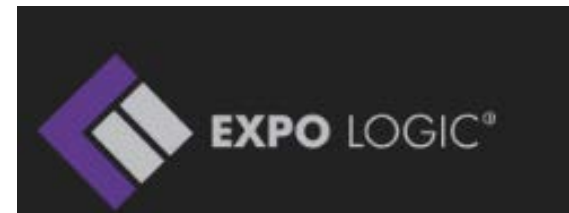




How to Conduct the Perfect Event Before, During, and After

Best Practices from Four Association Innovators





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518.691.0071 x5
curtin@informz.com

Hi, we're Informz!

ENGAGEMENT MADE EASY



Email Marketing



Professional Services



Mobile Event App

Losing a Potential Registrant in 3 Steps



Invite is Not Optimized for Mobile



Subject Line Blahs



Invite Messaging is Not Segmented

Game-Winning Moves

- TEST Before Send
- Use Your netFORUM Data to Segment
- All About the Subject Line
- Mobile Friendly

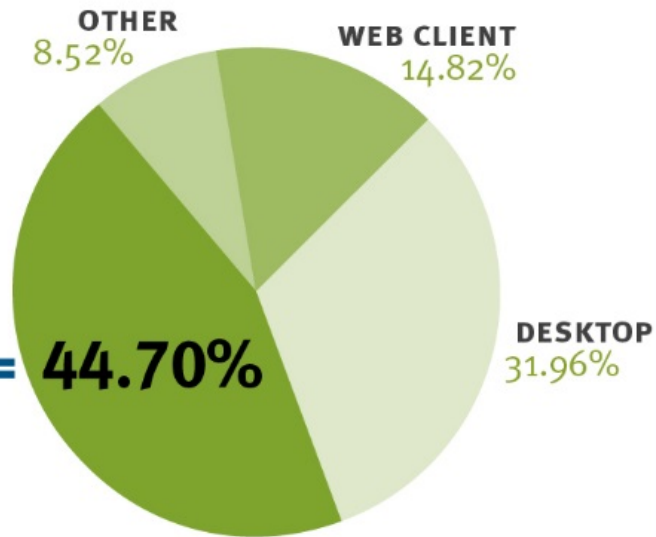


RESULTS BY

email client type



Mobile Devices = 44.70%



www.informz.com



5 Tips for Mobile Optimization

1. Brevity is key
2. Width should be 100%, no height
3. Increase white space around links
4. Font size – 12 pixels or higher
5. Subject line <30

TEST, TEST, TEST

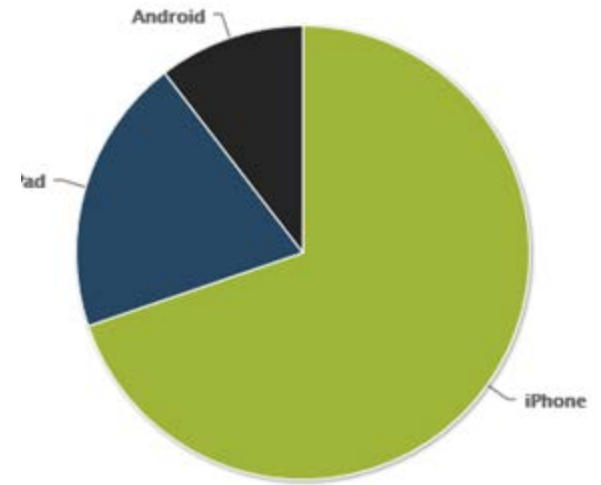
EMAIL CLIENT TEST RESULTS

Click on an image thumbnail below to see the full image.

