



Tips to Extend Your Event's Reach and Revenue



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Path LMS
 ★★★★★ (19)
 4.7 out of 5 stars



Path LMS

by Blue Sky eLearn
 ★★★★★ 5/5 32 reviews

★ Average Ratings 32 Reviews

Overall ★★★★★ 5/5

Ease of Use ★★★★★ 5/5

Customer Service ★★★★★ 5/5



- ★★★★★ Customer Service
- ★★★★☆ Customization
- ★★★★★ Admin Experience
- ★★★★★ End User Experience
- ★★★★★ Learner and Learning Management
- ★★★★☆ Reporting and Analytics
- ★★★★★ Innovation
- ★★★★☆ Integration



F R E E M A N



- Bill comes from an event AV Background, currently at Freeman for the past 11 years, but has also worked for PSAV and Live Nation.
- Primarily focused on content capture and virtual event production, strong focus on streaming technology.
- Bill and his AV production team capture and/or stream over one hundred thousand hours of content annually.



How it All Comes Together



Webinars & Webcasts



Conference Recording



Path

Online Learning Platform



iMIS



Reporting



Registration Services



Testing & Certifications



Revenue

A photograph of a desk with a laptop, a tablet, and a smartphone. The laptop is open, showing a website. The tablet is also displaying a website. The smartphone is lying on the desk. The background is a light-colored wooden surface.

Today's Agenda

- Why offer event content online
- Leveraging tips
- Marketing tips
- Examples
- iMIS/Path Bridge Explained
- Q&A



We live in the age of modern learning

7.1 MILLION
MILLENNIALS

comprise the largest population bump in history to embrace online learning.^{3,4}

74%
ACADEMIC LEADERS

rated learning outcomes in online education as the same or superior to live learning venues.⁴



Experience

Consistent

Reliable

Easy

Engaging



Value of Today's Association

Education

Advocacy

News

Industry

Competency

Community



Leverage Your Event Content





Turning a one time event into a durable marketing asset

Conference Capture

- Capture all on-screen content
- Synchronized and non-intrusive to event
- Small relative add-on to larger event
- AV cost synergies

Live Streams

- Connect live & virtual audiences
- More accessible/lowered costs





Extend the life of your event-
24/7/365

WHY CAPTURE?

- Reach more people
 - Missing 80% of audience
- Push content out
 - Quick
 - Relevant
 - Less expense
- Added attendee value





Extend the life of your event-
24/7/365

WHY CAPTURE?

- Grow membership and retain members by providing ongoing value after the conference concludes
- Increase non-dues revenue by selling on-demand content to those who could not attend
- Create brand recognition and uphold your reputation of an educational leader in your industry





Pair a physical event with online access

- Watch recordings as a group
 - Come together to discuss in a brown bag lunch
- Assign pre-work prior to the event
- Direct attendees post event to your online portal for
 - a survey, assessment, discussion





Repurpose - Produce a Webinar/Webcast

- Capitalize on popular sessions
 - **Replay** a recording with the presenter available for Q&A
 - Create a **new webinar** based on the presentation with crowdsourced questions or comments that makes it fresh





Repurpose - Online Library

- Slides
- Audio
- Camera
- Combination
- Edit into smaller snippets
 - Push to main video
 - Fast paced viewing
 - Microlearning- tie in with other similar subject matter learning objects








Leveraging Ideas

On Demand Access - Easy to Find

- Categorize by year
- Organize by day and track
- Search across all content
- Break it up into a categories or topics

On-Demand Events View all >

 <p>2016 Scientific Meeting \$</p> <p>Watch plenary sessions or download audio from the scientific sessions.</p> <p>Oct 15th – 19th, 2016 119 10</p>	 <p>2015 Scientific Meeting \$</p> <p>All 2015 Post-Graduate courses are available here. Listen to the lecture, review the PDFs. Plenaries and Keynotes also available.</p> <p>Oct 17th – 21st, 2015 74 2</p>	 <p>2014 Scientific Meeting \$</p> <p>The complete Scientific Program along with Plenaries, Keynotes, and the Post-Graduate Courses. Listen to the lectures at your leisure.</p> <p>Oct 18th – 22nd, 2014 78 3</p>
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All Tracks ▾

