Tips to Extend Your Event's Reach and Revenue

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ats

Blue Sky eLEARN

G CROWD
HIGH PERFORMER
SPRING 2018

Path LMS
(19)
4.7 out of 5 stars

Capterra
USER REVIEWS

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

TALENTED LEARNING
TOP 2 GLOBAL
ASSOCIATION LMS
2017

Brandon Hall GROUP
EXCELLENCE IN TECHNOLOGY AWARDS
GOLD
2016

100%
REVIEW MY LMS

★★★★½	Customer Service
★★★★☆	Customization
★★★★½	Admin Experience
★★★★½	End User Experience
★★★★☆	Learner and Learning Mana
★★★★☆	Reporting and Analytics
★★★★½	Innovation
★★★★☆	Integration

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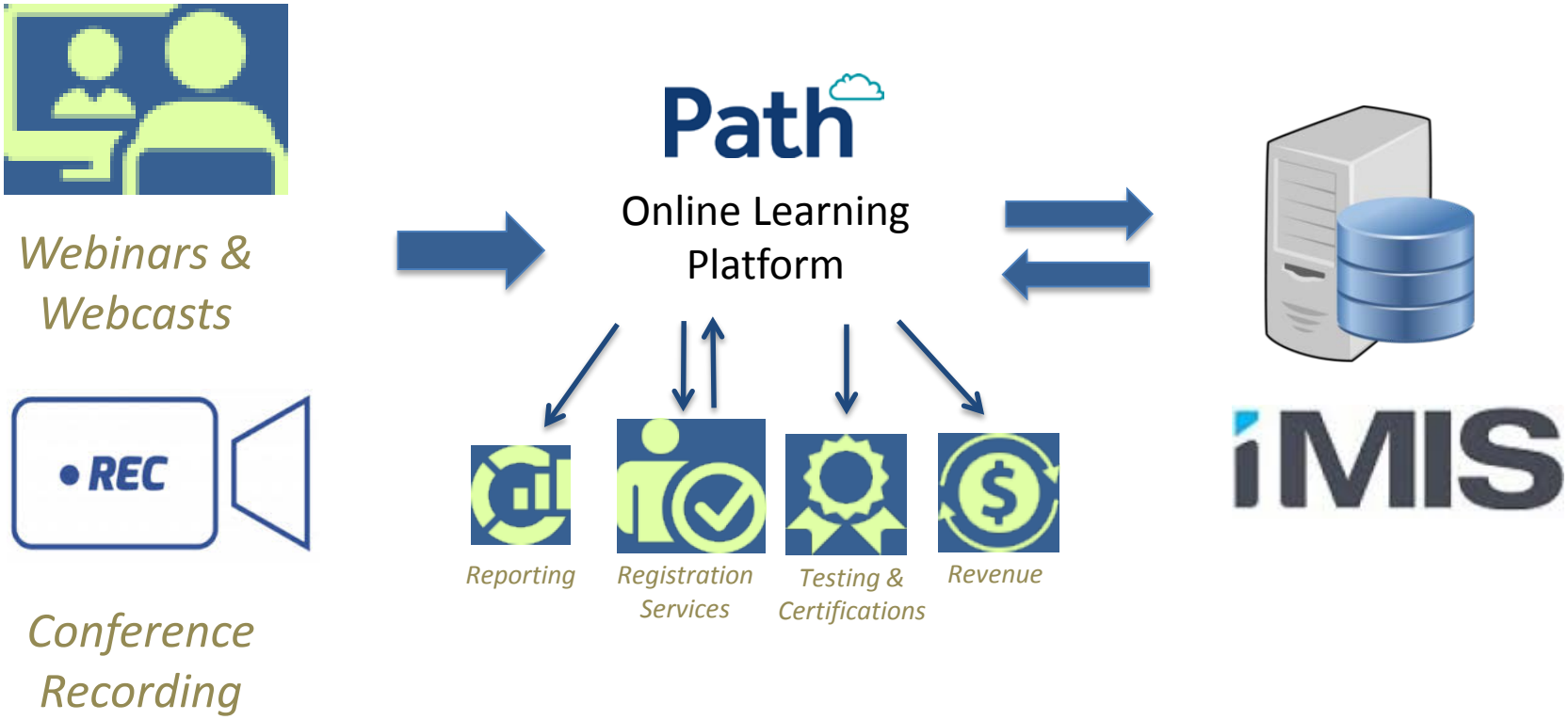
FREEMAN