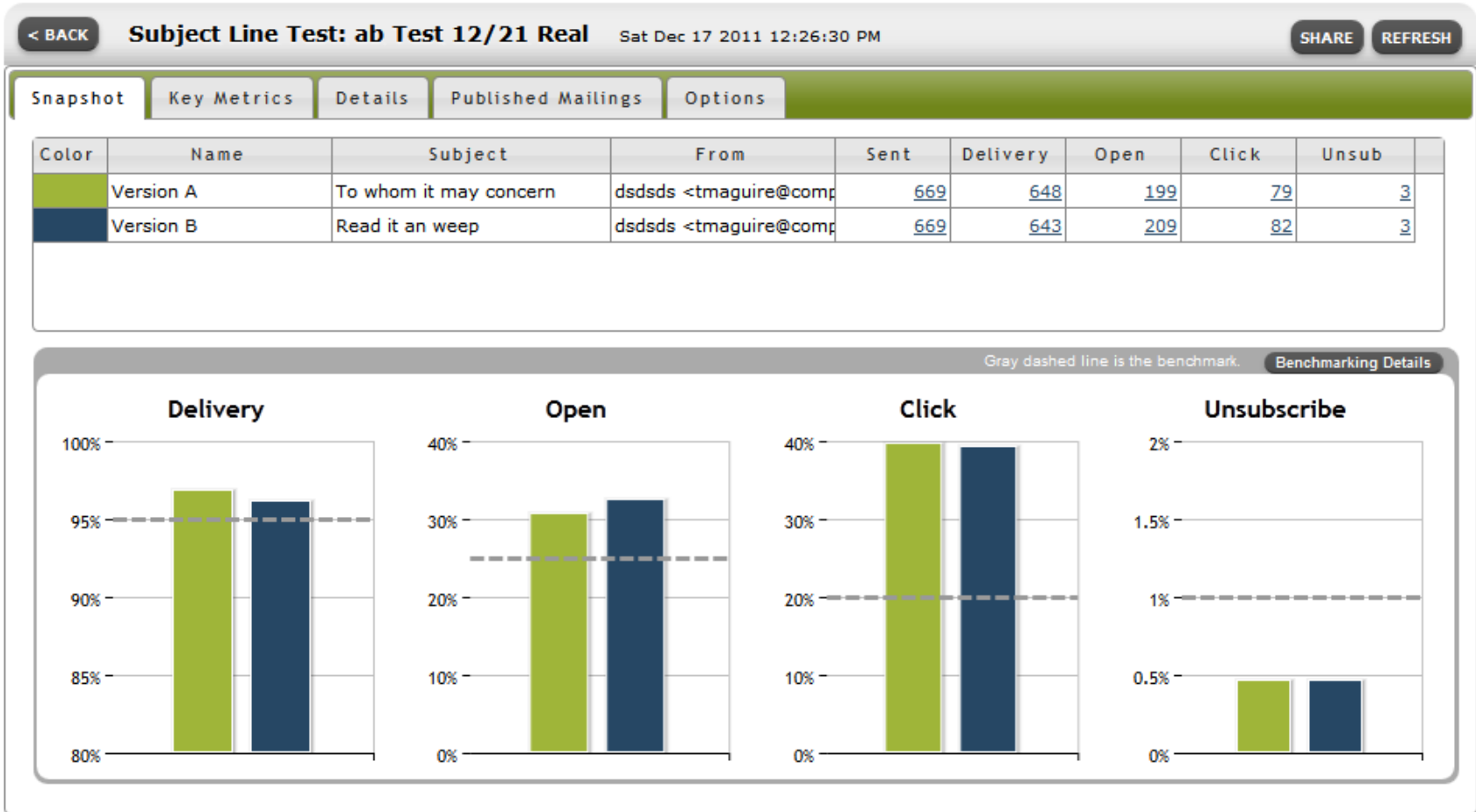
The grid displays the following email clients and their renderings:

- AOL Mail (Explorer)
- AOL Mail (Firefox)
- Apple Mail 3
- Apple Mail 4
- BlackBerry Curve
- Entourage 2008
- Gmail (Explorer)
- Gmail (Firefox)
- Gmail Old (Explorer)

Mobile Email Client Usage



You're Not Spending Enough Time on Subject Lines




5 Tips For Creating Subject Lines

1. Try using hot topics pertaining to the event.
2. Personalize the subject line with the reader's name.
3. Insert numbers such as discounts, deadline dates or value of products.
4. Insert your association's name.
5. Experiment with different subject line lengths.

Watch Your Length

The screenshot shows a 'Subject Information' dialog box with a subject line 'Why Aren't You Coming?' and character counts for Mobile (FAIR) and Desktop (OK). A yellow callout box titled 'Subject Line Length Recommendations' contains a table with columns for Email Client, OK, FAIR, and POOR. The table shows character ranges for Mobile and Desktop. A note below the table states that subject lines falling under the 'poor' column may be cut off in the inbox.

