

# Taking Learning to the Next Level...

An inside look at one association's six year journey with virtual events



**Kevin Novak**  
Founder & CEO,  
2040 Digital

**twentyforty**   
DIGITAL



**Jody Ray**  
Business Development Director,  
Naylor Learning Solutions

**NAYLOR**   
LEARNING SOLUTIONS  
POWERED BY BLUE SKY BROADCAST

# The Six Year Journey

- The Opportunity and Environment
- Market Opportunity
- Business Models in Implementation
- Technical Approach
- Evolution of Product: Listening to Data
- Lessons Learned
- Questions to Ask

# Why

## **In the beginning (responding to the member):**

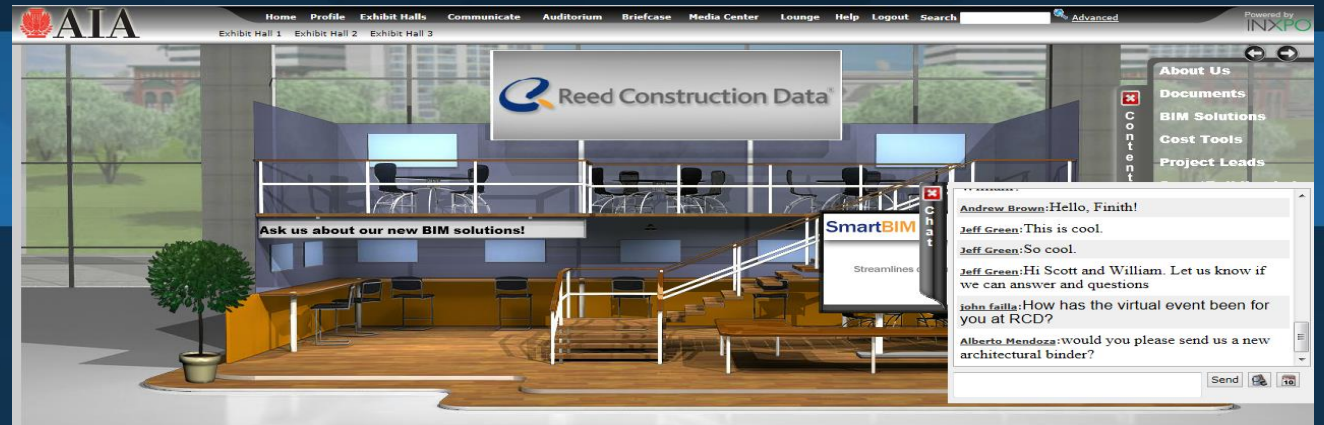
- Address changing economic and business conditions
  - Job Loss
  - Reduction in travel
  - Time away from work
- Challenge to meet CE requirements
- Expand Member Value and opportunities to engage beyond physical connection
- Greater adoption of Web and new delivery/experiential methods

# Why

- Meet needs of changing demographics
- Expand reach/life of physical event
- Increase non-dues revenue
- Be responsive to requirements for maintaining license
- Aid knowledge of time sensitive material
- Shifting workforce (architects working internationally)

# Technical Adoption

- Growth and stability of streaming media
- End to end bandwidth availability
- Market acceptance of streamed, on demand, and webinar content for learning
- Ability to test and grade online

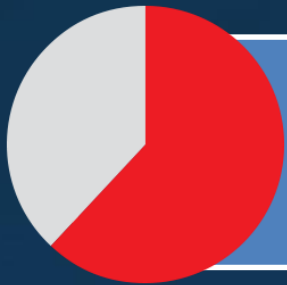


# AIA Physical Convention

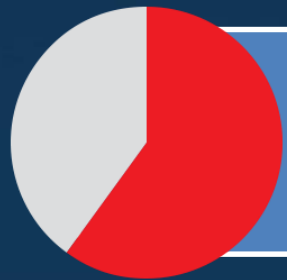
- Traditionally one of the largest shows of its type in US with 22 – 25K attendees (limits cities who can host)
- 7-8K members in attendance vs. 83K members
- 200 education sessions and tours
- Over 900 physical exhibitors and 225,000 sq. ft. of exhibit space
- Typical Member Attendee resides within 300 mile radius
- 3 day event

# The Market Opportunity....

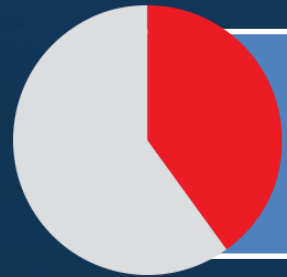
# Survey Research: The Member Base



62% of all respondents find it difficult to keep up with a rapidly changing knowledge base of their profession.