- All Tracks
- Plenary
- Pre-Congress
- Scientific Session

Search Keywords

separate with commas



On Demand Access - Presentation Player

- Easy play, pause, fast forward and rewind
- Volume control within the player
- Ability to download the presentation or restrict their ability to fast forward
- Go full screen, mouse over for thumbnails, take & download notes
- Add additional resources, contributor headshots and bios, and slide indexes
- Bonus: Attention checks & bandwidth detection, closed captioning

Amphi Havane

Vahanian
Alec

Moderateurs:
Alain Berrebi, Emmanuel Lansac

ESC/EACTS Guidelines for the Management of Valvular Heart Disease

« The percutaneous Mitraclip procedure may be considered in symptomatic patients with severe primary or secondary MR despite optimal medical therapy, who fulfil the echo criteria of eligibility, are judged inoperable or at high risk for surgery by a heart team, and who have a life expectancy greater than one year »

(Recommendation class IIb, level of Evidence C)

www.escardio.org/guidelines (Eur Heart J 2012;33: 2451-2496.)

Overview Resources Index

CONTRIBUTORS

Jeremiah Kendall
Jeremiah oversees all company operations and is responsible for maintaining Blue Sky eLearn's progressive position in the marketplace. Since joining Blue Sky in 2005, Jeremiah has been instrumental in helping to create and improve the suite of products and services offered. Jeremiah leverages his technical background and B.S. in Interactive Media Design, along with his strong working knowledge of the industry, to help create cutting-edge solutions for Blue Sky's clients.



On Demand Access - Mobile viewing

- Your audience should access no matter where they are or what device they're on





On Demand Access - Assessments & Surveys

- Indicates how much they know and what they still need to learn
- Helps you gauge the effectiveness of your online training content
- Surveys allow for feedback from your audience to help future learning success





Leveraging Ideas

On Demand Access -Track and Report

System Statistics

All-Time 2017-03-26 2017-04-25 [Reload Reports](#)

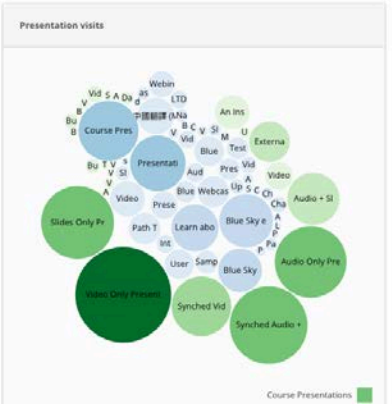
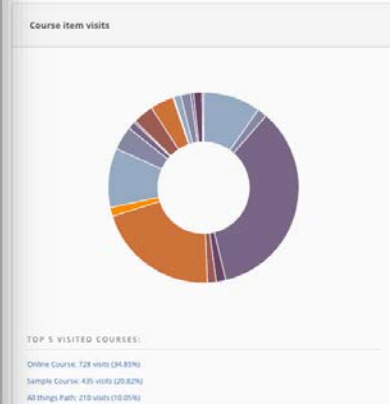
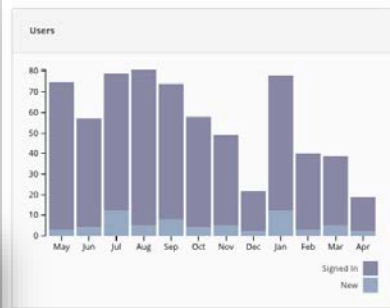
This report is filtered to show activity between 2017-03-26 and 2017-04-25.

