Generate More Publishing Revenue from Events

Association TV | June 2019
INTRODUCTION

ASSOCIATION EXPERIENCE:

• Entrepreneurs’ Organization – International Chairman
• WorkerBee.TV, helping organizations leverage video strategically since 2008 through Association TV®

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AGENDA

THE GAME PLAN:
• Today’s publishing environment
• Unlocking event revenue opportunities
• Key take-aways
TODAY’S PUBLISHING ENVIRONMENT
EVERYONE IS A PUBLISHER

PUBLISHING IS:

• Online
• Real-Time
• Mobile
• Video, Audio, Text (Multimedia)
• Actionable
AUDIENCES ARE CHANGING

DIGITAL-FIRST IS EXPECTED

With an emphasis on video!
YOUR AUDIENCE IS MOBILE

The average person is on their phone **over 3 hours a day.**

Up to **70%** of web traffic happens on a mobile device.

SOURCE: wyxow & CIO Dive, 2018
An office worker, on average, will check their email inbox **30 times every hour.**

On the average web page, users will read **at most, 28%** of the words.

The average page visit lasts less than a minute and users often leave in **just 10-20 seconds.**
Publishing is moving from this......to this
WHAT DOES THIS HAVE TO DO WITH EVENT REVENUE
92% OF MEMBERS WANT EDUCATION

SOURCE: The EXPERIENCE Institute® & ASAE
92% - 15% = 73% MEMBER OPPORTUNITY

- Event Publishing Opportunities
- Enhanced Sponsorship & Advertising Opportunities
- Indirect Revenue Gains
EVENT OPPORTUNITIES
EVENT REVENUE OPPORTUNITIES

• Livestreaming
• Conference All Year Long
• Continued Education
• Daily Conference Recap and “Look Lives”
Making this
Feel more like...
This.
LIVESTREAM REVENUE OPPORTUNITIES

• Accredited Learning or Rockstar Topic or Speaker
  • Pay-per-view
• Extend the Event for Free
  • Supported by Sponsorship
• Pre-Registration
  • Access non-event attendees
  • Access non-members
REPURPOSE YOUR BEST EVENT CONTENT IN MULTIMEDIA FORMAT
YOUR BEST CONTENT – ALL YEAR LONG

LIVE STREAM OR RECORDED SESSION

SOCIAL NETWORKS

- Full Length Recorded Session
- Social Media Awareness Video

OPEN ACCESS

- 2-3 Minute Micro-Learning Videos
- Audio Podcast of Recorded Session

ASSOCIATION WEBSITE

GATED ACCESS

- Multiple Social Media Posts
- Session PowerPoint
- Magazine Article
- Website PDF
- Blog Post
YOUR BEST CONTENT – ALL YEAR LONG

SIMPLE TO FIND, CONSUME, AND ACT
• One-to-many sponsors supporting
  • Per session
  • Per series

• Easily bundled to grow (not shift) existing sponsorship
  • Event Sponsorship (session sponsors)

• If the sponsor is the speaker = additional content marketing
  • Video & Podcast
  • Transcription in magazine or blog
CONTINUED EDUCATION

• Pay-Per-View
• Sponsorship
• BOTH
CONTINUED EDUCATION

- Pay-Per-View
- Sponsorship
- BOTH
DAILY CONFERENCE RECAPS

• Video Show Daily
  • Summarize each day into a Video
  • Integrate your sponsors into the video for an extended price point
    • Exhibitors
    • Brand Sponsors (Wi-Fi, Session, Keycard, Lanyard, etc.)

• Value to
  • Association
    • Additional Revenue and Content Exposure for event
    • Bundling protects revenue shift – grows revenue
  • Sponsor
    • Adds digital and measurable asset
    • Extends Reach to entire audience
    • Extends Time Value of sponsorship from days to months
LOOK-LIVES

• Provides Exhibitors additional exposure (MHIview)
• On the video wall
• In the newsletter
• In the APP
• In Social Media
EVENT REVENUE SUMMARY

VIDEO MAKES IT EASY TO:

• Extend the content to your entire audience
• Monetize the content
• Bundle with sponsorship, exhibitor and advertising
• Increase value for association, member and sponsor
TODAY’S REALITY

• People do not want to be sold to – they want to be educated
• We are trained to “filter out” advertising
• Brand advertising is dying a slow but accelerating death
• CMO’s are now demanding measurable ROI – drive to digital

USA ADVERTISING TRENDS BY MEDIUM - 2017

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<th>DIGITAL</th>
<th>RADIO</th>
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SPONSORED CONTENT OPTIONS

1. Thought Leader, Educational, Expert
2. Product, Service, Case Study, Advertorial
Define topics that members need and sponsors can fulfill
Thought Leadership Solutions; priced individually or bundled

**EXAMPLES:**

- Speak at Event
- Produce in multimedia with association reach
- Film & Interview at Event
- Extend to sponsors website
Using Data to Improve ALM Modeling

After nearly a decade of low interest rates, the competitive market of deposit gathering is heating up. Is your institution prepared to manage interest rate and liquidity risk management in a higher rate environment? Join Darling Consulting Group as they discuss current asset liability management modeling approaches and how to effectively utilize a wide range of data.
& EXTEND TO SPONSOR WEBSITE

WhOlistic ALCO
Delivering best practices in integrated risk management for almost 40 years.

Learn More

Financial Performance

ALM Consulting Model Validation Deposit Analysis Credit Stress Testing

Are you meeting regulatory expectations? DCG has answers.

Are you satisfied with your ALM process? Learn how DCG can help.

Is it time for your process to be validated? Talk to the experts at DCG.
Using Data to Improve ALM Modeling

After nearly a decade of low interest rates, the competitive market of deposit gathering is heating up. Is your institution prepared to manage interest rate and liquidity risk management in a higher rate environment? Darling Consulting Group explains the current asset liability management modeling approaches and how to effectively utilize a wide range of data.
Extend your exhibitor experience and value all year long

**EXAMPLE:**

- Multimedia Solutions Directory
FINANCIAL EXAMPLE
+ 2 Livestreams
+ 2 Conference All Year Long
+ 2 Daily Recaps
+ 2 Look Lives
+ 2 Thought Leader
+ 20 Multimedia Solution Center (exhibitor)

=  

$115,000 of new revenue at one event +

• Pay-per-view or New Member Lead Registrations
• Exposure to non-attendees = increased participation next year
• Bundled sponsorship – reverses negative brand advertising sales
WAIT...... THERE’S MORE
• 40 interviews
• 24 episodes
• Up to 7 sponsors per
• Bundle with magazine or
• Sell separately

Additional $200,000+
DIRECT & INDIRECT REVENUES

revenue | recruitment | retention
Engagement grows Retention & Recruitment

**VIEWERSHIP**
- 2015: 21,601
- 2016: 51,584
- 2017: 71,142

**NEW SUBSCRIBERS**
- Jun 24, 2015
- Mar 12, 2016
- Jul 21, 2016
- Nov 29, 2016
- Aug 18, 2017
KEY TAKE-AWAYS
VIDEO IS CHANGING EVERYTHING
59% of senior executives would rather watch a video than read text, when both are available.

88% growth year over year in time spent watching videos on a smartphone.

1-minute of video is equal to 1.8 Million words to your audience.
Monetization motivates Associations to move from this...
CONTROL THE BRAND EXPERIENCE

MAXIMIZE THE REVENUE

...to this
EXTEND REACH
EVENT CONTENT ALL YEAR LONG

SPONSORSHIP | ADVERTISING | PAY-PER-VIEW
THANK YOU

QUESTIONS & DISCUSSION

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