60% of members report that it is difficult to fit continuing education into their very busy schedules.



Members report continuing education courses and programs must provide practical ideas that can be used immediately (40%).



# Survey Research: The Member Base

- **Referrals from colleagues**

- Most important source of information regarding continuing education, for members.
- Closely followed by the AIA website, direct email, and general web searches.

- **Members prefer shorter courses**

- 2 hours or less and taught on-site at their office, locally (within an hour's drive), through the internet via live or pre-recorded webinar, and self-administered classes they can do on their own time.

- **Importance of availability of continuing education offerings in decision to remain a member of AIA:**

- AIA Member (43%)
- Associate Member (48%)

# History: Physical Convention Attendance

	2011 <b>New Orleans</b>	2010 <b>Miami</b>	2009 <b>San Francisco</b>	2008 <b>Boston</b>	2007 <b>San Antonio</b>	2006 <b>Los Angeles</b>	2005 <b>Las Vegas</b>	2004 <b>Chicago</b>	2003 <b>San Diego</b>	2002 <b>Charlotte</b>	2001 <b>Denver</b>	2000 <b>Philadelphia</b>
AIA Member	3,944	4,122	5,722	7,224	6,907	7,160	8,196	7,059	7,152	6,098	6,248	6,365
AIA Associate Member	402	559	884	1,130	882	648	954	905	543	346	699	611
<b>TOTAL AIA MEMBERS</b>	<b>4,346</b>	<b>4,681</b>	<b>6,606</b>	<b>8,354</b>	<b>7,789</b>	<b>7,808</b>	<b>9,150</b>	<b>7,964</b>	<b>7,695</b>	<b>6,444</b>	<b>6,947</b>	<b>6,976</b>
Percent of Total M											10.6%	10.9%
International Architect	244	652	523	541	396	960	569	389	454	101	112	1/a
Professional Guest/ Speakers	334	403	550	556	445	460	442	469	499	473	395	1
7,000	2,039	2,820	5,845	4,814	3,838	5,552	3,411	4,041	3,623	2,740	1,23	3,394
Student Members												123
<b>TOTAL PROFESSIONALS</b>	<b>7,088</b>	<b>8,740</b>	<b>13,858</b>	<b>14,466</b>	<b>12,715</b>	<b>15,150</b>	<b>13,937</b>	<b>13,206</b>	<b>12,510</b>	<b>9,846</b>	<b>11,057</b>	<b>11,174</b>
VIP & Special Guest	20	28	99	111	161	228	235	161	202	203	252	239
Press	137	151	190	161	158	212	142	142	127	95	70	78
Component Staff	50	64	92	130	108	87	177	168	181	106	66	146
Society of Design Admin.	0	0	1	5	92	135	143	146	143	140	46	113
AIA Staff	105	102	101	145	122	138	139	114	98	91	92	90
Guest	773	922	1,190	1,599	1,618	1,979	1,768	1,213	1,082	908	1,166	1,151
Exhibitors	5,196	6,951	6,869	7,279	6,631	6,864	7,900	7,070	5,682	4,299	5,185	6,025
<b>TOTAL REGISTRANTS</b>	<b>13,369</b>	<b>16,958</b>	<b>22,400</b>	<b>23,916</b>	<b>21,605</b>	<b>24,793</b>	<b>24,441</b>	<b>22,220</b>	<b>20,025</b>	<b>15,688</b>	<b>17,934</b>	<b>19,016</b>
<b>TOTAL ATTENDANCE</b>	<b>12,366*</b>	<b>15,574*</b>	<b>17,977*</b>	<b>19,520*</b>	<b>17,517*</b>	<b>19,453*</b>	<b>19,320*</b>	<b>18,382</b>	<b>15,964</b>	<b>11,791</b>	<b>14,404</b>	<b>14,330</b>

# Physical Attendance

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Percent of Total Membership	5.8%	5.8%	10.5%	12.7%	12.2%	10.7%	10.6%	10.9%
International Architect	244	244	960	569	454	101	112	n/a
Professional Guest/ Speakers	334	334	460	442	499	473	395	681
Allied Professional	2,039	2,039	5,552	3,411	3,623	2,740	3,480	3,394
Student Member	125	125	37	365	239	88	123	123
<b>TOTAL PROFESSIONALS</b>	<b>7,088</b>	<b>7,088</b>	<b>15,930</b>	<b>13,937</b>	<b>12,510</b>	<b>9,846</b>	<b>11,057</b>	<b>11,174</b>
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# Is AIA's Convention Regional or Local?