Users Events **Event Presentations** Video Go Courses Course Presentations Assessments Surveys Live Web Events Certificates Other Items Credits Issued SCORM

Assignments

50 - Prev 1 2 Next Export

Name	Event > Section	User visits	Play Count	Hours Watched	Active
Video Only Presentation	On Demand Events	16*	15	0.07	Yes
slide Only Presentation	test 3/14 (shilpa) > Test Shilpa 001	0*	N/A	N/A	No
Bulk Upload Presentation 1	Bulk Upload Conference	0*	0	0.0	No
Bulk Upload Presentation 2	Bulk Upload Conference	0*	0	0.0	No
Bulk Upload Presentation 1	Bulk Upload Conference	0*	0	0.0	No
Bulk Upload Presentation 4	Bulk Upload Conference	0*	0	0.0	No
Bulk Upload Presentation 9	Bulk Upload Conference	0*	0	0.0	No
Bulk Upload Presentation 5	Bulk Upload Conference	0*	0	0.0	No
Bulk Upload Presentation 3	Bulk Upload Conference	0*	0	0.0	No
Bulk Upload Presentation 8	Bulk Upload Conference	0*	0	0.0	No
Bulk Upload Presentation 6	Bulk Upload Conference	0*	0	0.0	No





On Demand Access -Monetize by groups

- Group Pricing
 - Member
 - Nonmember
 - Gold Member
 - Attendee

2016 SNMMI Virtual Meeting Highlight Bundle

Twenty of the most popular sessions from the 2016 SNMMI Annual Meeting

[Purchase](#)

Items Included in the Purchase of this ProductBundle



Gastrointestinal Transit Scintigraphy

Presentation: Henry Paul Parkman, MD, Alan H. Maurer, MD, Harvey A. Ziessman, MD, 93 min 9 sec



Theranostic Nanoparticles

Presentation: Yongjian Liu, Jae Min Jeong, Xiaoyuan Chen, 87 min 27 sec



An Overview of Imaging-Based Response Assessment

Presentation: Spencer Behr, MD, Richard L. Wahl, MD, Rathan M. Subramaniam, MD, PhD, MPH, FACNM, 91 min 21 sec



Next-Generation Radiotracers for Cancer Imaging

Presentation: Jonathan Ward Engle, MD, Hao Hong, PhD, Zibo Li, PhD, 77 min 59 sec

2016 Annual Meeting Attendee: \$259

SNMMI-TS Member: \$259

Non-Member Technologist: \$329

SNMMI Member: \$309

Non-Member: \$399

USB is an additional \$80

[Click here to order the SNMMI Virtual Meeting](#)

[Purchase](#)



On Demand Access -Monetize by bundling

- Product Bundles
 - Multi-year
 - Multiple types of events
 - “Top 5”
 - Additional relevant
 - Webinar recordings of similar content

The screenshot displays the NRAA Education Station website. The header features the NRAA logo, the text 'EDUCATION STATION', and the tagline 'ON-DEMAND EDUCATION FOR KIDNEY CARE PROFESSIONALS'. Below the header, there is a section titled 'Explore Product Bundles' which lists three product bundles for sale:

Product Name	Number of Items	Price	Action
2015 NRAA Annual Fall Conference	11 Items	\$420.00	Purchase
2015 NRAA Annual Fall Conference & All Events	1 Items	\$835.00	Purchase
2015 NRAA Facility Leaders Workshop	6 Items	\$240.00	Purchase



Market Your Online Event Content





Integrated Approach





Sell access to recordings DURING your conferences.

- Allows you to capitalize on the excitement/motivation that the users have during the conference (and sometimes a work trip stipend)





Onsite

- Ad in program guide
- Slide promoting recordings in between sessions
- Order forms in registration bags
- Moderator announcement during bigger sessions
- Share at other onsite events





Marketing Ideas

Email /Online /Social

- Email blasts to different groups: members, non-members, attendees, non-attendees
- Ads in newsletters or other email blasts
- Discount pricing email blasts at specific, targeted times of the year
- Ads or direct links on website homepage
- Timely Facebook or Twitter posts with links to the online store
- Blog Posts





Strategic Messaging:

Attendees

-Looking for a refresher on a course you attended or missed?

Non-Attendees

-Missed the Annual Meeting entirely? Enjoy the attendee experience at home!