- 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



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

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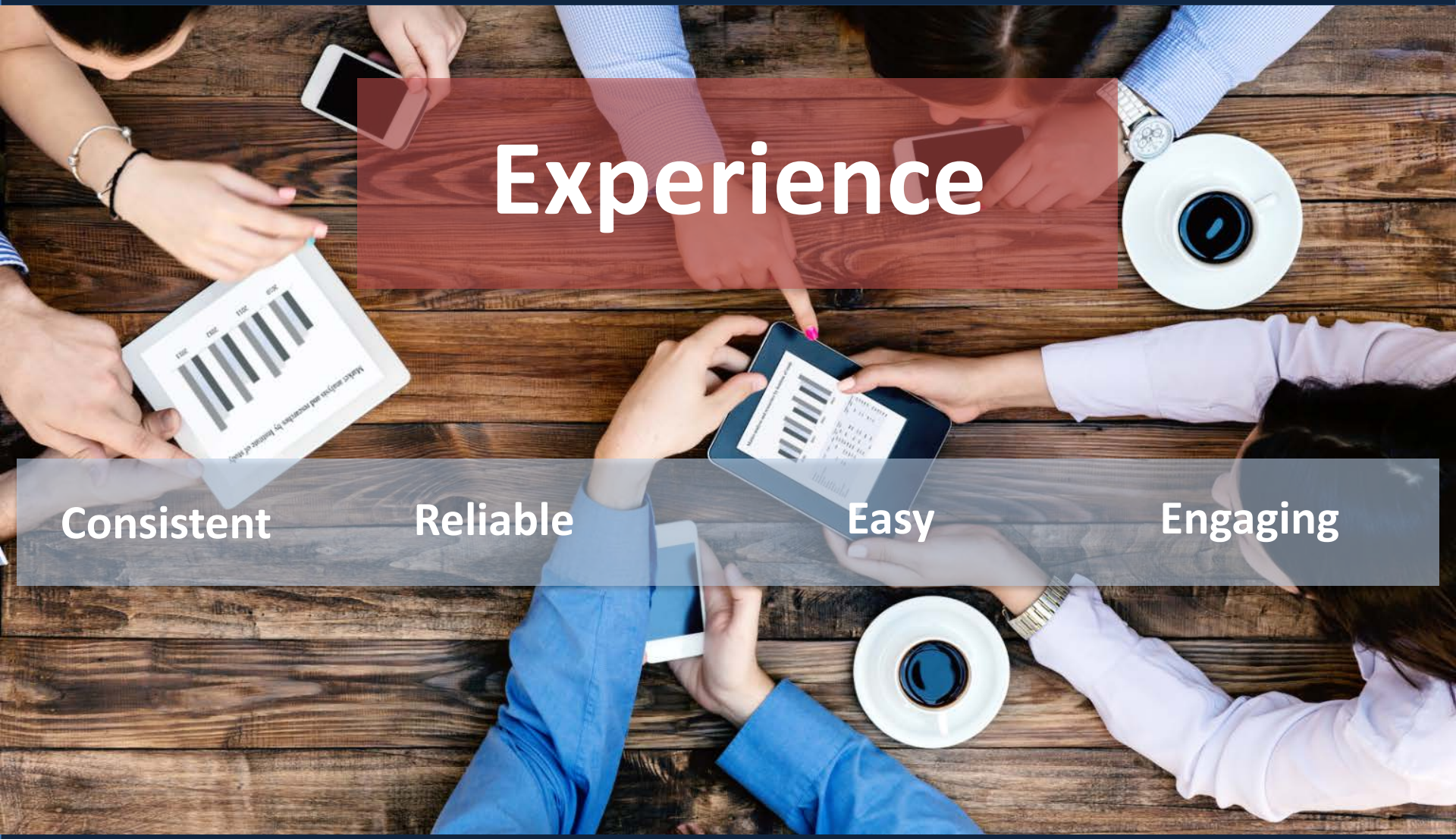

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Value of Today's Association

- Education
- Advocacy
- News
- Industry
- Competency
- Community

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Leverage Your Event Content

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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

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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

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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

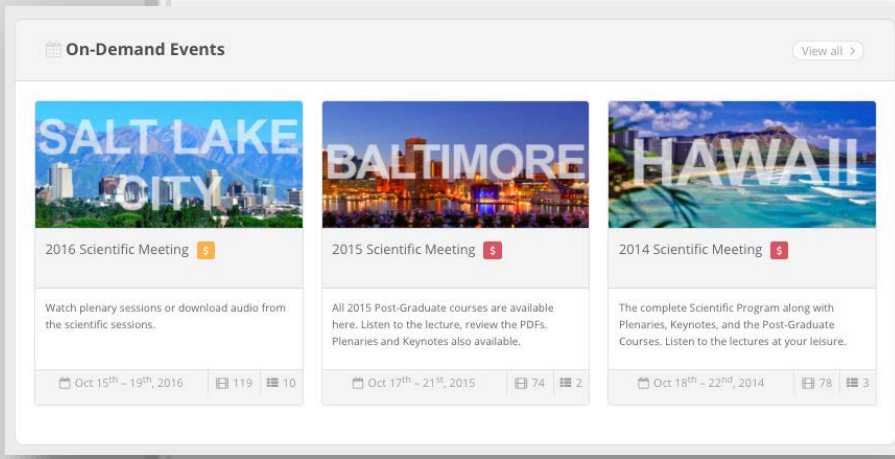
- Capitalize on popular sessions
  - **Replay** a recording with the presenter available for Q&A
  - Create a **new webinar** based on the presentation with crowdsourced questions or comments that makes it fresh

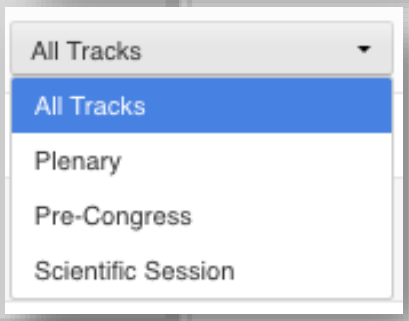
Repurpose
- Online Library

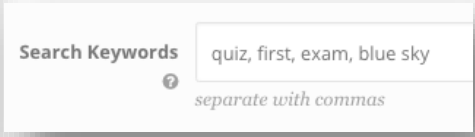
- Slides
- Audio
- Camera
- Combination
- Edit into smaller snippets
  - Push to main video
  - Fast paced viewing
  - Microlearning- tie in with other similar subject matter learning objects