Subject Information

Subject: * Why Aren't You Coming? 

Characters: 22 Mobile: FAIR Desktop: OK

Targeted Subjects:

This option allows you to set alternative subject lines for mobile subscribers in specified target groups. This is very important for increasing your Open Rate by making the subject line relevant to each device.

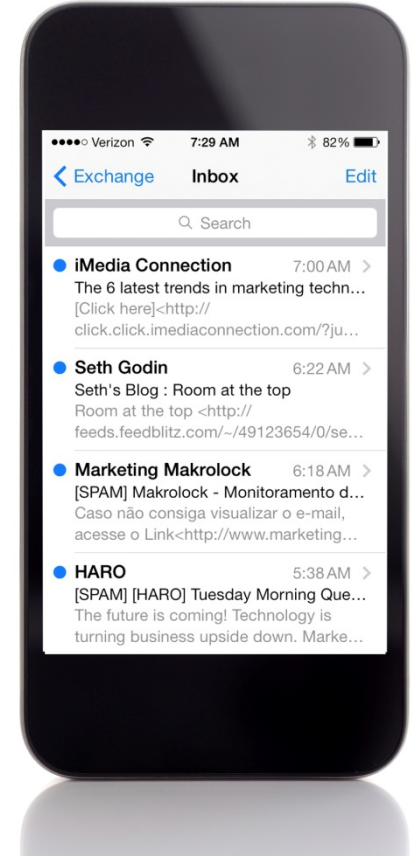
Subject Line Length Recommendations

Email Client	OK	FAIR	POOR
Mobile	1-20	21-30	31+
Desktop	1-40	41-50	51+

Note: If your subject line length falls under the poor column, it may get cut off in the inbox and possibly reduce your open rates.

Power of the Pre-header

- Expand upon a discount/coupon
- Summarize your story in 1-2 sentences
- Create urgency for event registration
- Focus on “what’s in it for me” factor
- Preheader = Addendum



Relevancy is King



Extend the Power of netFORUM



Integration With:

- **Pro**
- **Enterprise**



Turn a No Into a Yes



Infection Prevention Manual for Ambulatory Care

2009 Edition

Gail Bennett, RN, MSN, CIC



APIC
2011 BALTIMORE, MD
JUNE 27-29

TRANSLATING SCIENCE –
Sustainable Solutions

As a healthcare professional focused on infection prevention, you have access to the latest scientific literature that describes the 'what' and 'why' of infection prevention.

Have you noticed, however, that this literature typically glosses over the 'how to implement' component of performance improvement?

Learn how to implement the latest science and clinical best practices in your facility in a manner that is sustainable over time at the [APIC 2011 Educational Conference & International Meeting](#) on June 27 – 29, 2011 in Baltimore, MD.




Our theme, **Translating Science – Sustainable Solutions**, focuses on addressing this *bench to bedside* gap that many IPs face by providing practical and applicable improvements.

Educational highlights for Ambulatory Care attendees include:

- CMS Tool for Ambulatory Surgery Centers
- Disinfection & Sterilization in Ambulatory Care
- Safe Injection Practices in Ambulatory Care
- Healthcare Electronic Records and Surveillance
- Hand Hygiene Monitoring Technology

Clicks That Convert

Pseudo Association

Connect with us.   

INFORMZ CONTENT HERE

Last Chance to Save \$100!

Hi %%First Name%%,

You attended this event last year, and this year will be even better! Join us again, to Learn what it takes to turn members into devoted fans by delivering the experiences they want, when and where they want them.

Hear how associations like yours are leveraging technologies -- including responsive design, mobile, social media, and email -- to deliver targeted services to their members and turn them into groupies.

Click below to register for this "must attend" event!

Subscribe Now

SIDEBAR

Event Agenda:
 10:00am – 10:30am
 Member Experience Keynote

10:30am – 11:30am
 Leveraging Responsive Design

11:30am – 12:30pm
 Lunch & Roundtable

Target Groups used in the mailing:

Target Group Name	Action
Interests : Not registered for 2014 conference	Get Count
Interests : last year's attendees	Get Count
Compound : Hasnt opened Event Emails + Hasnt Registered	Get Count

Total Clicks	# of Subscribers	% of Total Clicks	Clicks per Sub	Web Pages Viewed	Total Conversions	Total Conversion Value
47	47	11.24 %	1.00	2	40	3000
24	24	5.74 %	1.00	2	20	960
20	20	4.78 %	1.00	3	14	798

12866

Last Chance to Save \$100!