Provide a Badge or Certificate

- Recognize achievement
- Foster social engagement





Provide Continuing Education Credits

- Adds value and commands ability to pay a fee to access





Sell recordings

- Member/nonmember
- Physicians CME/CEUs
- Test and survey
- Certificates
(participation if not physician)
- Market as preparation for board exam

Advanced Integrative Cardiology Workshop [1601]

This workshop provides an in-depth review of vascular biology and vascular aging, dyslipidemia and hypertension. Participants will learn integrative approaches to prevent and treat Coronary Heart Disease (CHD) and Cardiovascular Disease (CVD). At the end of the workshop, participants should be able to recommend personalized, evidence-based nutritional and lifestyle medicine approaches to their patients. Various case reports will also be presented.

Faculty: Mimi Guarneri, MD, FACC, ABIHM; Mark Houston MD, MS, MSc; Joseph Lamb, MD; and Christopher Suhar, MD

Faculty Disclosures: The following speakers have no relevant relationships with commercial interests to disclose: Mimi Guarneri, MD, FACC, ABIHM; Mark Houston MD, MS, MSc; Christopher Suhar, MD

Joseph Lamb, MD has indicated that he is a consultant for Nature's Sunshine Products and was formerly employed by Kindex Pharmaceuticals.

CME/CEU Credits:

1. Physicians: maximum of **10.50 AMA PRA Category 1 Credit(s)**TM
2. All other healthcare professionals completing this activity will be issued a certificate of participation.

Physicians should claim only those credits that reflect the time actually spent in the activity. To successfully earn credit, participants must review the content and complete the activity evaluation, followed by the post-test online during the subscription period.

This activity is available for a limited time period, starting on Jan. 1, 2017, and will expire on Dec. 31, 2018.

\$275.00 - \$395.00

Add to Cart

Items Included in the Purchase of this Course

- 1601-A Vascular Biology [Lecture] Presentation: Mark Houston MD, MS, MSc, 64 min 14 sec
- 1601-A Vascular Biology [Quiz] Assessment: 5 questions, Unlimited retakes on fail
- 1601-B Hypertension & Nutrition [Lecture] Presentation: Mark Houston MD, MS, MSc, 74 min 55 sec



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- Sells an Entire Package
 - Conference Presentations
 - Individual presentations
- Sell Topics/Categories
 - Entire topic
 - Individual Presentations

COLUMBUS COMPREHENSIVE REVIEW
 Full Access October, 2016

Columbus Comprehensive Review 2016 \$

Perinatal Resources, Inc. is pleased to present the Columbus Comprehensive Review. You may purchase the entire package for \$1,375.00 or any singular presentation for...

69

Gynecology
 October, 2016

Gynecology, 2016 \$

Just need an update in Gynecology? This is the package for you. Includes General Gyn, Urogyn, Oncology and REL. The complete Gyn package is \$700.00, or you can...

41

Obstetrics
 October, 2016

Obstetrics Only, 2016 \$

Just need an update in Obstetrics? This is the package for you. Includes General obstetrics and maternal fetal medicine. The complete OB package is \$700.00, or you can...

28

Urogynecology
 October, 2016

Urogynecology Package, 2016 \$

Just need an update in Urogynecology? This is the package for you. The complete package is \$230, or you can purchase lectures individually for \$39.00

7

Gynecologic Oncology
 October, 2016

Gynecologic Oncology, 2016 \$

Just need an update in Gynecologic Oncology? This is the package for you. The complete package is \$300, or you can purchase lectures individually for \$39.00

8

Reproductive Endocrinology and Infertility
 October, 2016

Reproductive Endocrinology and Infertility, 2016 \$

Just need an update in Reproductive Endocrinology and Infertility? This is the package for you. The complete package is \$325, or you can purchase lectures...

9



Provides continuing medical education for pathologists around the world.

Primarily use Path for hosting paid online courses featuring presentations and handouts.

- *Member and Non member pricing.*
- *Discounts like purchasing an entire seminar or individual presentations.*
- *Includes- documents, assessment, survey, certificate*



ANNUAL MEETING
LONG COURSE
The Limited Sample:
Doing More With Less

FACULTY



Jan F. Silverman,
M.D.
[Course Director]



Tarik M. Elsheikh,
M.D.
[Course Co-Director]



Jennifer A. Brainard,
M.D.



