

# **How to Convert Your In-Person Conference Into an Engaging Virtual Conference Experience**

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**Friday, May 1, 2020**

**2:15 pm ET / 11:15 am PT**

MHA for Greater Baton Rouge's 3rd Annual Conference is one of many non-profit events affected by the ongoing coronavirus pandemic. The MHA affiliate planned to hold its annual conference in Baton Rouge on April 6-7, but due to COVID-19 and subsequent quarantine restrictions, they had to decide whether to cancel, postpone or host a virtual event.

Since its annual conference also serves as an annual fundraiser and is the largest unrestricted source of revenue, [MHA for Greater Baton Rouge](#) decided to partner with TPN Network to host a scaled-down version of the conference.

Join us for this free, 60-minute webinar as MHA for Greater Baton Rouge, TPN Network, and Amanda-Adams Barney discuss lessons learned in organizing, planning, and identifying the right platform for moving an in-person conference to a live virtual event to meet revenue goals. This webinar will benefit those looking to host a virtual conference event or webinar series.

*For those who are unable to attend, the webinar recording and slides will be available on Mental Health America's [Webinar page](#).*

### **Presenters:**

**Stephanie Francis** is the communications and development director for MHA for Greater Baton Rouge. She has worked in every aspect of non-profit management and administration for more than 25 years--specializing in strategic partnership development and event planning. For the past two years, she has worked for MHA for Greater Baton Rouge, transforming the development department. Ms. Francis

was also instrumental in helping to launch the annual conference, along with a partnership on the Opioid Education Project with Blue Cross Blue Shield. Her work has helped to fiscally stabilize the organization and prepare it for future funding challenges and opportunities.

**Trevor Colhoun** is the Chief Executive Officer at Trusted Provider Network (TPN), a professional network specifically designed for licensed clinicians and vetted treatment providers to confidently navigate client behavioral health. Prior to becoming CEO, Colhoun was CEO and Executive Chairman of StorCentric. He is passionate about behavioral health and brings his experience from capital markets, corporate stewardship, and organizational leadership.

**Amanda Adams-Barney** is a meeting and event specialist, producer, and stage manager. She has worked with non-profit organizations and various corporations for more than 20 years, managing all aspects of meetings with 50 to 500 participants. Her clients include PBS, the Association of Immunization Managers, Chorus America, and numerous others.

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