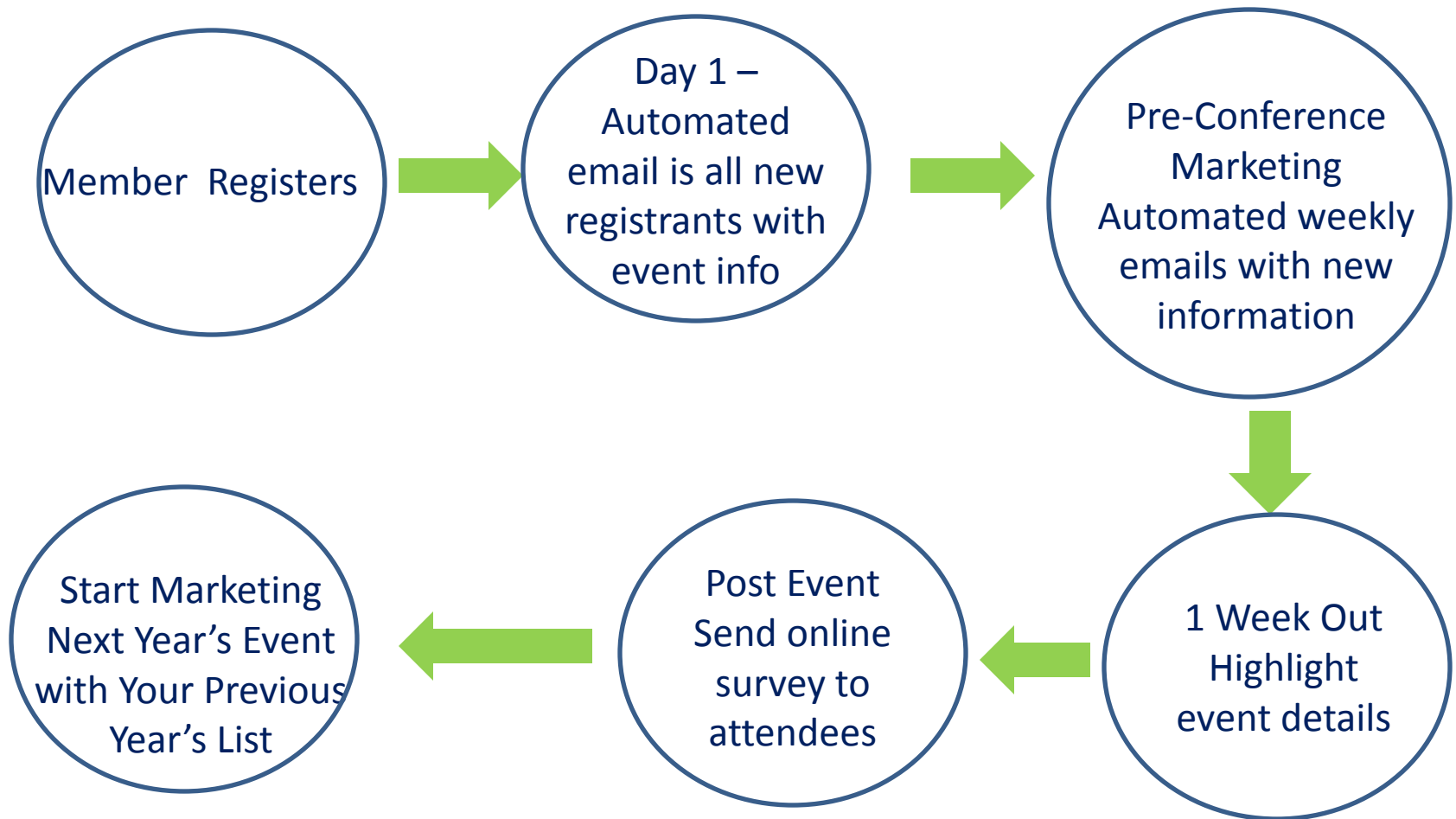
Learn what it takes to turn members into devoted fans by delivering the experiences they want, when and where they want them.