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

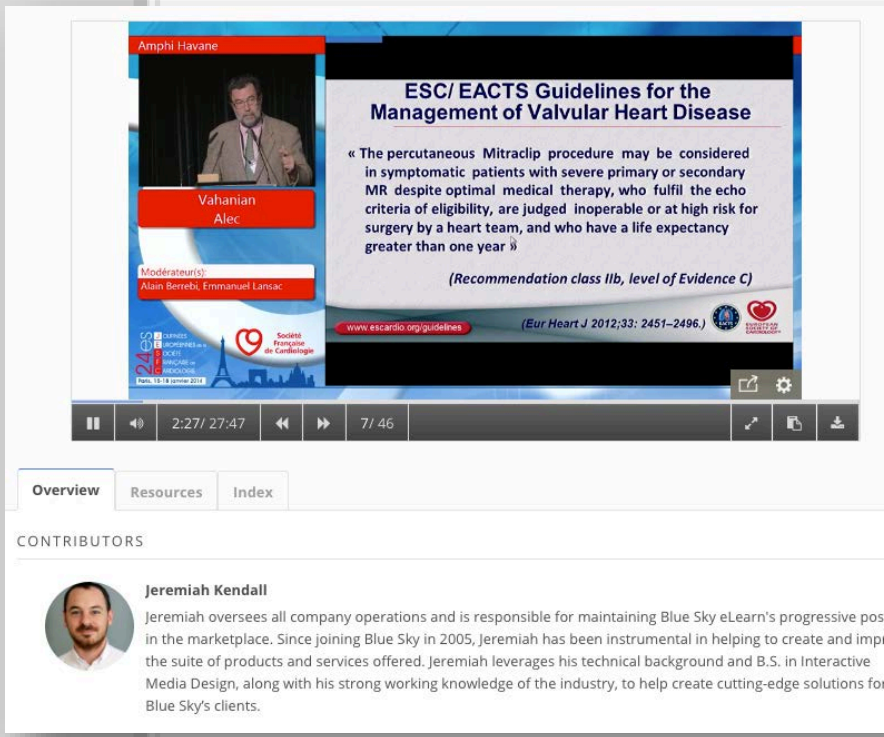






On Demand Access - Presentation Player

- 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



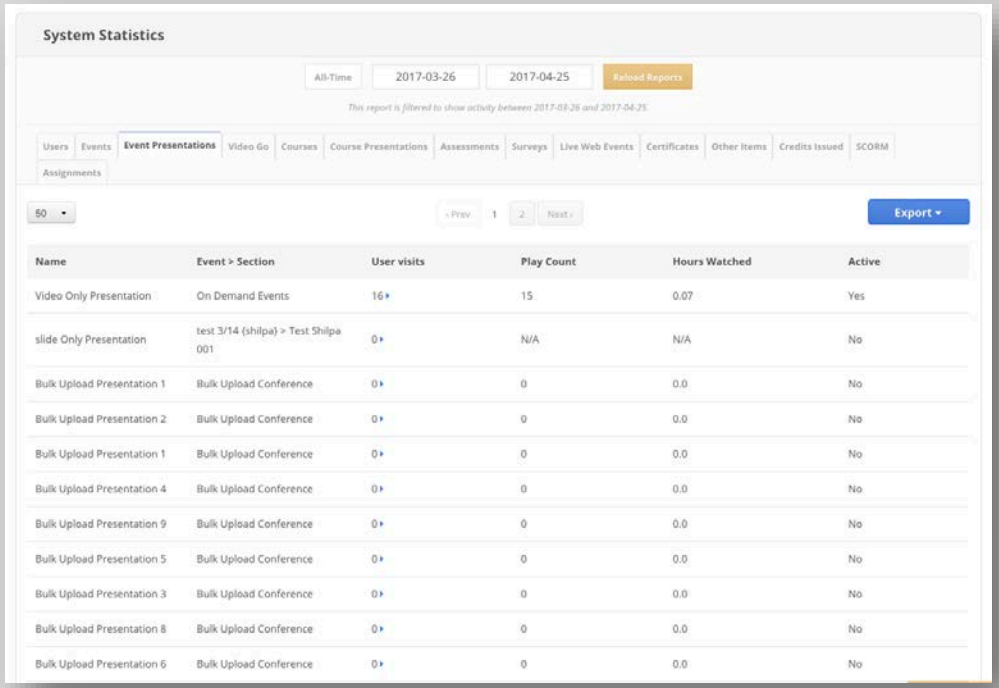
On Demand Access - Mobile viewing

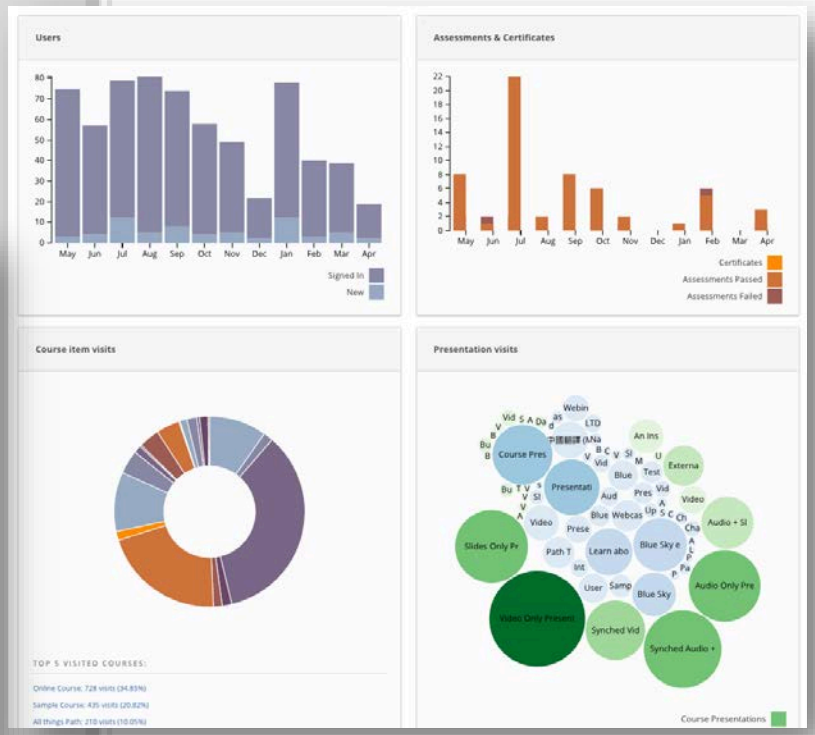
- Your audience should access no matter where they are or what device they're on

