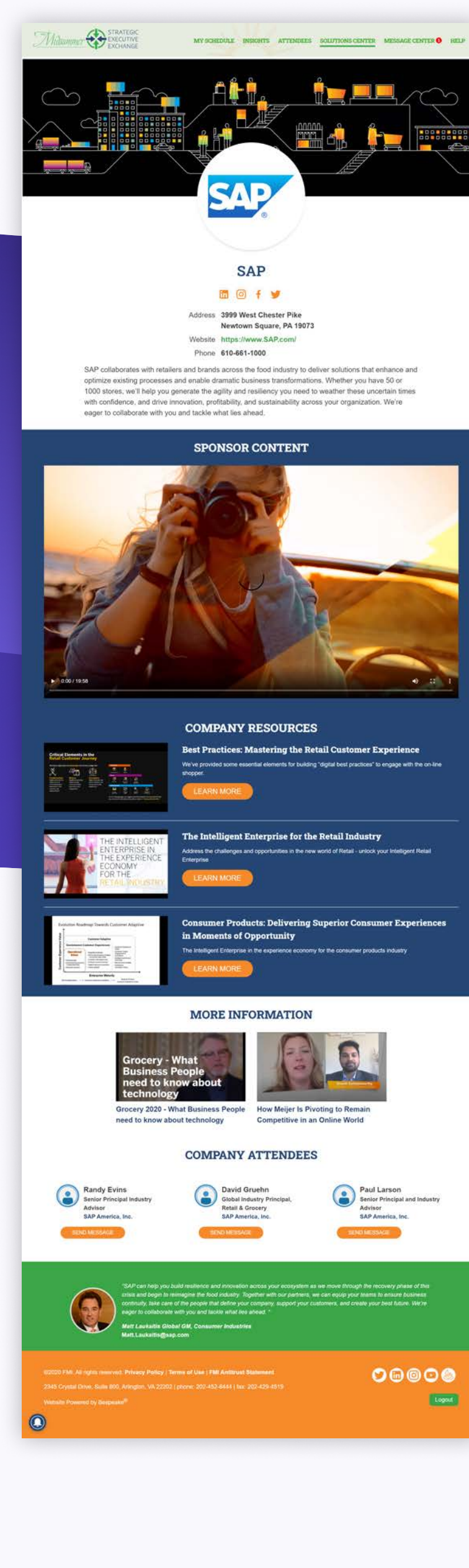
In a time of crisis where many organizations and individuals were pulling back. But FMI, The Food Industry Association which works with, and on behalf of, the entire industry to advance a safer, healthier and more efficient consumer food supply chain, decided to double down on their commitment to members, by innovating and creating something entirely new to address this urgent need. FMI launched a brand-new virtual meeting - **The FMI Midsummer Strategic Executive Exchange.**

Exclusive to C-suite executives, and spaced over two weeks, **FMI Midsummer Strategic Executive Exchange** had three main strategic goals:

- **To create dialogue between supplier and retailer C-suite executives** regarding key business issues and disruptions related to COVID-19, such as operational, regulatory, supply, and health and safety concerns, and establish priorities for moving forward.
- **Accelerate Business Recovery and stabilization** after the pandemic has subsided and to assist in planning in the event the crisis worsens in fall/winter months.
- **Facilitate private B2B forums** to discuss key issues confronting FMI members' businesses today, and address the challenges, opportunities and priorities going forward.

*“COVID-19 has provided FMI members a vivid reminder of the need for enhanced communications and planning; and has proven that agility and speed are the new normal as companies seek to stabilize their business operations and better prepare for a future filled with unknowns.”*

FMI President and CEO Leslie G. Sarasin



To make their vision a reality, FMI needed to find a robust and flexible virtual meeting platform that was secure, customizable, full-featured, and could provide a seamless experience for their attendees. FMI also sought a partner that could collaborate with FMI in this fluid environment, willing to innovate and pivot quickly to meet evolving needs.