Carol F. Farver,
M.D.



Wendy Frankel,
M.D.

entire 2018 Annual Meeting Long Course and get a great discount!

Member	\$299.00
Non-Member	\$459.00

999.00 - \$459.00

Add to Cart

Included in the Purchase of this Course

Colorectal Biopsies and the Work Up for MSI, Lynch Syndrome and Anti-EGFR Treatment \$ \$59.00 - \$79.00 Add to Cart

Section: 1 Presentation 1 Assessment 1 Document 1 Certificate: 1 Survey

Small Lung Biopsies and FNAs for Molecular/FISH Work-Up \$ \$59.00 - \$79.00 Add to Cart

Section: 1 Presentation 1 Assessment 1 Document 1 Certificate: 1 Survey

Limited Biopsies of Soft Tissue Tumors: The \$ Add to Cart



ACOG

The American College of Obstetricians and Gynecologists

Client & Goal

- ACOG – Revenue Generation

Solution

- Sold content to attendees via the OnlineEvent Platform, bundling the online product with onsite registration

Result

- ACOG earned \$120K in revenue for their 2016 event




APHA LIVE | APHA 2017 Annual Meeting & Expo



APHA's 2017 Annual Meeting, November 4-8, is the place to enrich your knowledge and learn best practices through public health education. APHA Live extends that education to a broader audience by including those who can't attend the Annual Meeting in person. It also gives attendees a second chance to catch career-building sessions they may have missed in Atlanta. Enjoy live and on-demand access to 13 of this year's hottest sessions centered around the theme "Creating the Healthiest Nation: Climate Changes Health" and earn up to 16.5 CE credits.

Thank you to our sponsors!

Gold Level



Silver Level



*Sponsors do not participate in planning, developing, implementing or evaluating the educational activity, nor do they recruit learners from the educational activity for any purpose.




Be sure to bookmark this page so you can easily access the recordings at a future date.

Already purchased this content? Please click [Sign In](#) in the upper right hand corner.

[Purchase](#)