Hear how associations like ASAE, National Confectioners Association, International Association of Fire Chiefs, and others are leveraging technologies -- including responsive design, mobile, social media, and email -- to deliver targeted services to their members and turn them into groupies.

Click below to register for this "must attend" event!

[Create Story](#) +

Automate Your Reminders



Great First Impressions

...and how to achieve them

As an event organizer, you actually have two opportunities to make a great first impression

Online



On-Site



So, what makes a great first impression?

Our own research shows that there are two main factors that are most important to individuals when registering for an event.



Let's start with online registration...



Factor #1 – Simplicity

Here are few ways to simplify your registration process:

- 1. Less is more*
- 2. Real-time Integration with your AMS*
- 3. Clean (uncluttered) user interface*



Factor #2 - Speed

Here are few ways to speed up your registration process:

- 1. Single Sign-On (SSO)*
- 2. Trim down registration options*
- 3. Login once, register many*



What about on-site check-in?



Factor #1 – Simplicity

Here are few ways to simplify your On-Site Check-In process:

- 1. Barcode (QR) your confirmations*
- 2. Self-Service Badging*
- 3. Plan 'B'*



Factor #2 – Speed

Here are few ways to speed up your On-Site Check-In process:

- 1. Stop Pre-Printing Badges*
- 2. Single Point of Distribution*
- 3. Self-Service = Better Service*



Questions?

I'd be happy to answer anyone's questions offline. Please feel free to contact me directly.

Jeff Cooper

(484) 751-5101

jcooper@expologic.com

 [JeffCooper_ELI](#)