**FMI selected the BeSpeake Virtual Meeting Platform by Matrix Group International for the FMI Midsummer Strategic Executive Exchange** for its ability to provide the rich feature set that the association needed for this event, including:

- ✓ **A custom-designed Midsummer microsite** that matched the Midsummer and FMI branding.
- ✓ **Integration with FMI's association management system, MatrixMaxx, also by Matrix Group.** Registration for Midsummer was done through MatrixMaxx. Attendees used the same credentials to access the virtual Midsummer meeting.
- ✓ **Seamless integration with the appointment scheduling app** that suppliers and attendees use to schedule private meetings in advance of the meeting.
- ✓ **Personal dashboards for each attendee** that displays each company's scheduled meetings and all education sessions, with the ability to click into a meeting at the designated time.
- ✓ **Private meeting rooms** that offer video, screen sharing, chat, and meeting recording. The private meeting rooms had FMI branding and custom authentication rules. For example, private B2B meetings were 45 minutes long, with a 10-minute grace period. At the 45-minute mark, a red clock would appear and count down from 10 minutes to 0 minutes. At the 0-minute mark, the meeting would end and attendees would be taken back to their schedule.
- ✓ **White glove service for staff and attendees**, including a dedicated conference manager and dedicated technical support via phone, chat and a meeting room that served as an Information Desk.
- ✓ **Comprehensive analytics** about video views, private meetings attendance, visits to pages, message center usage, and more!

## FMI's Midsummer Strategic Executive Exchange hosted an impressive:



**700**

attendees



**8**

educational sessions



**540**

supplier-attendee private meetings



**3500**

hours of meetings

**over 8 consecutive business days. Brought from conception to completion in 82 days.**

*“During a critical time for our industry Matrix Group helped FMI and the food industry quickly pivot to create a unique virtual event. The BeSpeake platform offered flexibility to design a tailored experience for.”*

**Amanda Bond-Thorley**

Senior Director of Education, FMI



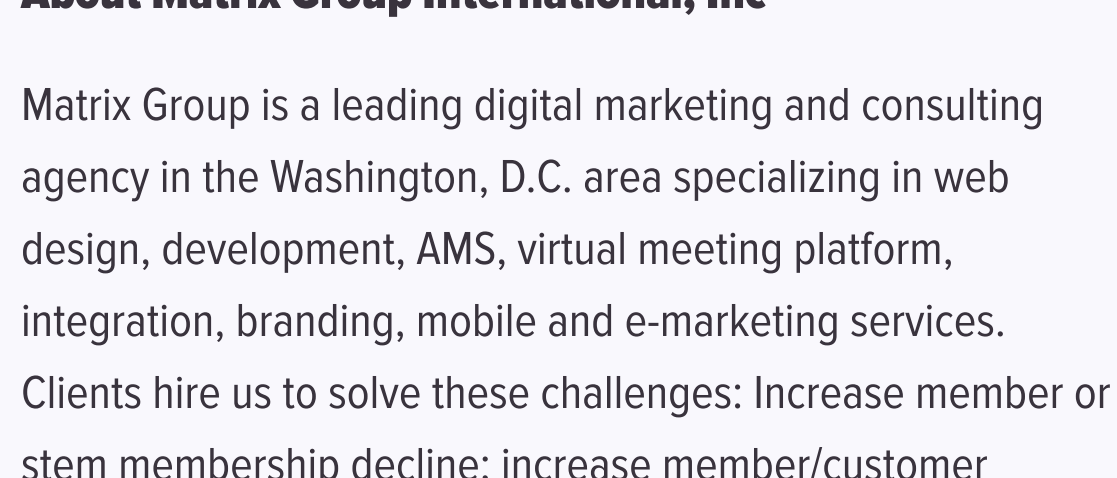
Ready to take your virtual conference to the next level by providing your attendees and exhibitors with a comprehensive, hand crafted experience like FMI? Contact us today to create a BeSpeake experience.

[www.bespeake.events](http://www.bespeake.events)



### About FMI

As the food industry association, FMI works with and on behalf of the entire industry to advance a safer, healthier and more efficient consumer food supply chain. FMI brings together a wide range of members across the value chain — from retailers that sell to consumers, to producers that supply food and other products, as well as the wide variety of companies providing critical services — to amplify the collective work of the industry. **Learn more at [www.FMI.org](http://www.FMI.org)**



### About Matrix Group International, Inc.

Matrix Group is a leading digital marketing and consulting agency in the Washington, D.C. area specializing in web design, development, AMS, virtual meeting platform, integration, branding, mobile and e-marketing services. Clients hire us to solve these challenges: Increase member or stem membership decline; increase member/customer retention with a compelling set of web, mobile, social and AMS offerings; reach new audiences with a clear brand; and increase staff productivity by integrating various back office systems. **Learn more at [www.MATRIXGROUP.net](http://www.MATRIXGROUP.net)**