Items Included in the Purchase of this Course

 **Opening General Session - Climate Changes Health** 
 Section: 1 Live Web Event 

 **President's Session - Climate Change and Health: The 21st Century Challenge** 




2018

VIRTUAL TICKET



WHERE LEADERS ARE MADE

2018

À LA CARTE



WHERE LEADERS ARE MADE

2017

CONVENTION ON DEMAND



WHERE LEADERS ARE MADE

2016

CONVENTION ON DEMAND



WHERE LEADERS ARE MADE

2015

CONVENTION ON DEMAND



WHERE LEADERS ARE MADE

2012-2017

CONVENTION ON DEMAND



WHERE LEADERS ARE MADE



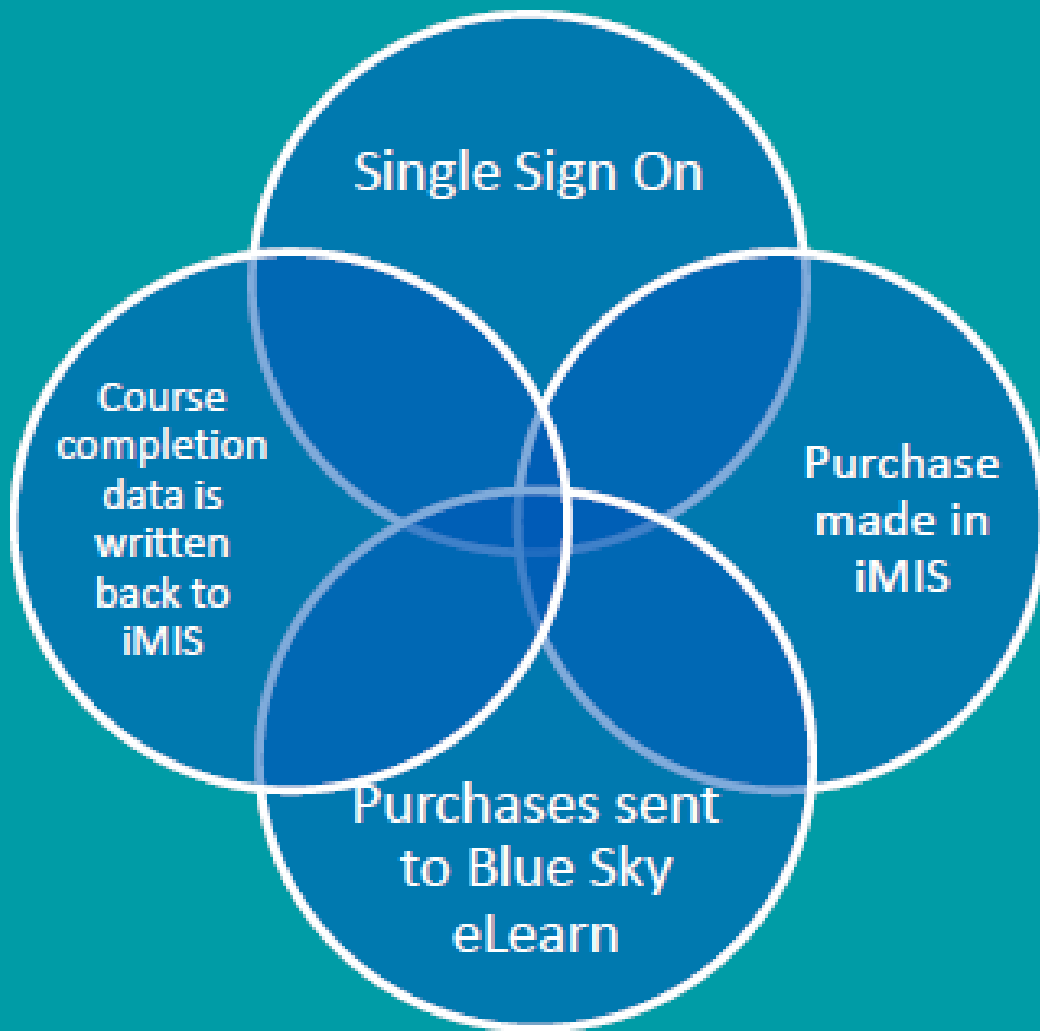
- Virtual Ticket (includes live and on-demand access to all content for that year) - \$124.99
- World Championship - \$29.99
- Education Sessions - \$14.99/each
- Semi-finals - \$14.99/each

[Edit Description](#)



iMIS Bridge- What is it?

- Built by ATS
- Works with all versions of iMIS from 10.x to 20.x
- Report generation based on standard iMIS
- Documentation & support



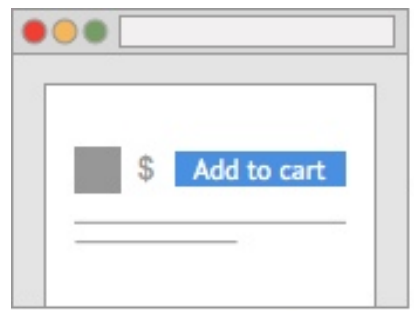


iMIS Bridge- Framework

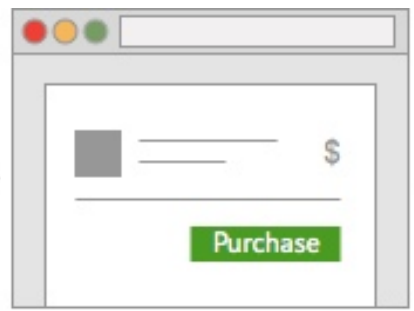
- .Net webservices based on the iMIS Business Objects on your server
- Requirements:
 - iMIS Business Objects (IBO) in your ASI license key
 - A webserver with .NET 4.0 Framework (or newer)
 - SSL certificate
 - An ATS license key