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

On Demand Access -Track and Report





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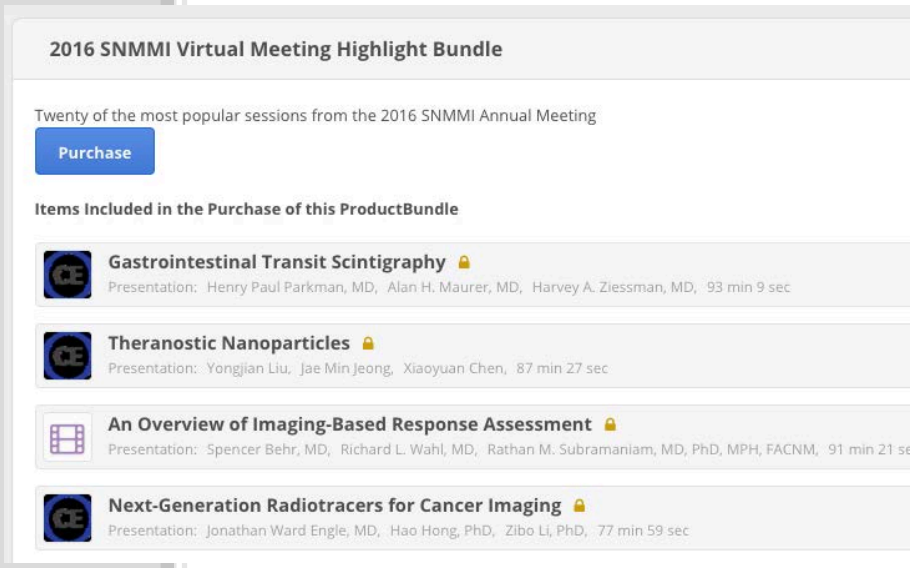
Leveraging Ideas

On Demand Access -Monetize by groups

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



2016 Annual Meeting Attendee: $259
SNMMI-TS Member: $259
Non-Member Technologist: $329
SNMMI Member: $309
Non-Member: $399

