ommuniqué

VIRTUAL BENEFITS FAIRS

SOLUTION FOR OPEN ENROLLMENT

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SIMPLIFY OPEN ENROLLMENT WITH A VIRTUAL BENEFITS FAIR

Open enrollment can be a confusing time for employees and employers alike, especially with today's remote working environments and complex health care programs. The open enrollment period usually begins around November 1 and lasts for several weeks. During this time, employers are allowed to change the health, vision, dental, and disability insurance plans they offer as well as other benefits like 401(k)s and flex spending accounts, and employees must elect insurance coverage through their employer or a government-funded program.

Most of us have been on one or both sides of this process and know how confusing and overwhelming it can be. If you're an employer, you want your employees to be able to ask the right questions and receive clear answers so they can make the best decisions for themselves and their families.

- Do you wish you could host a benefits fair that served ALL of your employees at the same time?
- Do you have employees who need to explore their benefits plan with family members at home or from a remote location?
- Do you want to avoid the cost of sending benefits specialists to your various office locations to explain employees' options?

With a virtual benefits fair, you can do all this and much more.

WHAT IS A VIRTUAL BENEFITS FAIR?

Many organizations still fly their HR representatives to locations across the nation or the world to train employees on new benefits programs every year. Applicable information often varies from state to state and country to country, and reps must effectively (and repeatedly) communicate relevant options to each region they serve. Not only is this approach old fashioned and repetitive, but it can also be very costly and time consuming.

A virtual benefits fair allows you to educate your employees through an interactive online platform. Create a centralized, automated resource for your entire organization to access from anywhere, on any device, and at any time. Employees (and their family members) can visit virtual showcase booths and securely access information by topic or provider at their leisure. They can also ask HR experts or provider representatives any questions they have and receive timely responses in the dynamic setting.

Using a virtual benefits fair to facilitate open enrollment can help you build employee loyalty, satisfaction, and appreciation as well as streamline the process to enhance productivity and reduce costs in your organization.

WHAT ARE THE ADVANTAGES OF GOING VIRTUAL?

Industries and companies of all shapes and sizes can benefit from setting up a virtual benefits fair. The only requirement is having employees! The virtual environment will allow your employees to take ownership of their health care and other benefits choices by having convenient access to all the information they need from their office or in the comfort of their own home.

EASILY ACCESSIBLE

Distributing lengthy and complex information packets by mail is cumbersome, costly, and inefficient. Meet your employees where they live today—online—via their device of choice. You and your employees can access and participate in the virtual fair from anywhere, using any device with an internet connection (including both Android and iOS devices). No downloads or plugins are required for use.

PERMISSION-BASED ACCESS

Our permission-based access feature allows you to decide who sees what. Different views can accommodate offerings by geography, taking the guesswork out of available options in different states or countries. Choose the appropriate audience for each piece of content in your virtual environment to deliver personalized views. Send broadcast messages out to your entire audience or to a targeted list via email.

