



# AMS

Association Management  
Solutions

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**ONLINE MEETING  
CASE STUDY**





# Leads the Way

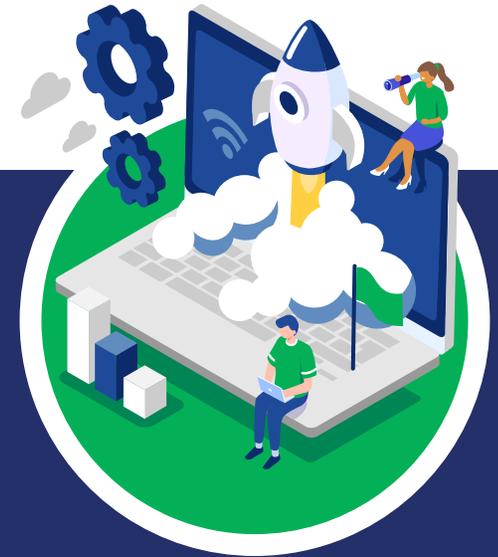
## WITH VIRTUALIZED MEETING CAPABILITIES

In these challenging times, associations require strategic and flexible approaches to traditional management. For more than 20 years, Association Management Solutions (AMS) has been a global leader in association management, offering a full range of services including start-up consulting, board and committee support, membership management, financial management, traditional and virtual meeting and event planning, marketing communications, technology solutions and certification program support. AMS is expertly positioned to provide creative solutions and expertise to support existing and emerging association clients.

IETF | ONLINE MEETING



# AMS History



AMS has expanded to 20 clients among leading global innovators including:

**BROADBAND NETWORKING, GAMING, ULTRA-HIGH DEFINITION VIDEO AND VIRTUAL REALITY**

## FOUNDED IN 1997

Founded in 1997 with just three clients, AMS has expanded to 20 clients among leading global innovators and standards development associations across a range of sectors and technologies, including broadband networking, gaming, ultra-high definition video and virtual reality.

AMS uniquely offers the highest level of service while maintaining a personalized, boutique feel. AMS is proud of the collaborative relationships we have built with our clients and we are honored to play an active role in support of their respective missions and objectives.



# Maintaining **PRODUCTIVITY**

## IN A CHANGING WORLD



IETF trusted AMS to help with one of its most ambitious challenges to date —

**TO RECONFIGURE THE ORGANIZATION OF, AND SUPPORT FOR ONE OF ITS LONG-SCHEDULED FACE-TO-FACE MEETINGS INTO AN ONLINE EVENT IN UNDER TWO WEEKS**

AMS provides association management services to a range of international organizations and standards development groups, including the Internet Engineering Task Force (IETF). IETF trusted AMS to help with one of its most ambitious challenges to date – to reconfigure the organization of and support for one of its long-scheduled face-to-face meetings into an online event in under two weeks.

The IETF face-to-face meeting was scheduled to take place from March 21-27, 2020 in Vancouver, British Columbia. With the onset of the global COVID-19 pandemic and significantly reduced productivity anticipated at the meeting due to the resulting travel restrictions, the IETF leadership team determined that the meeting could not proceed as originally planned. The IETF then had two choices; to cancel the event or to consider alternative options. After evaluating a range of scenarios, the IETF decided to proceed with a fully virtual meeting.



*The success of this meeting would not have been possible without the adaptability and efficiency of AMS. The AMS team has always had a very collaborative relationship with the IETF but this unprecedented situation really showcased why they are a leader in what they do. The AMS team worked closely with us to ensure that every eventuality had been considered and that the meeting could go ahead in a new, online format.*

– Jay Daley,  
Executive Director  
at the IETF



With just under two-weeks to create a fully virtual experience, every element of the meeting had to be reconsidered—from the meeting schedule and agenda to the technology platforms and support. A traditional IETF meeting would include 8 parallel Working Group meetings across several days, with opportunities for informal collaboration and social events. How could a meeting so complex be recreated virtually when the meeting schedule alone proved extremely challenging?

In a process that itself was conducted entirely through online collaboration, AMS worked closely with IETF leadership and staff around the world to analyze a host of options, decide on a path forward, and then implement a new meeting structure, while developing detailed contingency plans to ensure that the IETF's meeting, originally scheduled to take place in Vancouver, could proceed online.

Primarily, the online IETF meeting required consideration and accommodation for participants across multiple time zones and prioritizing the organization's work. Once the framework for when the meeting would take place was set, the Internet Engineering Steering Group (IESG) adapted the agenda to make the most productive use of the times when the global IETF community was able to come together online. In parallel, AMS managed the transition from a physical conference center to a virtual conferencing platform: configuring the meeting sessions and website so that they met the IETF's unique workflow, while simultaneously developing contingency plans in the event that something went awry. Ultimately, 700 IETF community members participated in the online meeting. In a post-meeting survey, community members expressed positive feedback about the virtual event.

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# INNOVATIVE Solutions



## FOR THE FUTURE OF EVENTS

AMS proved its ability to innovate and implement strategies and solutions to create a robust virtual meeting model that can be applied to other global associations so that they too can continue the important work they do. This achievement of offering ground-breaking solutions in unprecedented times reflects AMS's dedication and commitment to support our clients and underscores our reputation for outstanding association management.

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*"The IETF's mission is to make the Internet work better. The decision to cancel the face-to-face meeting in light of the COVID-19 pandemic led us to test how well a large-scale virtual meeting could work with minimal time to prepare," added Alissa Cooper, IETF Chair. "We are so pleased with the flexibility and expertise that AMS demonstrated. Feedback from IETF participants has been positive and that will allow us to build on the online meeting model for the future."*

*- Alissa Cooper, IETF Chair*