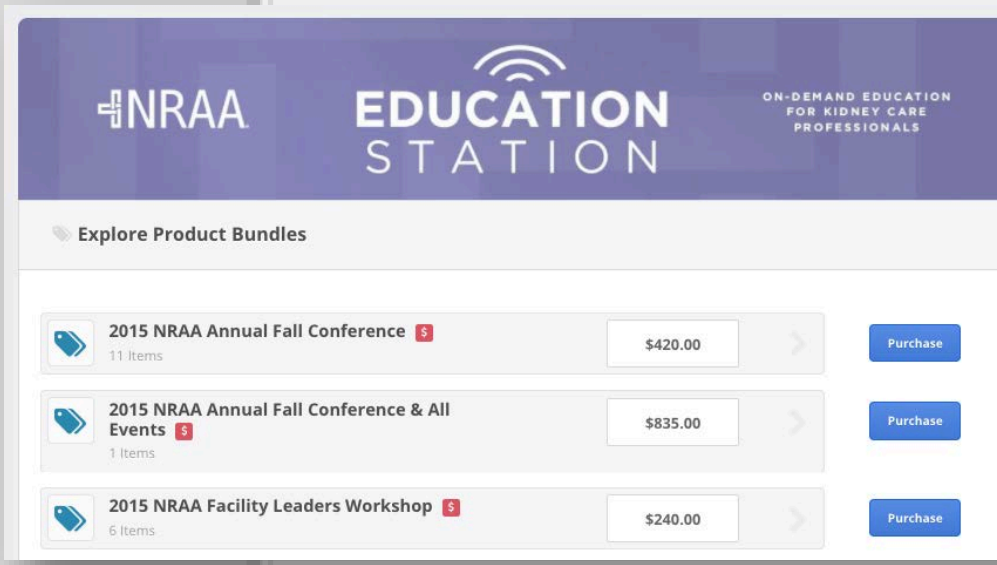
USB is an additional $80

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



Market Your Online Event Content

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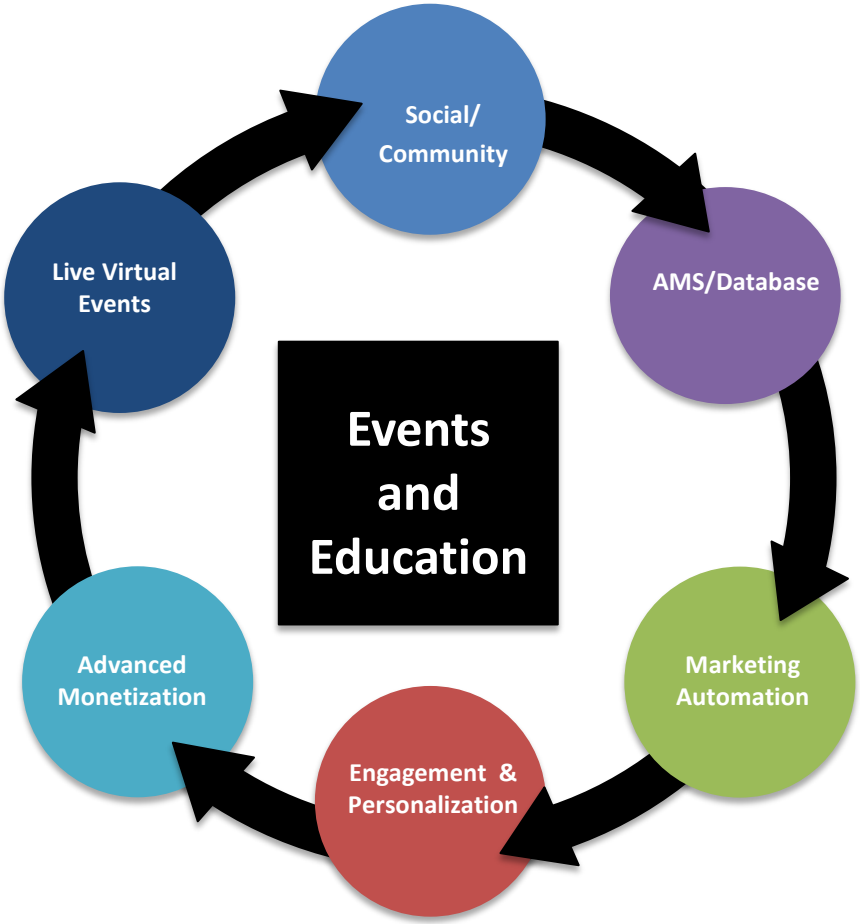
Integrated Approach



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Marketing Ideas

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)