 www.linkedin.com/pub/jeff-cooper/4/b01/52b/





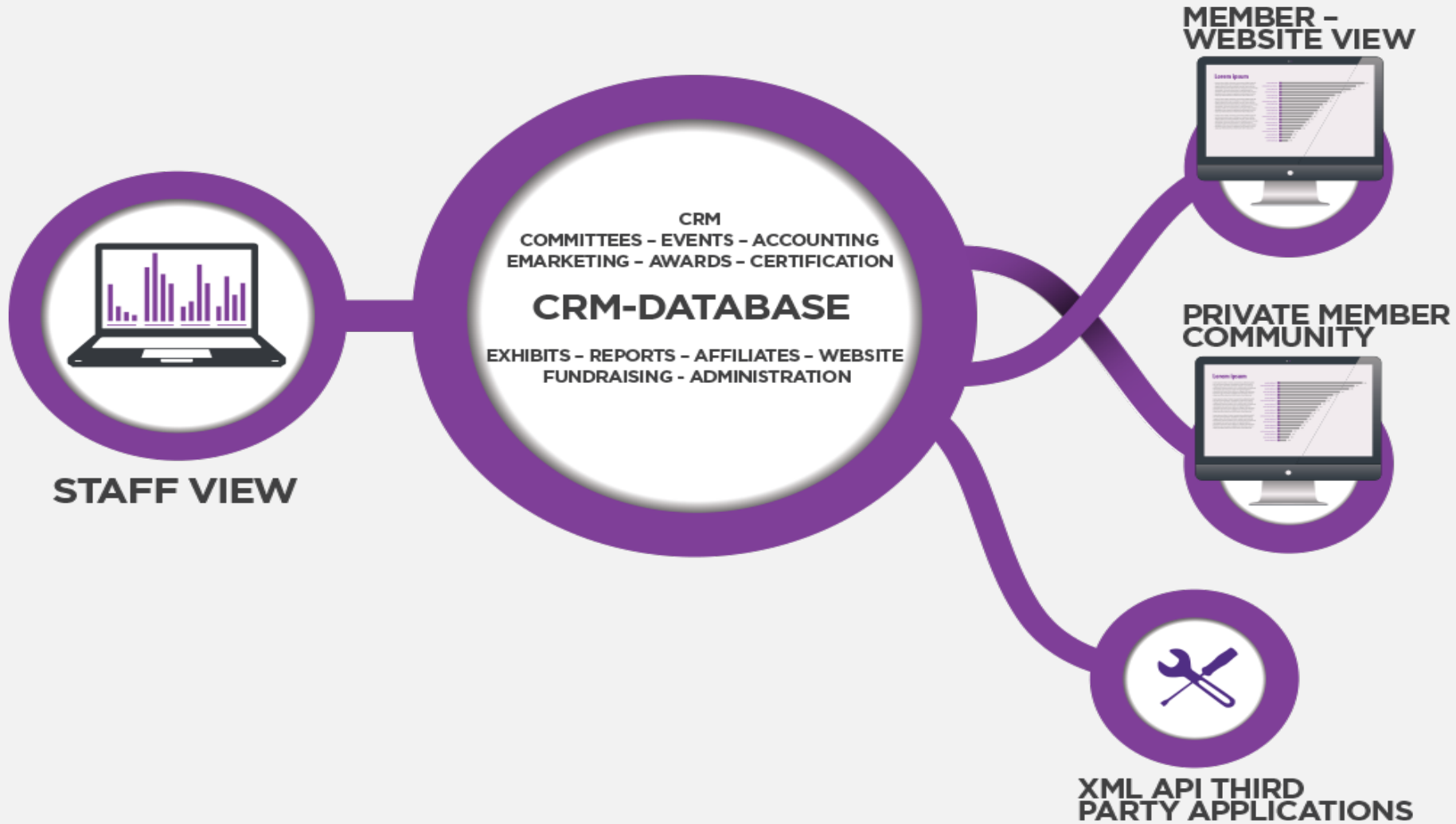
SOCIAL CRM FOR THE EVENT PROFESSIONAL

Mara Croce, Avecetra
April 30, 2014



- Association Management Software
 - Automate Process
 - Membership Management
 - Member Self Service
- Avectra
 - Pro Edition
 - Enterprise Edition
- Central System that brings all the parts together

AVECTRA SOCIAL CRM





Personal Info w/Image



Customer #: 2477590

Mr. Erik Paul Laubacher

erik@avectra.com

(440) 123-4567

Mr. Erik Paul Laubacher
Sales Engineer
Association of Sales Engineers
2981 22Nd St S
Arlington, VA 22204-5365

www.elaubacher1.com

- Goto Org
- Upload/Edit Pict
- Login Options

Personal Information

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Sales Engineer
Association of Sales Engineers
2981 22Nd St S
Arlington, VA 22204-5365

- Goto Org
- Upload/Edit Pict
- Login Options
- www.elaubacher1.com

Membership Information

Member:	Yes
Type:	Regular Membership
Status:	Active Early
Join Date:	6/30/2010
Effective Date:	6/1/2013
Expire Date:	5/31/2014
Original Join Date:	8/1/2012



