

# EVENTREPORT

OCTOBER 2020



nextech AR  
solutions

## 2020 Annual **BLACK STUDENT FUND & LATINO STUDENT FUND**

School Fair Goes Virtual!

# 800+

FAMILIES & STUDENTS  
EXPERIENCED THE  
ONLINE FAIR

### THE CHALLENGE

BSF/LSF School Fair faces COVID challenges in 2020 to host its most popular annual school fair. How did they conquer?

*"Covid dealt us lemons, so we made lemonade"*

### THE OPPORTUNITY

The Virtual School Fair offers families of Black and Latinx backgrounds an equal opportunity to explore independent schools and in return offers independent schools exposure to a larger audience

### THE FUTURE IS HERE

Discover the results and how by going online it helped BSF/LSF School Fair to take their event to the next level for the benefit of the community



“

*I decided this is not just necessarily a one-time thing. This may be the way to move forward COVID or not*

”

Leroy Nesbitt,  
Executive Director of BSF

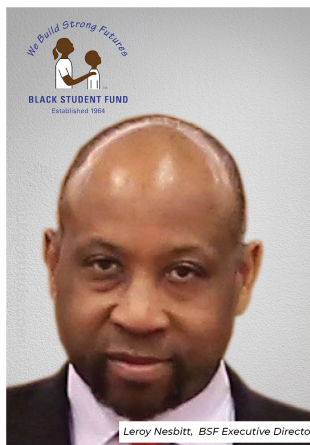
# ABOUT THE BSF/LSF SCHOOL FAIR



The Black Student Fund/Latino Student Fund School Fair is a Washington, D.C. tradition dating back decades. In 2020, it was a virtual for the first time and it was a success.

## ABOUT THE BLACK STUDENT FUND ORGANIZATION:

BSF is a nonprofit organization with over 50 years of experience providing financial assistance and support services for African American students and their families within the Washington DC metropolitan area. BSF works within the K-12 space creating educational opportuni-



ties and choices for families to explore independent schools.

## ABOUT THE LATINO STUDENT FUND ORGANIZATION:

LSF is devoted to providing free support and academic assistance to Latinx students and

their families within the Washington DC metropolitan area. LSF offers scholarships, tutoring, mentoring programs and high school college preparatory for to students from K-12.

***“For many schools this was their first Virtual Event. Schools have learnt from this experience on how to do things with online with technology”***

# THE CHALLENGE / THE OUTCOME

When COVID hit, it's no secret that live events were significantly impacted. There was and remains much uncertainty regarding how to move forward. Big decisions are forced to be made quickly, and BSF/LSF was no exception.

***"This year because of COVID we panicked, and we decided in March to look at a virtual option"***  
**- Mr. Nesbitt**

With Mr. Nesbitt's anticipation that many people would be "zoomed out", he hoped for a platform that was first class and upscale to host his event. During a conversation with a college executive colleague, Mr. Nesbitt learned how companies like Nextech AR were helping colleges leverage technology to provide virtual learning experiences as intricate as organic chemistry courses and labs. Mr. Nesbitt's curiosity increased, and with Nextech AR in mind, his search to find a solution began. Mr. Nesbitt viewed a demo with Nextech AR's

President Paul Duffy and immediately knew this was it.


***"When I described what Nextech AR could do, people did not believe me!" - Mr. Nesbitt.***

He arranged another demo this to showcase Nextech AR to his team. As soon as they experienced the demo, it was a done deal.

## THE OUTCOME:

Families, independent schools and BSF/LSF were satisfied with the outcome of the event. In fact, in many ways going virtual helped with the shortcomings of live event, such as the issue with some schools being more popular than others. At the live event the popular schools' booths are very crowded, making difficult for all families to engage with them. Virtually, there was not such a discrepancy between the booths' popularity, providing an equal opportunity for families to engage with the various schools.

