

bluesky

broadcast

Virtual Meeting and Online
Learning Solutions for
Membership Communities



www.blueskybroadcast.com

Electronically Capture, Manage and Deliver all Forms of Member Learning

CAPTURE live and on-demand interactive educational content
MANAGE content through a customized online learning portal
DELIVER content to a globally distributed audience

Blue Sky Broadcast is an industry leading provider of web-based learning and virtual meeting solutions for Associations. Our goal is to take your educational presentations and deliver to your members in an impactful and cost-effective online educational platform.

Since 2002, Blue Sky Broadcast's learning management solutions have been used by more than 500 associations. We currently host over 35,000 recorded association presentations, have issued over 400,000 certificates of completion and managed over 100,000 live webinar registrations.

Bridge the Gap

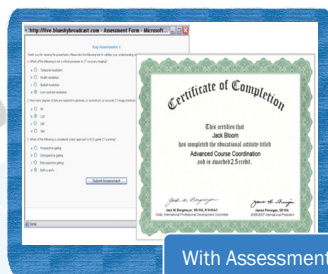
Today's associations have many challenges in order to remain leaders in their industries. Meanwhile, members seek high value professional development resources, relevant educational content and innovative ways to be better performers in their profession. To stay competitive and foster a thriving membership base, associations need to implement effective technology solutions that will bridge the gap between member development and education management that supports their overall educational mission.



Blue Sky
Captures Event



Blue Sky Delivers Online
Live / On Demand



With Assessments
& Certifications

Our team and technology helps bridge the technology gap by providing a full suite of services that leverage your valuable content into engaging and cost-effective educational offerings that reach a larger audience.

Blue Sky's learning solutions will:

Facilitate efficient learning by taking your best educational sessions and engaging new audiences on any device, from anywhere.

Reliably track and report on meeting and online education participation.

Generate revenues with integrated e-commerce functionality for your education and meeting content.

Streamline Administration and manage member education in one unified, integrated platform.

Effortlessly integrate into other systems including AMS and CRM platforms with Blue Sky's open API.

Simply manage users with permission-based access to specific content and comprehensive usage reporting.

Foster your brand with a fully customizable portal incorporating the look and feel of your website with single sign-on for members.

Specifically designed for Associations, Blue Sky's solutions are available as SCORM compliant and always meet the specific needs for member education and virtual meetings.

The Evolving Event: Change Success Metrics from "Conference Attendance" to "Conference Participation"

While nothing replaces the face-to-face networking value of attending an important conference or symposium, combining an on-demand library of meeting content with a well-developed social media outreach program, sparks member conversations and interactions.

Source: *Promoting and Leveraging Your Meeting Content*
Philip Forte, President, Blue Sky Broadcast



Unsurpassed Learning Management System for Associations

Blue Sky's Path LMS™ (learning management system) is optimized for delivering media content that allows you to manage all of your recorded annual meeting presentations and webinars in an easy-to-use, digital library that enhances your professional development offerings for members. We convert your best annual meeting educational presentations into e-learning modules that can include integrated testing, tracking and certification features.

Blue Sky's Path LMS is the perfect web-based solution to manage and deliver instructor-led, spoken word presentations for your Association's educational and professional development requirements. Built on a proprietary platform specifically for the needs of Associations, Path LMS enables members to access education anytime, from anywhere, on any device and is fully customizable to match the brand of your website, creating a world-class learning experience for your members.



ASSESSMENTS AND CERTIFICATION

Assess and certify participants through our integrated pre-tests, post-testing and even pop-up questions to assure member engagement.

REPORTING

Securely access, track and review reports for all user activity including certifications, user profiles, utilization data, and assessment results providing a full audit trail from a centralized system.

ADMINISTRATION & PERMISSIONS

Simplify the management of users and administrators with permission settings based on profiles and roles, restricting access to certain content or tracks based on member status.

API INTEGRATION

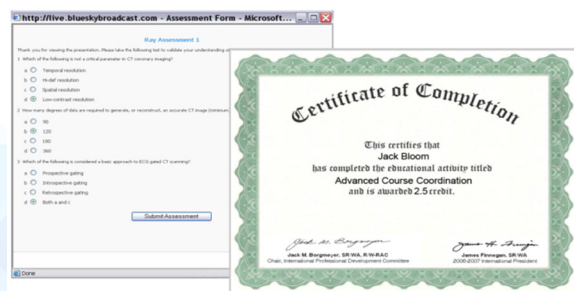
Simplify the integration process with all major AMS systems including turn-key integration with providers such as Avectra, iMIS and Personify.

eCOMMERCE

With fully integrated eCommerce functionality, the Blue Sky Path LMS enables additional revenue streams for your Association.

SOCIAL NETWORKING

Receive additional word-of-mouth exposure and referrals through the power of social media integration, included with each Path LMS deployment.



Assessments and Certifications provide printable records for all user activity. Continuing education units can also be seamlessly sent back to member database.