Shopping



Add Payment



Transaction Summary



Fulfill Merchandise



Add Notes

Record Information

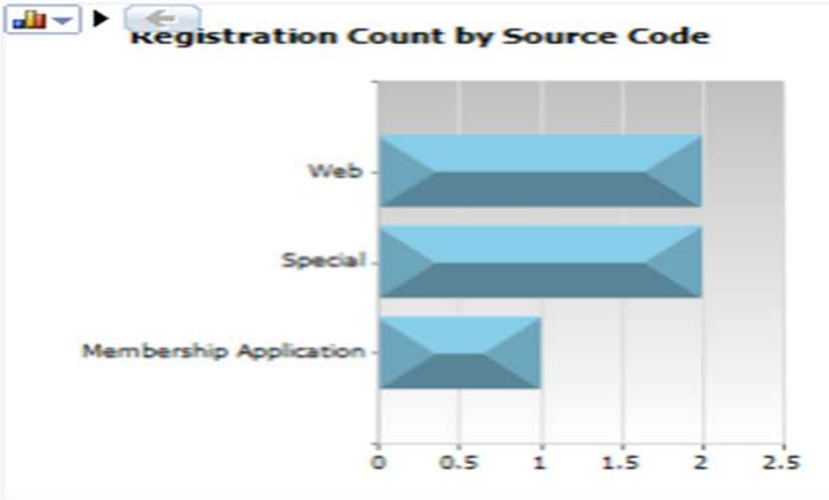
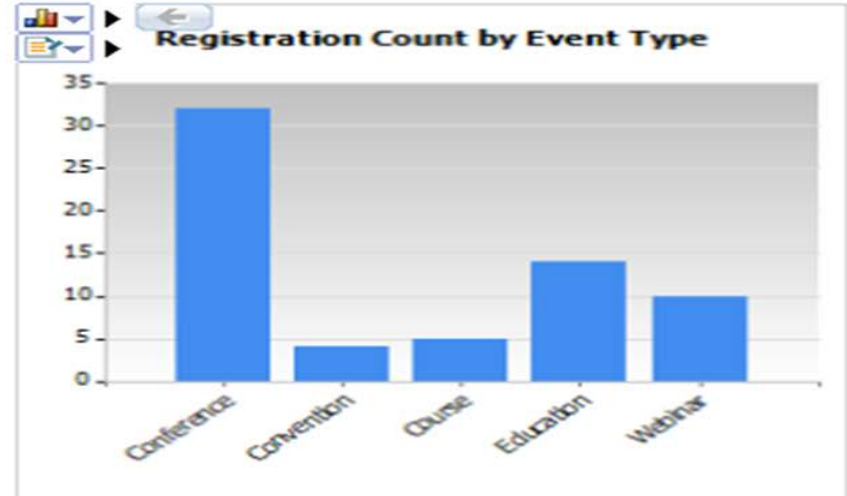
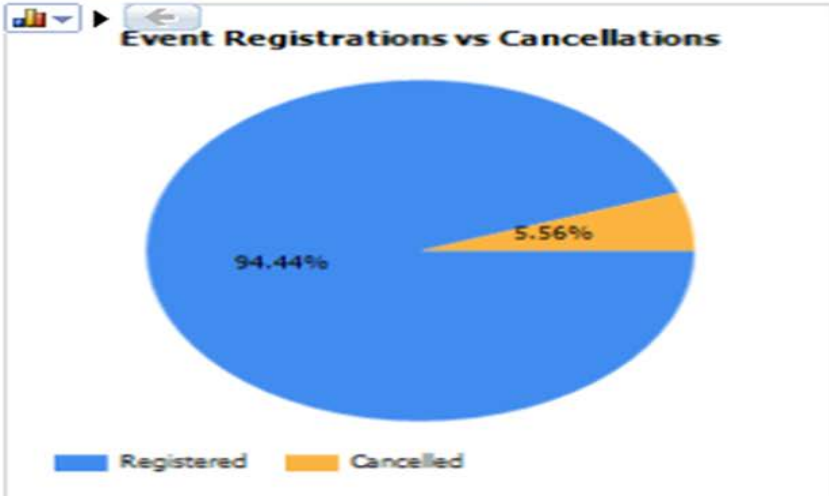
Created: elaubacher-3/9/2009

Updated: mcroce2-4/21/2014

Membership	Relations	Purchases	Subscriptions	Activities	Certs	Awards	Notes	Other	Corr.	Merged Info	Log
▼	☐	Event Registrations									
▼	☐	Speaker									
▼	☐	Committees									
▼	☐	Subcommittees									

