

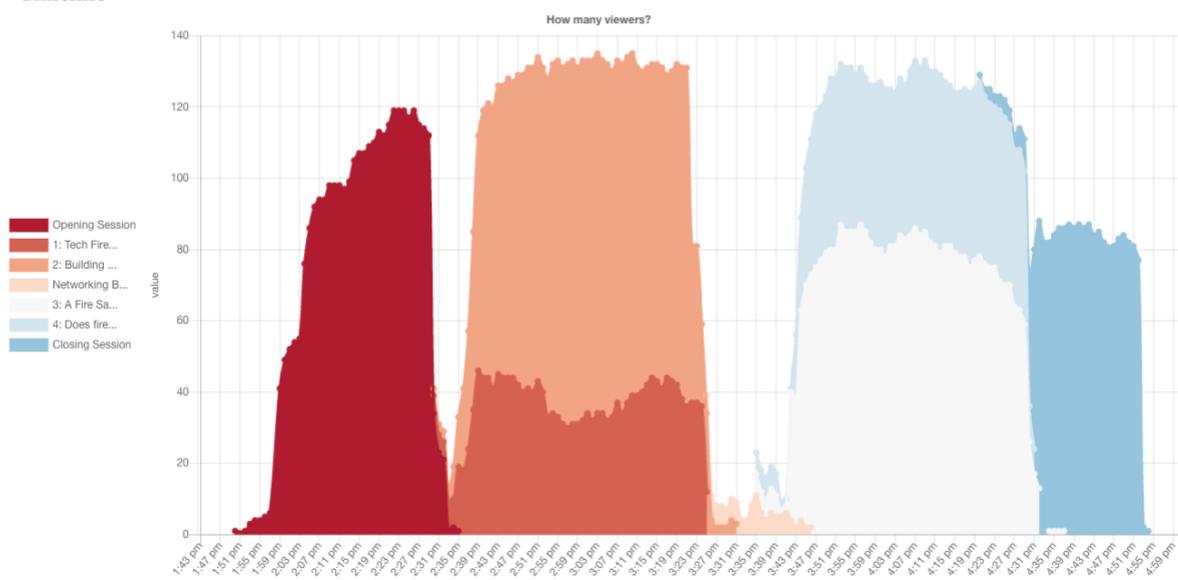
Our digital event rocked and here is why.

On 29 October, [Fire Safe Europe](#) organised the first digital summit for our European Fire Safety Community members. The Community was launched in 2019, and initially, we had planned to organise a physical event to meet our members and to get to know each other. The event would also be a space for members to share their views and contribute to our ambitious project to develop a rating scheme for fire safety in buildings.

Because of the COVID-19 pandemic, **we went all digital, and I am proud to say that the Fire Safety Community members and the FSEU Team rocked it.** Here I'm sharing *why* we consider it a success. This post is not about *how* we did it - if you are interested in the technical and communications aspects, let me know under comments, and we will share useful tips.