Marketing Ideas

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

Marketing Ideas

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!

Marketing Ideas

Provide a Badge or Certificate

- Recognize achievement
- Foster social engagement

Provide Continuing Education Credits

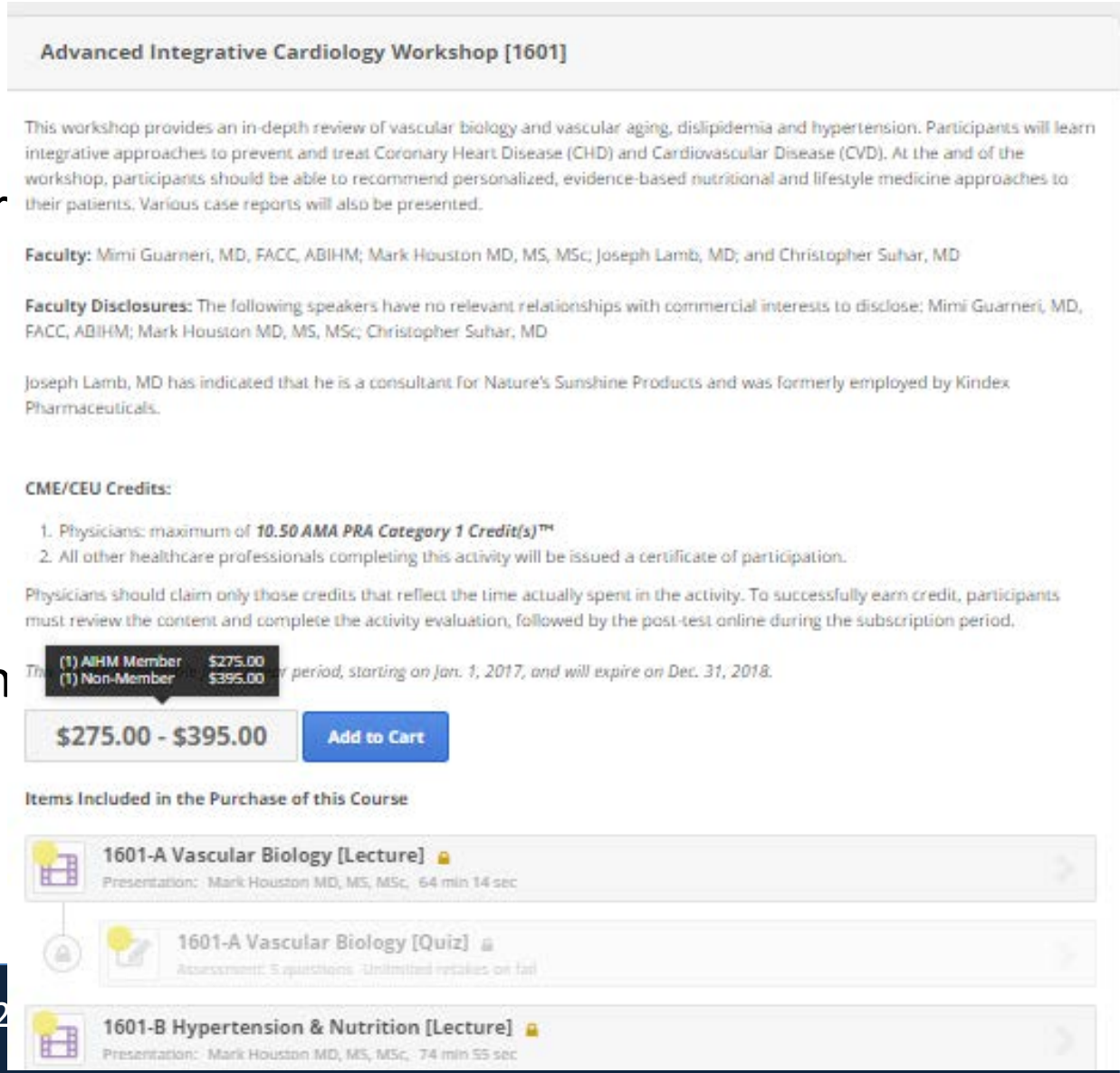
- Adds value and commands ability to pay a fee to access