## Example of Metropolitan Impact of AIA National Convention Attendance

Year		CA Member Attended	CA Membership	% Attended	Did Not Attend	Local Component Membership
2005	Las Vegas	1618	9362	17%	7744	382
2006	Los Angeles	2811	9812	29%	7001	2185
2009	San Fran	2713	10280	26%	7567	2267

# Summarizing the Market

- Small percentage of members attend convention
- Convention tends to be a local event
- Member market potential: 70k
- Members are looking for impactful and convenient continuing education
- Continuing Education has greatest value for membership in AIA

# Virtual and On-Demand: The History

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## AIA Virtual Convention

The AIA 2012 National Convention and Design Exposition May 17-19 Washington, DC

**THE BEST OF SAN FRANCISCO, MIAMI, AND NEW ORLEANS...**

AIA's Virtual Convention features a rich variety of courses carefully selected from recent national conventions to provide all the credits you need to satisfy your annual AIA continuing education requirements. Take advantage of the special summer discount of only \$24.99 per course (normally \$34.99 each).

Get Started Now >

**View for FREE / Pay for Credit**

This year's Virtual Convention provides 35 courses on a wide variety of important topics including ADA, education, health, locality, practice, and sustainability. After you finish viewing a course, follow the instructions and pay the course fee that will allow you to take the quiz to receive learning units with a score of 80% or better (automatically updated to your AIA transcript within 48 hours). Already completed your CE requirements and just want to stay up with the latest in your specialty? All courses are available to view without charge.

See the Courses Now >

**At A Glance**

- View all courses for free
- Pay the course fee and pass the quiz to receive AIA/CES learning units
- "AIA Summer Camp" special discount: \$29.99 per course (after Labor Day: \$34.99 each)
- Transcripts updated within 48 hours
- Technical questions: support@blueskybroadcast.com; Phone: (877) 925-8375 Option 2
- Course/transcript questions: AIAMemberCareCES@aia.org

**Free Convention Resources**

**Podcasts**

AIA Podnet includes more than a dozen interviews with a variety of presenters recorded live at the AIA 2012 National Convention in New Orleans.

**Handouts**

Missed the 2011 Convention or misplaced a handout? Course materials from the AIA 2011 National Convention are available for download.

**Architect's Knowledge Resource**

**AIA New Product Marketplace**

## AIA 2011 Virtual Convention

### FEATURE COURSES

**AIA 2011 WE116  
NEW ADA REGULATIONS:  
WHAT ARE THE IMPACTS AND HOW TO COMPLY**

LEARN MORE

**AIA 2011 SA440  
21ST CENTURY EMBASSIES:  
SECURE, SUSTAINABLE  
CIVIC ARCHITECTURE**

LEARN MORE

**AIA 2011 TH249  
WINNING THE PROJECT:  
PUBLIC ARCHITECTS  
DISCUSS HOW TO GET THAT  
ELUSIVE FIRST PUBLIC  
CONTRACT**

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**AIA 2011 SA431  
PERFORMANCE COUNTS:  
COMMISSIONING AND THE  
IGCC**

LEARN MORE

**AIA 2011 TH262  
THE MASTER PLAN FOR NEW  
ORLEANS: LIVABILITY,  
OPPORTUNITY, AND  
SUSTAINABILITY IN THE 21ST  
CENTURY**

LEARN MORE

### ALL COURSES

**AIA 2011 WE116  
New ADA Regulations: What are the Impacts and How to Comply**  
Learn More >

**AIA 2011 TH202  
The Lean Design Practice and Construction Firm**  
Learn More >

**AIA 2011 TH221  
True Sustainability: Cutting Edge Regional Design and Placemaking**  
Learn More >

**AIA 2011 TH255  
What is the International Green Construction Code?**  
Learn More >

**AIA 2011 TH248  
Winning the Project: Public Architects Discuss How to Get That Elusive First Public Contract**  
Learn More >

**AIA 2011 TH262  
The Master Plan for New Orleans: Livability, Opportunity, and Sustainability in the 21st Century**  
Learn More >

**AIA 2011 TH261  
Designing It's the Law**  
Learn More >

**AIA 2011 TH265  
Crisis of the Dead: New Orleans Cemeteries, Their History, Their Conservation, and the Technology That Sustains Them**  
Learn More >

**AIA 2011 ED001**

Need help?  
Contact Blue Sky Broadcast support by [clicking here](#) or calling 1-877-925-8375 Option 2.  
For sponsored courses, an additional course fee will be added to your bill.