REPORTS / DASHBOARDS

PERSONALIZE YOUR DASHBOARD

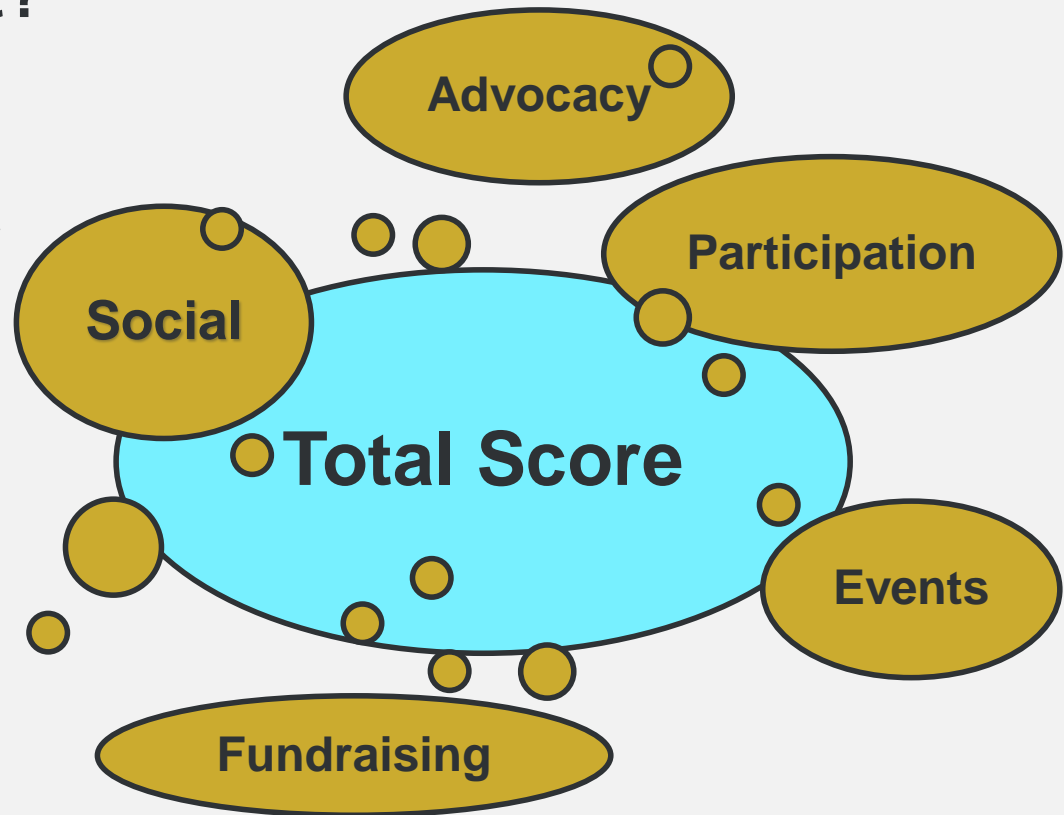


MEMBER ENGAGEMENT SCORING

What is Engagement?

The result of a member investing time and/or money with the association in exchange for value.

From: David Gammel,
CAE, Entomological Society
of America



Blue Sky Broadcast is committed to being the association industry's premier provider of virtual meeting services.



- **Simplify capture and delivery of valuable content**
- **Manage and measure user participation**
- **Accelerate and enhance knowledge transfer**
- **Reduce costs from in-person meetings and training**

**Live or recorded
“spoken word” educational knowledge
is an underutilized asset
in the association world.**

Dust off your association content – repurpose, upload and manage it an affordable price

- **Your content can be viewed on-line on-demand from anywhere any time.**
- **Your users can buy specific content individually or buy a set.**

Presentation and Conference Content

- **Convert your valuable content into on-demand learning modules**
- **Build modules from archived content, programs captured by other providers, live streaming webcasts and recorded webinars .**



Gives you control over managing the professional development content at an affordable price

- Your content can be viewed on-line on-demand from anywhere any time.
- Your users can buy specific content individually or buy a whole course.

Have a true on-demand certification process

- Increase the number of certified members and make the process easy and cost effective.
- Remove the location based logistics and costs



Sell Ads on the Learning Portal

- Logos can be offered for the catalog level
- Ads or banners can be placed to highlight specific pieces of content
- Have them co-sponsor any content or event



Live or On-demand events on your on-line learning portal.

- **Setup regional events. Make your content available to members and non-members that were not able to attend.**
- **Offer content for sale through your portal when attendees are most interested in it.**

Live Webcasts & Hybrid Meetings

- **Broadcast from a live event, annual conference, meeting, a studio or an office and enable real-time remote audience member interaction.**
- **Capture video utilizing our production crew and broadcast to remote viewing locations .**

Blue Sky can help you with your event captures

- **We can help with identifying, capturing and repurposing your content or any event management services.**

Pair physical event with online content

- **Combine an online course or presentation with an in-person workshop or event**
- **Have your attendees do some pre-work for a physical event**
- **Offer an online assessment or survey following an event**



Cross-Sell & promote your other site pages

- Drive or re-direct traffic to your other products and services

Sell your other products and services

- Sell books or registration for in-person seminars/conferences that may be part of blended learning experience



Benefits of event-based learning include:

- **Broadens reach (at almost no additional cost)**
- **Longer/repeated viewing time means increased exposure to your content + message**
- **More engaged = more retention**
- **Increase touches/interaction**
- **Greater ability to measure data for scoring and then create more targeted content + effective follow-up**
- **Generate new revenue vehicles**

Like all my fellow presenters, I welcome the chance to address your specific questions on a 1-1 basis.

Patrick Dorsey

877.925.8375 x2264

Pdorsey@blueskybroadcast.com

@PatrickFDorsey





How to Conduct the Perfect Event Before, During, and After

Questions?

