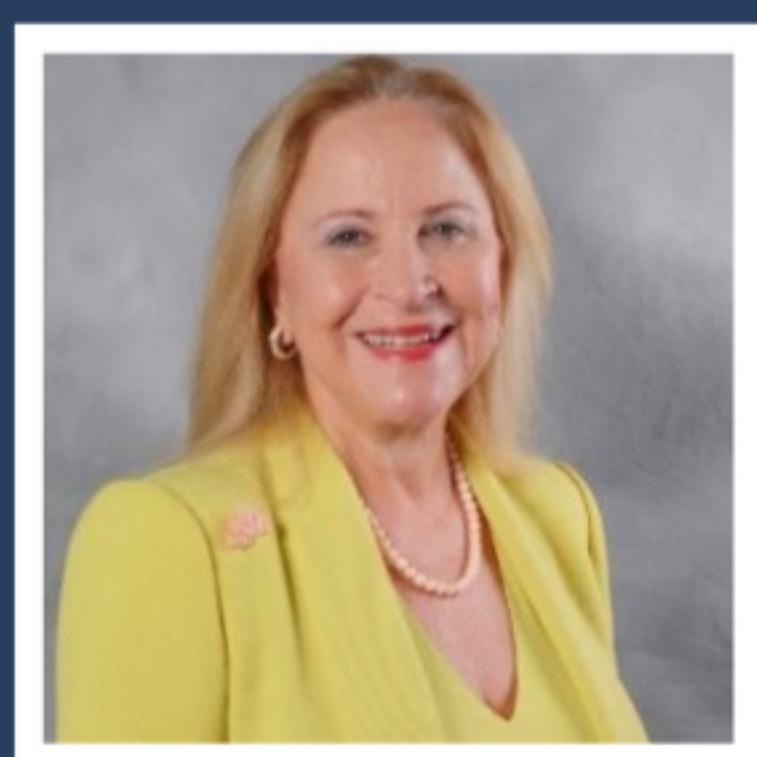


# EXCEPTIONAL WOMEN AWARDEES NEWSLETTER

BY LARRAINE SEGIL

September 6, 2022

*Featuring:  
Kim Kopetz  
President,  
The Opus Group*



Imagine your work suddenly being illegal to execute. That's exactly the situation Kim Kopetz, president of The Opus Group, a collection of leading event and experience agencies, found herself in during the pandemic. Restrictions on gatherings shut down conferences and events, forcing the infamous "pivot" for Kim, her company and industry.

Kim's stellar leadership skills navigating her team through those unprecedented times are one of the many reasons she was selected as an Exceptional Woman Awardee, an honor bestowed by the EWA Foundation ([ExceptionalWomenAwardees.com](https://www.ExceptionalWomenAwardees.com)). I created the EWA Foundation to provide a space for top-performing female leaders to support and mentor each other, both professionally and personally. The expertise of executives like Kim is something I'm honored to share with you.

Recently on an EWA Live program, Kim shared some insights on the future of the event industry, which is continuing to change even as I write this newsletter:

#### **There must be real strategy to digital vs in-person vs hybrid events**

"First of all, realize that doing hybrid events well is very expensive; you are doing two events with content, programming, and production. Just broadcasting your keynote is not a hybrid event.

"Ultimately the format decision should be based on the event's objective. If the goal is about community and experience engagement, then in-person is the best format. Education, training, or content-based objectives can be served well by a digital format.

"But for in-person events with broad audience reach, having a digital component is critical, at least for the foreseeable future, particularly when you factor in travel costs. In addition, digital allows you build out much more targeted and flexible content based on your audience personas, which in turn, can provide more value to attendees."

#### **People are deciding to attend events at the last minute**

"We are seeing 30% or more of in-person event registrations within the last three weeks. The 'betting on registration' has become more disruptive now that people are making decisions differently as to how to spend their time. They are evaluating 'Hey, do I have to get on a plane and go to a city for three days or can I take in just the content that's interesting to me?' They have choice, and they're really taking advantage of the flexibility. In addition, the current costs and chaos of air travel is definitely impacting traveler decisions.

"This situation certainly drives the value of creating a digital extension of your event to reach those who can't travel, whether it's due to cost, health and safety, location or other concerns."

One of the key themes Kim stressed during our interview is the value of human connection, as the pendulum shifts back to live, team-building events. I couldn't agree more that whether we are interacting in person or virtually, we must **continue to find ways to relate on a human level**, particularly in the workplace.

I hope you'll take a few moments to [watch the entire program featuring Kim](#) on the EWA YouTube channel. And please join us live for our upcoming program on Monday, September 12 when we'll learn about building entrepreneurial companies.

Until next time,

*Larraine*

Founder, Chair & CEO  
Exceptional Women Awardees Foundation

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