

VA World Conference Case Study

KISS Virtual Services – June 2021

Summary

What started as a quirky idea for a slumber party manifested into a 1-Day Virtual Event.

The Subject or Customer

VA World Conference is a presentation of Virtual Assistant Sister Learning, a further natural extension of our organic growth and efforts to create choices for aspiring Virtual Entrepreneurs. Virtual Assistant Sister Learning was founded to bring together women of color who work or aspire to work in the Virtual Assistant industry. What initially started out as a group for Black women within the industry is rapidly growing into an inclusive community for all women within the virtual assistant world. Our objective is to see all of our “Sisters” create the ability to make the choice to leave their 9-5 jobs behind and run a profitable, location-independent virtual support business.

To inspire, inform & motivate the VA Community by providing up-to-date information and knowledge that encompasses everything you need to start & run a successful Virtual Assistant Business...all in one place!

Motto: Time to get it done. Time to be successful. Together, let's make it happen!

The Problem

Challenges faced included intermittent support, false starts, COVID-19, lack of experience in this arena.

The Solution

Using the 10 Volunteers, Nakia was able to enthusiastically spur them on to assist her with sharing the event on social media, taking suggestions and reaching out to speakers for the event, creating graphics, placing ads, hosting LIVE Video Interviews with each speaker.

There was not a deadline or task left undone.

She facilitated this using the Basecamp Project Manager, hosting monthly Volunteer Meetings, seeking the earlybird approach to booking a venue, and staying calm.

The Results

- 5 Speakers (2 Recorded, 3 LIVE)
- 2 Sponsors (Dubsado FREE Year, Tasha Booth Masterclass/Pick Her Brain Session)
- 11 Attendees
- 4 Co-Organizers onsite in person to facilitate Conference
- Offering Playback of Conference for residual income