AIHM E-Learning

Integrative Health & Medicine CME / CEU

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, dislipidemia and hypertension. Participants will learn integrative approaches to prevent and treat Coronary Heart Disease (CHD) and Cardiovascular Disease (CVD). At the and 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)™***
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.

(1) AIHM Member $275.00
(1) Non-Member $395.00

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]

1601-B Hypertension & Nutrition [Lecture]
Presentation: Mark Houston MD, MS, MSc, 74 min 55 sec

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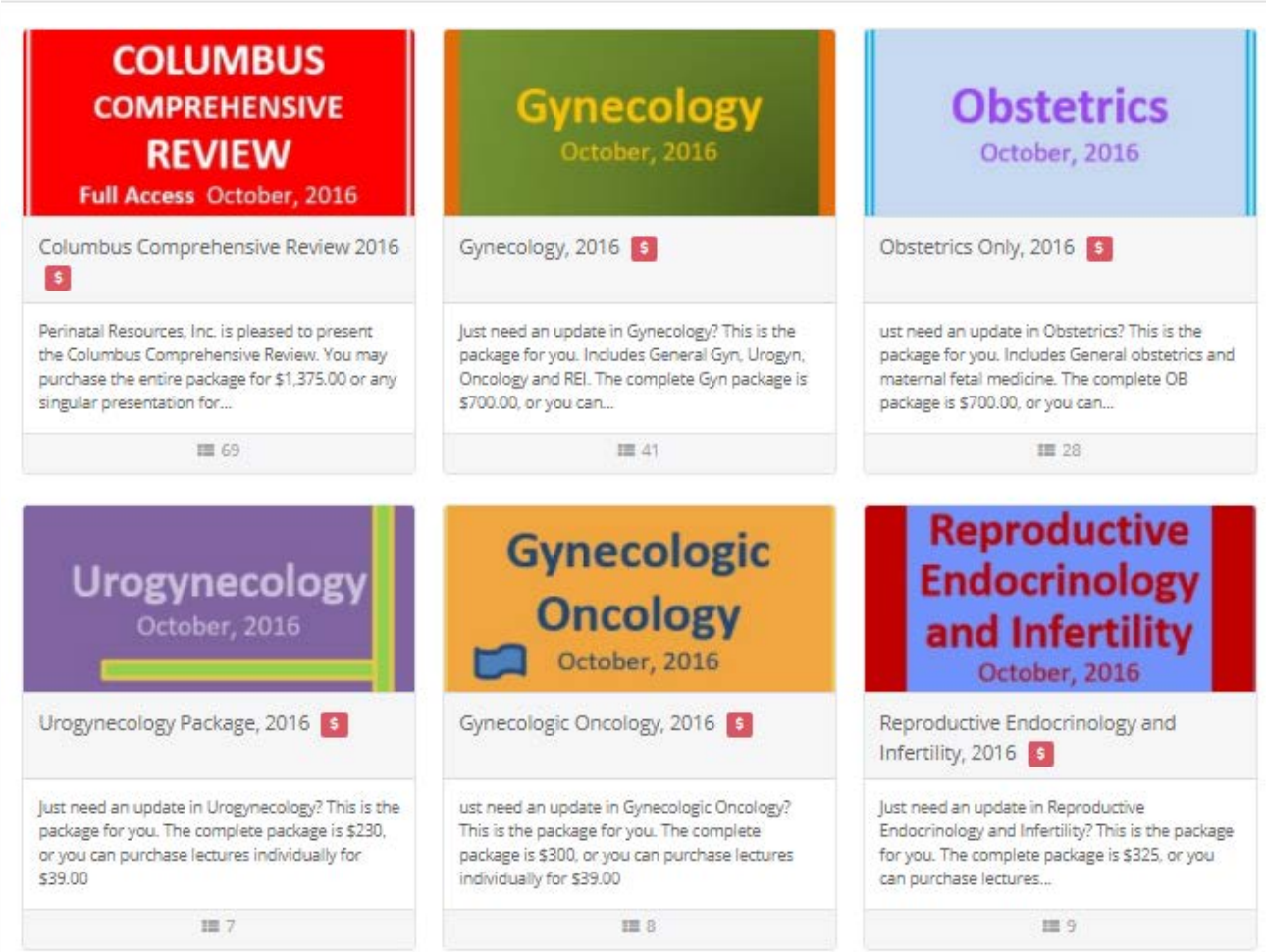
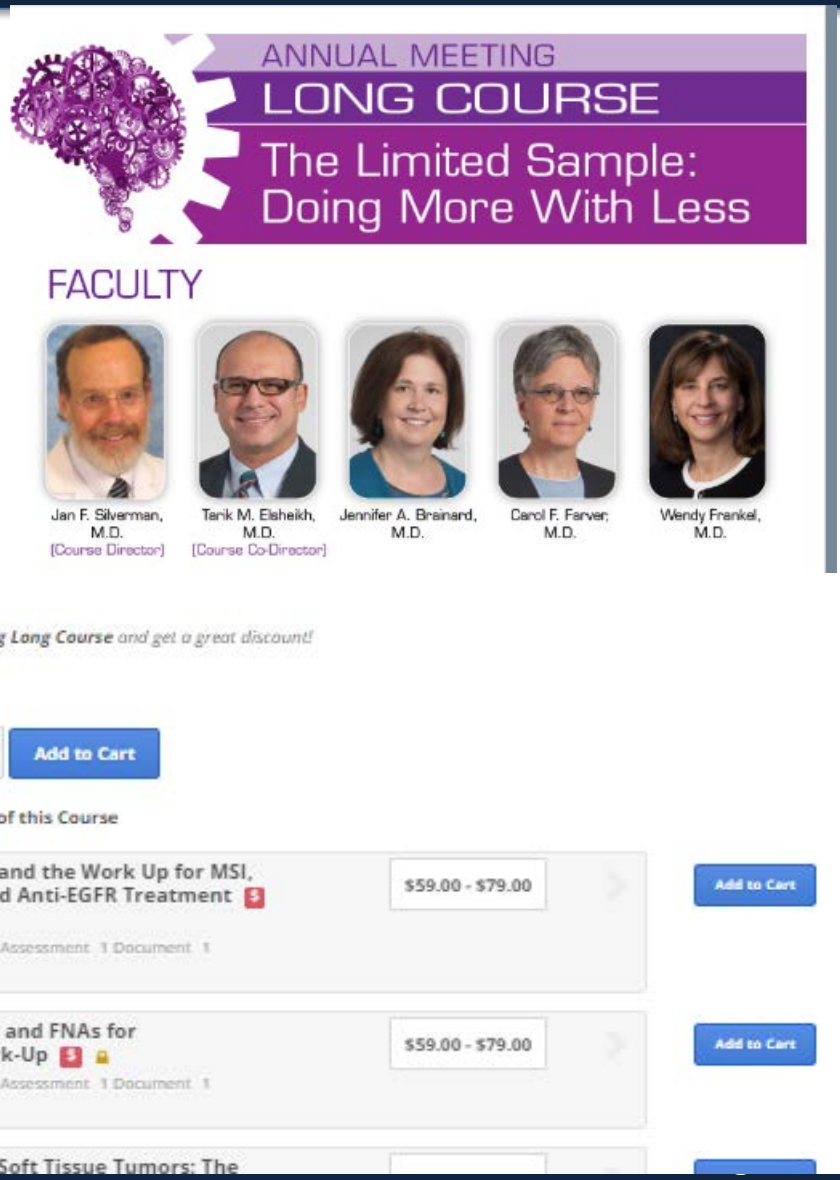