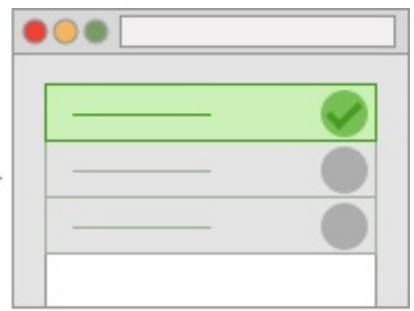
iMIS Purchase



User purchases course access through iMIS ecommerce



At purchase, user is created in Path and registered for course

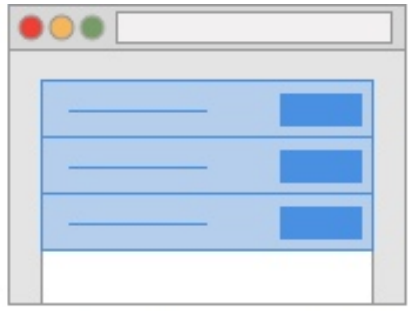


User activity is updated in iMIS when sync completes



User visits the Path site

Gets redirected to iMIS, logs in with iMIS credentials



User is returned to Path and can complete the course

Course completion information is written back to iMIS



iMIS Bi-Directional Learner Data

The following are currently written-back/stored in iMIS for the Path Bridge:

- ActivityType name from the setup above (BLUESKY)
- Product Code ID (gets mapped to content available in iMIS)
- User ID (gets mapped to iMIS user record)
- Description
- URL
- Passed Date
- Assessment ID and Assessment Name
- Min Completed
- iMIS Order Number
- Assessment Score and Min Required Score
- Registration Date and Completion Date
- Credit type(s) earned and credit value(s) earned





Leveraging Path Data

- Course enrollment & completion data from Path are stored in iMIS Activity Records
- Data can be reported on with IQA (Intelligent Query Architect) or other tools
- Completion data can be cross-referenced against purchases and other data.

The screenshot shows the 'Activity Detail' window in iMIS. The form contains the following fields and values:

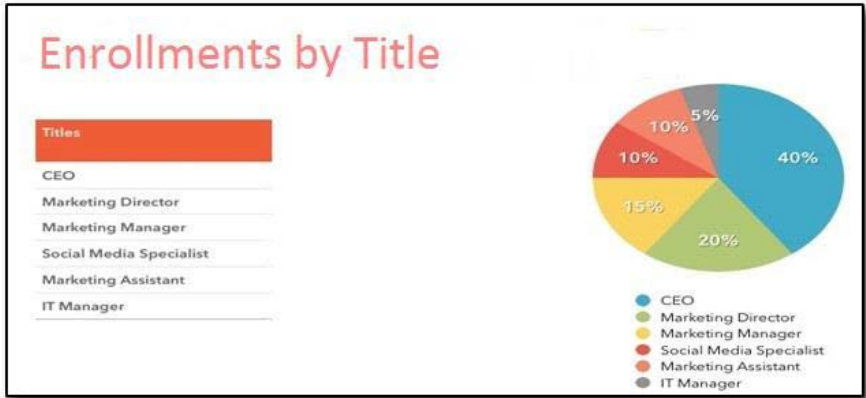
Type	BLUESKY	Date	02/01/2015	Passed Date	02/19/2015
Product Code	BSB-EVENT/REG_MAIN				
Description	Blue Sky Broadcast Course 1				
URL	https://www.pathlms.com/auth/imis/callback				
Assessment ID	43579	Min Completed	0.00		
CEU Type	CERT	CEU Value			
SOCID	14234	Score	80.0000		
iMIS Order Num	232165.00	Min Req Score	75.0000		
Assessment Name	CSB_1000	Reg Date	02/01/2015		
		Comp Date	02/19/2015		





Leveraging Path Data

Combining iMIS data with Path LMS course data produces a wealth of information, reports, dashboards and other business analytics to gauge the effectiveness and reach of your eLearning efforts and revenue generation.





Results

- All purchases tracked in iMIS
- All completions tracked in iMIS
- iMIS 20 Dashboards





QUESTIONS?



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