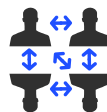
Videos   
**121**

Booths   
**60+**

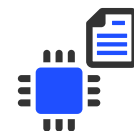
Speakers   
**7**



LIVE STREAMING  
WITH MODERATOR



ACTIVITIES



RESOURCE  
LIBRARY

## The Top 3 Goals for Institutions at School Fairs Are:

School  
Awareness



Encourages  
Contact



Finds the  
Perfect Match



***"If, as a result of my event, families check out 1 or 2 more schools, I've accomplished my goals" - Mr. Nesbitt***

“

*They [the booths] were spectacular for people. However, the biggest **WOW** for me is the production stream presentations. Because it's like a T.V. show. It played classic... it wasn't just 'zoom'*

”



The biggest highlight of the Mr. Nesbitt's experience was the look of the booths.

#### **THE BSF/LSF SCHOOL FAIR SITE WAS FORMED WITH:**

1. 60+ exhibit booths
2. Networking
3. Agenda
4. Live streaming with moderator and ask questions feature
5. Resource Library
6. Workshops with special speakers
7. Sponsors

***“Instead of buying bricks and mortar we will spend the money on technology”***

# THE OPPORTUNITY/ THE FUTURE IS HERE

## MORE BENEFITS FOR BSF/LSF...

1. Families want to window shop at the event, but it's a bit uncomfortable in person since they are walking directly past the school's booths with the representatives waving them down. Going online provided families the opportunity to window shop without the immediate pressure from the schools. They could check out helpful resources, such
2. Live school fairs are losing momentum, as this style of event is not as sought-after as in the past. Families first instinct is to browse the internet for opportunities for their children's futures, so it it's a natural fit to host the event virtually.
3. Historically, the live event had workshops and presentations in separate small

breakout rooms. This year BSF did both live stream and recorded presentations for the workshops which were better attended numerically. **The workshop attendance increased on average 50% virtually.** For many schools this was their first time participating in an online event. Schools have learnt from this experience how to utilize technology and do things virtually.

**ONE WORKSHOP'S  
ATTENDANCE RATIO**

1 IN PERSON to 60 VIRTUAL 

“

*Who knows what 2021 is going to bring and if it's anything like this year. But the idea is to make the decision right now for next year's event and I'm leaning towards using Nextech AR because of what the possibilities are*

*- Mr. Nesbitt*

## WHAT'S NEXT FOR BSF/LSF SCHOOL FAIR?

It is in discussion for the BSF/LSF to host their 2021 School Fair with Nextech AR. It's important for nonprofits to have access to the technology and be a part of the virtual space.

***“The Partnership between The Black Student Fund and Nextech AR is a partnership between a nonprofit organization and for profit technology company to the benefit of the community that the nonprofit serves. Our funders want to know where their money goes”***

# Thrilled Attendees

It's not enough these days to aim for just "happy" customers.  
Let's instead aim for **THRILLED** customers.



VERY SATISFIED!



VERY HIGH QUALITY!

IT WAS FUN AND I LEARNED ALOT!

ENGAGING!

“

*My name is Angeles Reza, I had the opportunity to attend the BSF/LSF school fair.*

*My experience at the BSF/LSF school fair was great, my daughters and I had the opportunity to ask questions of the different high schools where my daughters are interested in applying. We liked the way in which the staff of most of the schools answered our questions and they, like us, were happy to be present virtually.*

*In general it was very easy to access the meetings, the instructions were very simple.*

*Thanks to the school fair my daughters have made the decision which schools to apply for high school.*

*Sincerely  
Angeles*



GOOD VALUE FOR MONEY!

EXTREMELY RESPONSIVE!

“

*The BSF/LSF School Fair website was a wealth of information! This was a one stop support for parents navigating the Independent School Terrain in the DC Metropolitan Area. The site was organized and interactive and included vital information that supported parents easily finding out information about the admissions process. I encouraged all of my clients to use the site as an invaluable resource.*

**Rona Frederick, PhD**  
*Founder, Moja Educational Consulting*

“

*Families want to window shop, but it's a big uncomfortable in person because their walking past someone's table, make eye contact – awkward. Now they can window shop without engaging an individual. Look at video, download text.*

WATCH AND LISTEN WHAT PARTICIPANTS SAID ABOUT THIS EVENT - [CLICK HERE!](#)



**nextech AR**  
solutions

**YOUR VIRTUAL EVENTS & WEBINARS PLATFORM**

Explore our NextechAR Platform and keep your audiences engaged with stunning virtual conferences, trade shows, meetings and product demos

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