# The Evolution: Year 1 thru 6





# 2009: San Francisco (Trailblazing Experience)

- **Six week timeline: start to finish**
  - Advertised to members 2 weeks in advance
  - Unknown impact on physical attendance
  - Unknown receptivity to offerings
  - Quick response to economic challenges
  - Physical and virtual challenges/inexperience



# Nail Biting: First Time Jitters

- Will this work?
- What will they think?
- Will anyone take advantage of it?
- Does the market really want this?
- Fear of change/organizational impact
- Segments of organization questioning the need and acceptance!!!!!!

# 2009: San Francisco

- **Streamed Continuing Education:**
  - 14 free sessions (including 3 general sessions)
    - ❖ Focused content selection on what members needed most
  - Integrated with event registration platform
  - Adapted platform to follow physical attendance experience
  - Created a call center for group viewing locations

# 2009: San Francisco

- Enabled CE testing after each session
- Allowed reporting via online interface for group viewing
- CE information sent back to AMS
- Created on demand sessions
  - within 24 hours
  - content available for 1 year after broadcast



# 2009: San Francisco

- 75 exhibitors in virtual halls
- AIA booth to provide member service
- All booths staffed during physical event hours
- Offered job counseling/assistance
- Provided opportunities for networking, member/staff connections
- Exhibit show live for 3 months after physical event

# 2009: Additional Activities

- Published show floor video and interviews daily
- Published daily podcasts
- Enabled tweet roll to communicate virtual and physical events, enhance networking and member connections
- Showcased streamed and on demand content within virtual show
- Publicized AIA offerings and services throughout

# 2009: Revenue Model

Sponsorship

Exhibitor  
Revenue

Web Ads

On-Demand Ad  
Placement

Free Content for  
Members

# 2009: Results

## Attendance at Streamed Sessions

17,301 over  
3 days

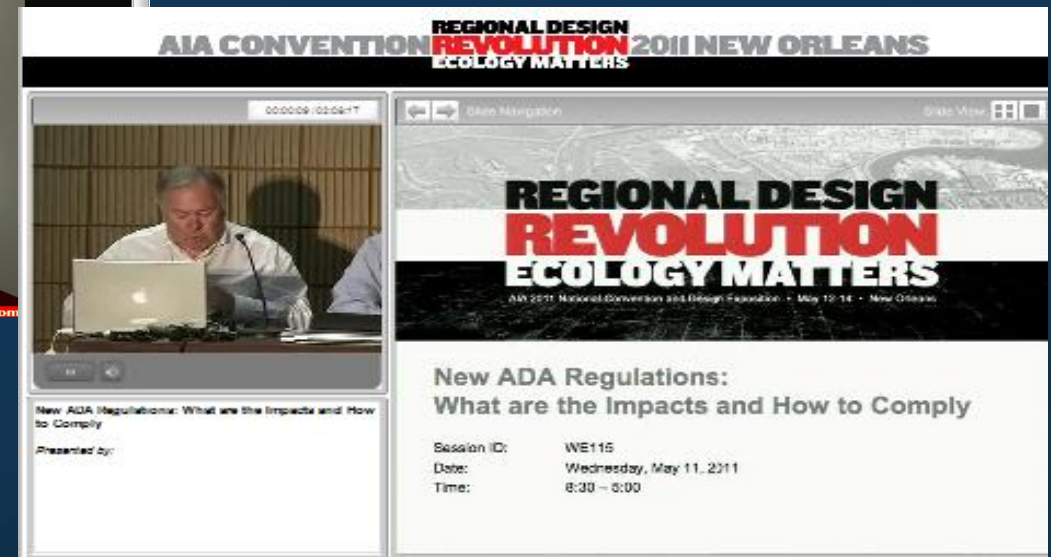
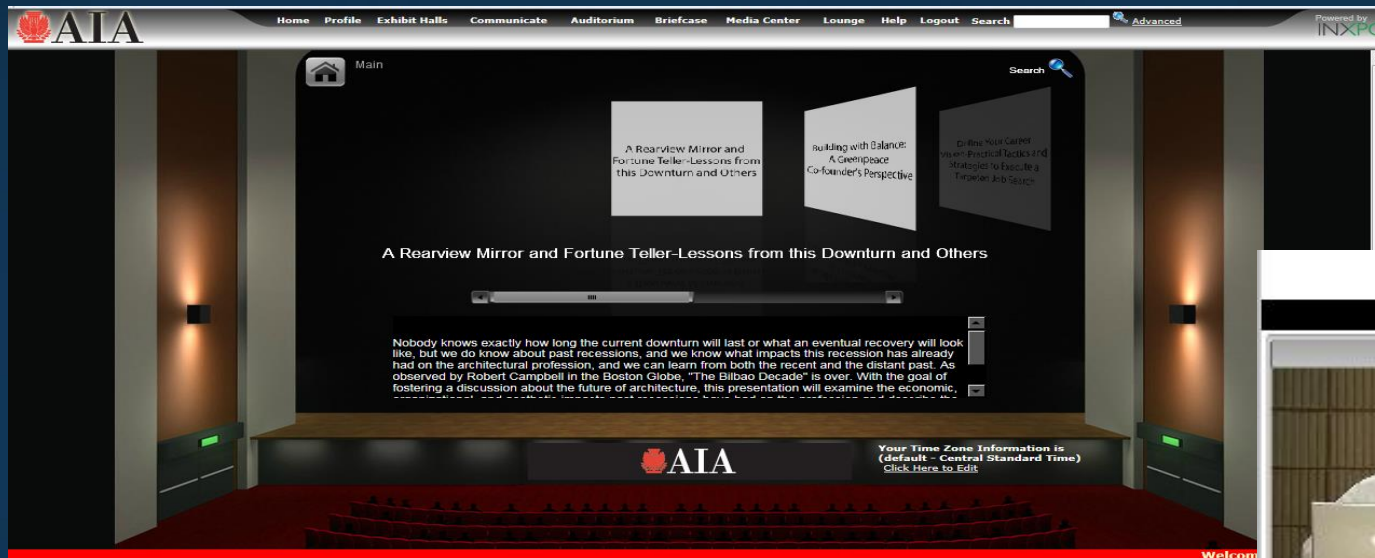
Firm response  
and activity  
(site registration)