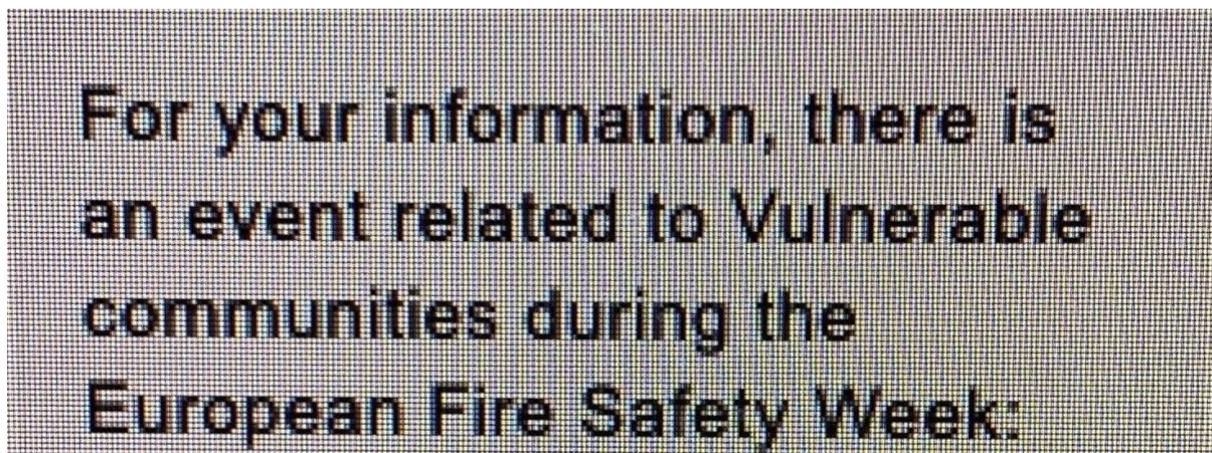
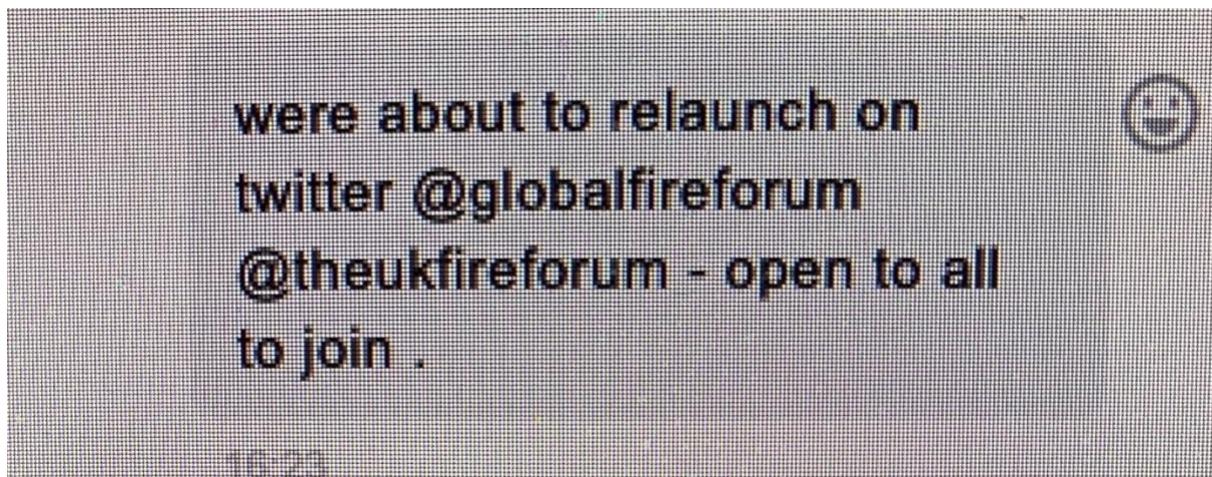
- Over **200 participants joined the summit**– a good number of which stayed the full course of the three-hour event.
- The **individual sessions were heavily attended.** We had 92 participants in session 1, 138 in session 2, 114 in session 3, and 80 in session 4. Some participants popped in parallel sessions showing that people were interested in all topics, and wanted to hear from speakers in all session. We've had a high number of requests from people for videos of the parallel sessions they were unable to attend.

Timeline



Great quantitative metrics, but what about qualitative indicators?

The **summit really brought to life the concept of an online community in action**. Throughout the event, 140 messages were exchanged by attendees to introduce themselves, ask questions, talk to one another, and share useful information. Messages were exchanged by the community in the general chatbox, as well as in each session's chatbox. Several European and national associations even promoted their own events on the chatbox.



And what did the community have to say about the event?

Feedback from speakers, moderators, suppliers, and our team shows that they enjoyed delivering the event as much as attendees enjoyed participating. We captured what they said right after the event:

- Our **speakers** said: **"That was an amazing event!!!** It worked very smoothly; presentations were great, easy to use comment and Q&A, and great with the



networking feature. But what really made it great was the high energy from Bianca and Sarah in the lobby - **your enthusiasm was contagious**. I have participated in numerous online events in the past months, and **this was by far the best!!!** Once again, congratulations! I hope you celebrate with a nice glass of wine." "Thank you, Fire Safe Europe (FSEU) for a **wonderful Digital Summit** last week. **Really enjoyed the entire event** and appreciate the opportunity to share some thoughts on fire safety inequality - a social justice issue."

- Our **team** members shared: "We **had much fun** doing this, even with the stress, and we are really happy that you enjoyed it!!!" "Thank you for your message, really kind. I am **delighted to read that our energy was infectious**. I can confirm: I had much fun to do it."
- One of our **moderators** concluded by: "Well done today. Your enthusiasm was infectious. **I think you not only held the event together very well but raised its standard by some margin.**"
- At the end of the event, we received really positive feedback from our **attendees**: "Amazing technique. Spotless! **Compliments. Not easy to keep all online for over 2hr!**". "Thank you for this great event! **Really great conversations** and a **very engaging platform!**". "This was a **very unique and interesting experience**. Great work, great speakers. Thank you!". "Echoed from me. I was at the event and was gobsmacked as to how impressive it was. Once **again, you show that with conviction and commitment, you can turn your hand to every new challenge**. Keep setting the bar higher and higher for associations in Brussels!".

You know your digital event is a success when the event itself is not the end of the road. When **the event feels like the beginning of an adventure**, and the team, speakers and attendees, are **all already looking forward to the next opportunity to meet**. And, that is when you know you got it right!

Many thanks to our community members for their engagement and well done to the FSEU Team!

#digital #digitalevent #community #EUFSCDigitalSummit2020
#EuropeanFireSafetyCommunity #teamwork #team appreciation