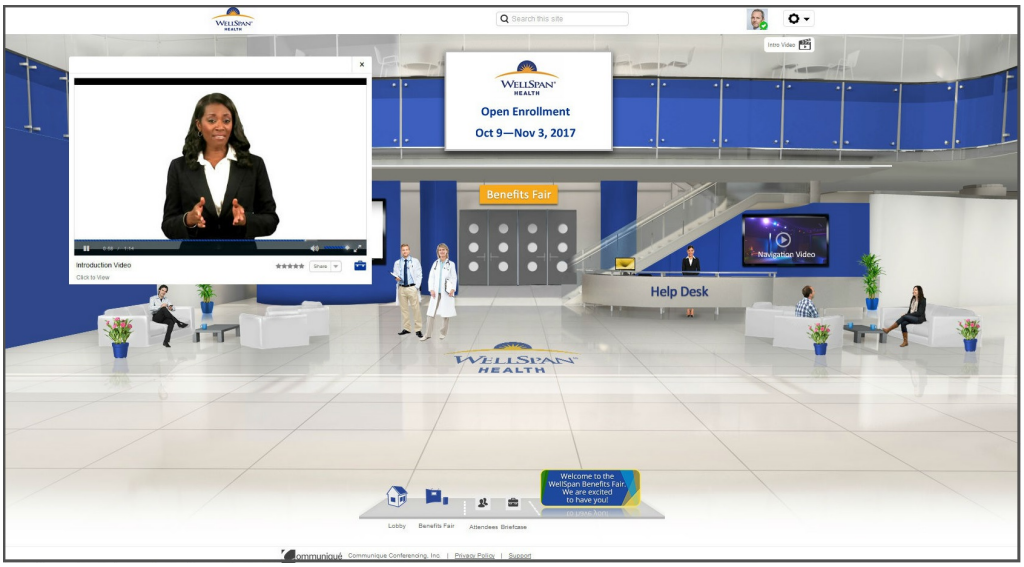
EFFICIENT AND CONVENIENT

Since the platform is so easily accessible, your employees will be able to make quicker, more educated decisions, and you can eliminate numerous labor hours. Your virtual fair isn't limited to the open enrollment period, either; it can extend beyond to support changes in circumstances ("qualifying events"), such as an employee relocating to another state for work.

USER FRIENDLY, ENGAGING, AND INTERACTIVE

The virtual fair is easy to use, and its interactive interface is strategically designed to grant quick access to solution-based information. Benefits providers and company benefits specialists can be on hand for live days to kick off the environment. During this time, presentations can be scheduled and delivered by experts, and booths can be staffed that represent each type of insurance offered. If a user has questions or concerns about the actual platform, they have access to top-notch customer support as well.

When content is presented in an engaging way, people naturally want to consume more of it. With a virtual benefits fair, you can offer your team various types of resources like videos, documents, links, live chat and webcasting features, and gaming options (to build fun into the process). Consider recording a welcome message that shows your company's commitment to employee care from the top down.



SECURE

Your virtual benefits fair will pass the most stringent enterprise IT review. Our secure event settings include

- Domain/email whitelisting
- Domain/email blacklisting
- Password-required events with elevated password complexity and lockout
- Secure cookie handling
- Secure content via HTTPS
- Single sign-on (SSO)
- Custom SAML integration

SCALABLE

Since the fair is hosted in the cloud, its platform capacity is virtually unlimited. The live event can host thousands of concurrent attendees and an unlimited number of on-demand attendees.

FULLY MANAGED SUPPORT

Rest easy knowing you have fully managed support for all aspects of any program in your virtual environment:

- An assigned project manager for program implementation, a 6–8-week project plan, status meetings, and a shared project workspace
- Managed milestones, client tasks, and deliverables
- Best practices and recommendations for success
- Live day attendee support
- End-to-end support for webcasts, including speaker training and live webcasting monitoring

RICH FEATURE TOOLKIT

Build and manage all aspects of your virtual environment with a full suite of administrative tools. The following resources and tools will foster connections needed to provide employees and their families with the information they need to make informed decisions.

- FAQ repository
- Downloadable documents and infographics
- Links to existing assets or forms
- Webcasting, group forum, and private chat features
- Built-in language translation feature (with the option to toggle between multiple languages)

DETAILED REPORTING

Reporting allows your organization to see, in real time, exactly who has and hasn't logged into the virtual fair. You can also view who has started and finished making changes. Send reminders through the platform to anyone who needs to finish completing a form by a certain time.

You can also track, calculate, and measure the ROI of your program through dozens of reports that are accessible via the host dashboard. Gain insight into user behavior and learn content preferences to see what's working best. By analyzing your reports, you can develop a better picture of your audience over time to improve your virtual environment for the future.

COST EFFECTIVE

Significantly cut costs by not having to send your benefits specialists to all of your regional or global offices, and allow them to spend their time on their daily responsibilities in the office.

CONCLUSION

Rethink your benefits strategy for the next open enrollment period by offering your team an engaging and immersive online experience. Utilizing a virtual benefits fair for corporate communication will allow everyone to better understand their options and selections. It will also differentiate your business and brand as modern and forward thinking.

If our secure, scalable, robust, interactive, and easy-to-use platform is the solution you've been searching for, contact us today, or visit our website to learn more about our virtual event and environment software platforms: www.VirtualTradeShowHosting.com/Virtual-Beneifts-Fair.

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This guide is for general information purposes only and is not intended to be legal advice. Consult a qualified attorney to ensure full legal compliance.