## On-Demand Content (Post Event)

23,682 views  
over first year

- 2000 attendees (over 3 days)
- 93% were non-convention attendees
- $\frac{3}{4}$  of the total Virtual Conference participants were AIA members
- Almost half of the Virtual Conference attendees visited the site during the convention dates of April 30-May 2
- Attendees spent over 3,100 hours on the site for an average of 1:48 per attendee
- Show live for 3 months with ongoing participation

# Virtual Education and Show





# 2010: Miami

- 36 Paid Streamed and On-Demand Sessions
- Expanded attendance options to all physical attendees
- Decreased Focus on Virtual Exhibits (25 exhibits)
- Social Media Integration
- Revenue Model: Paid Registration, Sponsorship, Exhibitor Revenue, Web Ads

- **Paid Model Results:**

- 1000 virtual attendees
- 3000 streaming attendees
- Consistent on-demand use
- Small amount of feedback

❖ Confusion begins on free vs. paid product

# 2011: New Orleans

- **Capture of Education Sessions**
  - Streamed sessions and exhibition not offered
  - Focus on long tail of event
  - Offer on demand content via iTunes like model
  - Continue to add to content throughout the year
  - Build repository of content/education

# 2012: Washington DC

- 36 streamed sessions
- New approach to virtual exhibition
- 3 day and 1 day packages
- Raised prices
- Focus on high quality education to differentiate in marketplace
- Greatest revenue from 3 day package
- Went from 1000's of participants to 500

# 2013: Denver and 2014: Chicago

- **Lets Blow the Roof Off.....**
  - Streaming keynotes
  - 10 streamed sessions (no concurrent sessions)
  - Virtual only content (Disney, education and live content from show floor)
  - New expo platform
  - Expanded marketing (local and international)
  - Earned revenue share (components/partners)
  - Contests and other engagement opportunities
  - Address the visual and experiential needs of the AIA demographic

# Evolving Models

- **The Business Plan and Maturation:**
  - Two Elements:
    1. Continuing Education (Streamed and On-Demand)
      - ❖ Stream education surrounding physical event
      - ❖ Provide on-demand for convenience
    2. Information/Resource Aggregation and Availability
      - ❖ Virtual exhibition
      - ❖ Maximize product/service knowledge gain
      - ❖ Maximize virtual connecting and networking
      - ❖ Take lead position as information aggregator