Event Services

Fully managed event solutions for Associations

Blue Sky offers fully managed event services that allow you to capture all of your Association's educational presentations to enhance professional development opportunities for members. As a full-service provider, Blue Sky manages all aspects of your Association's needs from onsite capture to on demand archiving. Blue Sky can accommodate all of your event technology needs consisting of audio and/or video streaming with synchronized presentations and slides.

FULLY MANAGED WEBINARS

Engage your members with high-impact, interactive webinars and online training with video, sophisticated polling, tracking and smart grading capabilities. Fully integrated with the Blue Sky Path LMS, our webinar services allow you to connect and educate your members, anytime, anywhere. As part of our standard webinar package you receive the following services:

Dedicated Event Manager to guide you through the planning and setup process:

- Registration site creation
- Speaker training
- Event facilitation & quality assurance review
- Universal access for audiences with no plug-ins or applets required

Full service facilitation and support during your webinar including:

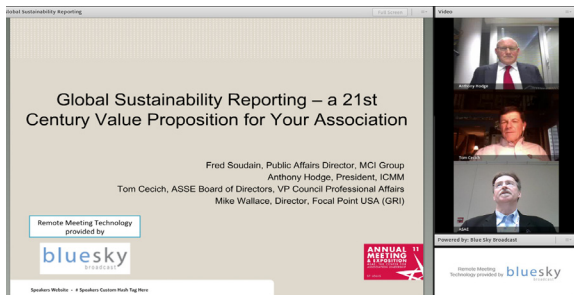
- Live technical & customer support for participants including toll free phone support
- Back-ups and redundancy on all systems related to your event

Post event services including:

- Event recording and publishing to your site or Blue Sky's Path LMS
- Post-event analysis and participation reporting with detailed metrics



The screenshot shows the HealthLeaders Media Webcast website. At the top, there is a navigation menu with links for Home, My Webcasts, Upcoming Webcasts, Premium Resources, Support, and a Please Log In button. Below the navigation is a banner image showing a group of people in a meeting. The main content area features a welcome message: "Welcome. Access your HealthLeaders Media Webcast Now!". There is a login form with fields for E-Mail and Password, a Log In button, and a link for "Forgot your password?". To the right of the login form is a section titled "About HealthLeaders Media Webcasts" with a large "Webcast" heading and a brief description of the service.



LIVE WEBCASTS & HYBRID MEETINGS

Broadcast from your live meeting and enable real-time remote member interaction and discussion through the use of in-console live chat functionality. Video is captured utilizing our production crew or a high quality webcam and broadcast to remote attendees.

- Event registration setup
- Onsite media production with our dedicated production crew including videographers, technicians, and event moderators
- Live event facilitation
- Media synchronization with slides, branded with your look and feel
- In-console live chat or integrated Twitter stream encourages attendees—onsite and remote—to interact and discuss in real-time
- Event archival
- Technical support for attendees
- Translation and closed-captioning services

ON-DEMAND PRESENTATION PUBLISHING SERVICES

Take advantage of existing spoken-word educational content and convert it into consumable media for online consumption. Content is developed from any historic event including programs captured by other providers, live streaming webcasts, recorded webinars, and more. Engage members with archived educational content anytime, anywhere offering flexibility and convenience for participants.

Blue Sky manages all aspects of capturing and delivering your presentations so you can focus on your core message.

ROYALTY PROGRAMS

Blue Sky's Royalty Programs offer additional revenue opportunities with proven point-of-purchase marketing that generates real results from onsite sales of educational and conference content. By offering material for sale when attendees are most interested in the content, your association can realize additional revenues that engage the audience far beyond conference sessions. Blue Sky supports royalty sales with a comprehensive marketing plan, on-site sales personnel, online store sales, customer support and product fulfillment. Additionally, through our partnership with MCI Group, we are able to help establish a global content dissemination plan through creative licensing of your content in markets around the world.

BLUE SKY PARTNERS

Blue Sky has partnered with leading AMS and association technology companies such as AVECtra, iMIS, Personify and Boxwood Technology to extend the value of our Path LMS online learning solution. Our integrated platform partners allow us to offer additional capabilities including single sign-on for members.

Additionally, through Blue Sky's partnership with MCI Group, we can work with you to help deliver your online content into new global markets that can drive membership, increase efficiency and improve return on investment.

CHOOSE BLUE SKY BROADCAST

Founded in San Diego, CA in 2002, Blue Sky Broadcast provides Associations with turnkey member education and virtual meeting solutions combined with comprehensive online event services. We are the industry leader in organizing, producing and managing virtual meetings and learning portals that meet your needs, regardless of audience size.

We understand the challenges businesses face today and work diligently to provide cost-effective solutions, while helping your organization's productivity and growth. Our industry experience helps you leverage your overall investment in every educational event for Association.



5930 Cornerstone Court W • Suite 270
San Diego, CA 92121
(877) 925-8375
info@blueskybroadcast.com

Contact Blue Sky Broadcast to
learn how to streamline
your Association's
member education offerings.

bluesky

broadcast

5930 Cornerstone Court W • Suite 270
San Diego, CA 92121
(877) 925-8375

www.blueskybroadcast.com