# 2014 and Beyond: Opportunity and Maturation

- **Foundational Goals and Strategies:**
  - Build stronger relevance with AIA members and the built community
  - Meet the validated need: knowledge is currency and required for competitiveness and license maintenance
  - Increase member value by expanding offerings
  - Generate new revenue to contribute to other work AIA would like to undertake

# 2014 and Beyond: Opportunity and Maturation

- Be the high quality provider of timely and relevant continuing education content
- Build new, sustaining and future relevance for the AIA National Convention
- Enable ongoing and Long Tail life for AIA National Convention
- Become a valued, relevant and authoritative aggregator and information provider for Architects and the Built Industry

# Maximize...

- **Virtual Continuing Education**
  - Two parts: Streamed and On-Demand
    - Utilize convention as main capture source
    - Evaluate offering “Technical Tracks”
    - Stream sessions over 3 days
    - Create on-demand Sessions
    - Build catalog year-over-year creating relevant, available and deep content
    - Create mechanism to leverage component delivered/created continuing education
    - Create mechanism to increase reach of KC delivered/created continuing education



# The Technical Side

- **The value of an integrated partner and partnership**
  - Blue Sky Broadcast Event Platform
    - High quality live stream to over 17,000+ sites
    - Over 30,000 live viewers gain CE
    - Integrated with event registration platform
    - Integrated with Abila AMS
    - Customer assistance for all live viewers
    - Testing & set up assistance for group viewing locations



# Anticipating Challenges

- **Venue Issues:**
  - Dependencies on location connectivity
  - Room configuration
- **Presenter Issues:**
  - Presenters to recognize & address online audience
  - Q & A management
    - Audience microphones
    - Strategies to engage online audience
- **Audience Issues:**
  - Connection issues
    - Corporate firewalls
    - User and login issues
  - Communication plan for onsite delays or changes



# Marketing and Results

- **Direct to Member E-blast**
  - Requires consistent touch points with engaging call to action
  - Currently resulting in 10%+ conversion rate for engaged audiences
- **Direct Mail to Targeted Audience Segments**
  - Small audiences with 4-5% conversion rate
- **Social Engagement**
  - Targeted toward awareness and participation
  - Broaden exposure to AIA Brand

# Change in Tactics

- **Consistent Vision**
- **Flexible Roadmap**
  - Audience segmentation
  - Multiple delivery channels
  - Content delivery
- **Dynamic Execution**
  - Be paired for rapid adjustment to all aspects of event
    - Adjust marketing based on results
    - Be open to new content as it is made available
    - “Play the Game”

# Lessons Learned

- Know your demographic
- Research business models
- Marketing, marketing, marketing
- Build resonance of product and value
- CE and topical content results in high interest and participation
- Integrator approach results in smooth implementation
- Your Biggest Challenge: THE ORGANIZATION

# Lessons Learned

- Market interest for free content solidified in 2009 for AIA
- 2010: small interest in paid content for AIA
- 2012 onward: paid content gaining an audience
- Careful in experimenting with pay models
- Match physical experience as close as possible with virtual

# Questions to Think About

- Does physical location matter?
- Does cost/fee impact use?
- Is content value proposition enough to generate interest?
- Does the type of content streamed matter?
- Is popularity based on economic conditions or is use sustainable?
- Does virtual cannibalize on site attendance?
- How can I build a brand and market well?

# Why Every Association Should Provide Online Learning Opportunities

- Schedule conflicts prevent members from attending live events
- Travel to live events is inconvenient or too expensive
- Expand reach and life of live events
- Be responsive to solving for CE requirements or needs surrounding certification/licensure
- Aid knowledge of time sensitive material or industry trends
- Expands non-dues revenue



Questions?

# Thank You!



**Kevin Novak**  
Founder & CEO,  
2040 Digital



**Email:** [kevinnovak@2040digital.com](mailto:kevinnovak@2040digital.com)

**Phone:** 202-207-6896

**Web:** [2040digital.com](http://2040digital.com)



**Jody Ray**  
Business Development Director,  
Naylor Learning Solutions



**Email:** [jray@blueskybroadcast.com](mailto:jray@blueskybroadcast.com)

**Phone:** 858-900-2258

**Web:** [Naylor.com/learning-solutions/](http://Naylor.com/learning-solutions/)