Provides continuing medical education for pathologists around the world.

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*



Client & Goal

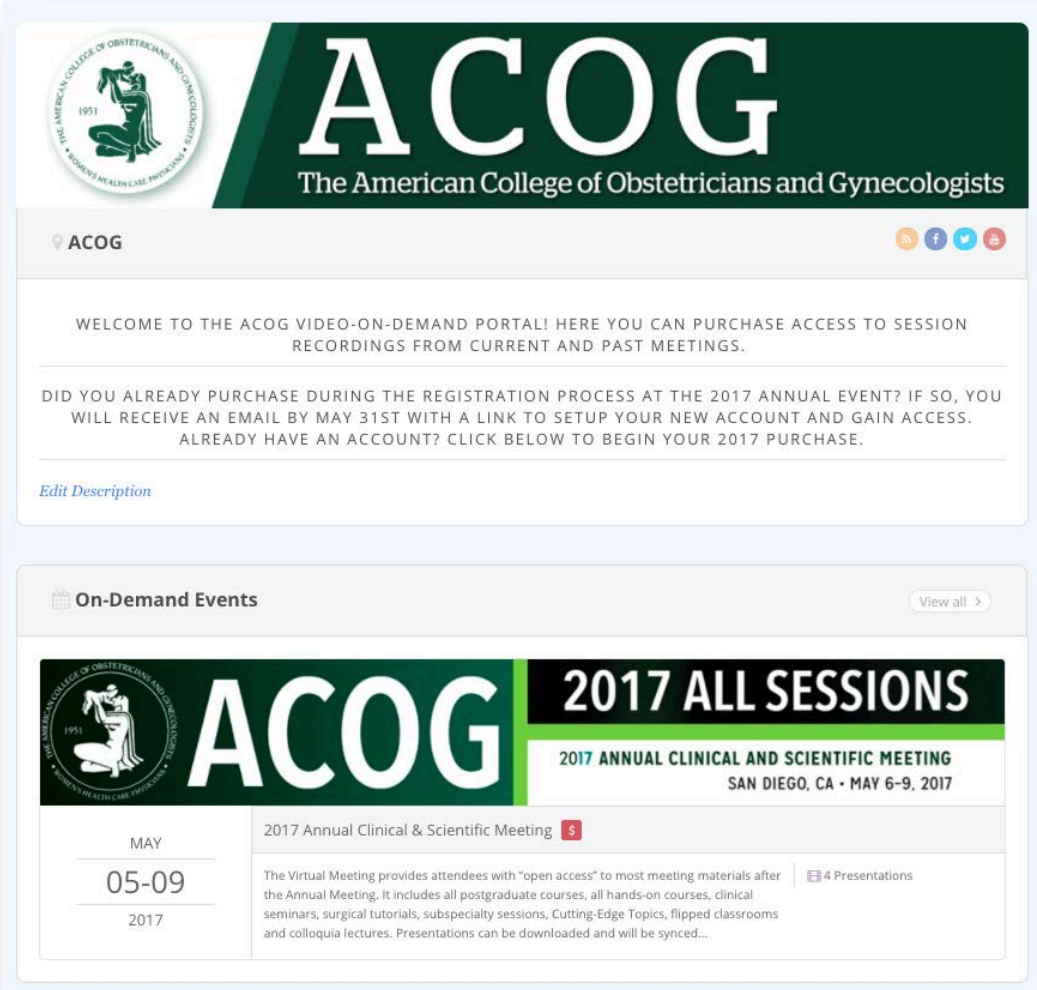
- ACOG – Revenue Generation

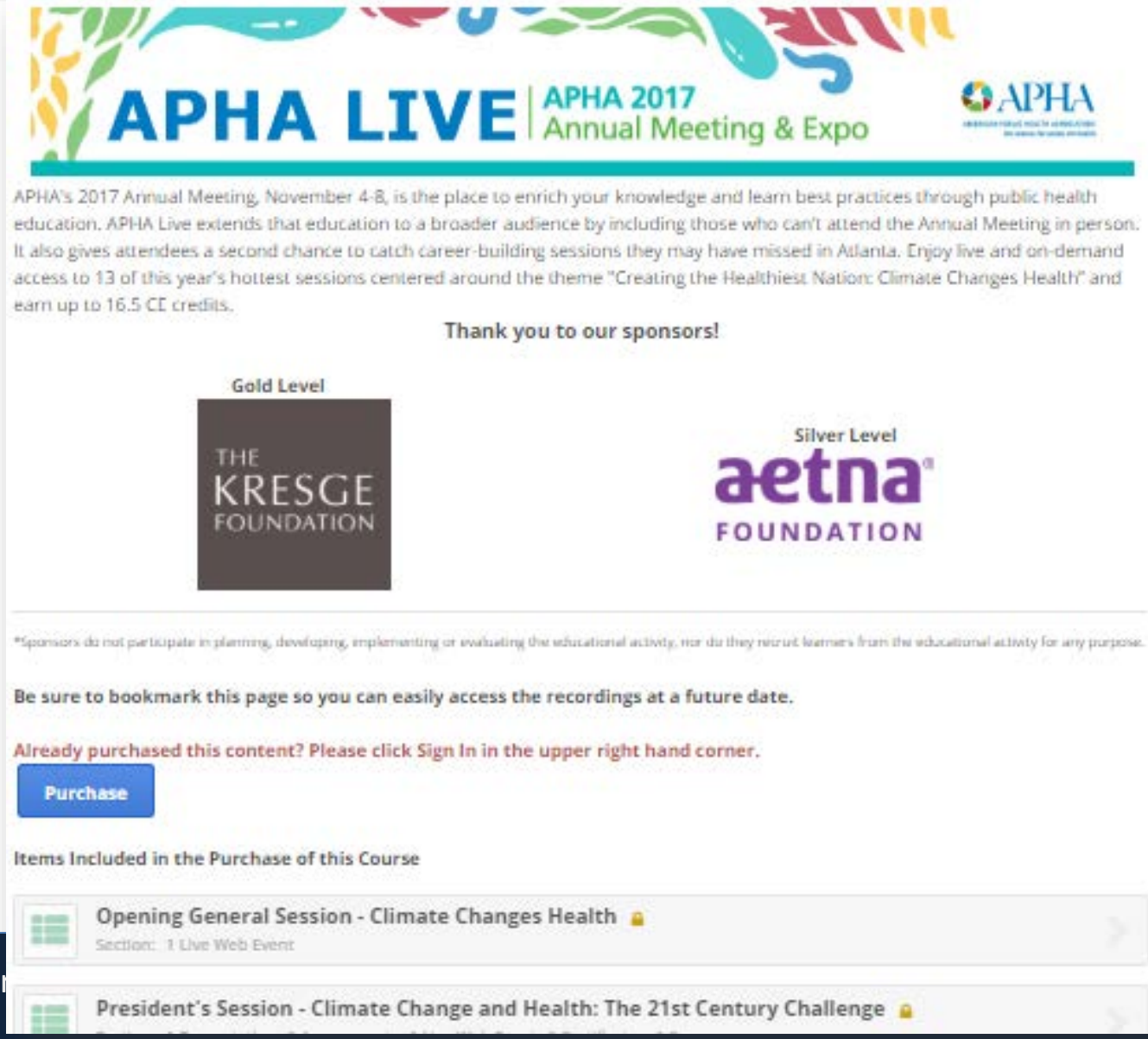
Solution

- 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

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.

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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

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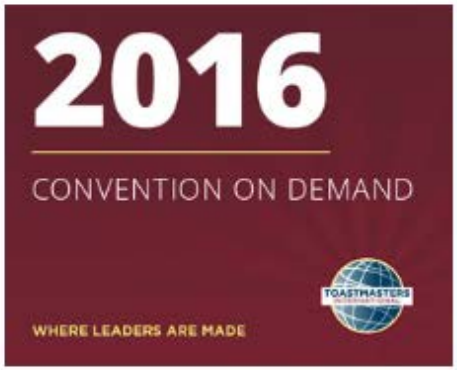

- Virtual Ticket (includes live and on-demand access to all content for that year) - $124.99
- World Championship - $29.99
- Education Sessions - $14.99/each
- Semi-finals - $14.99/each

Edit Description

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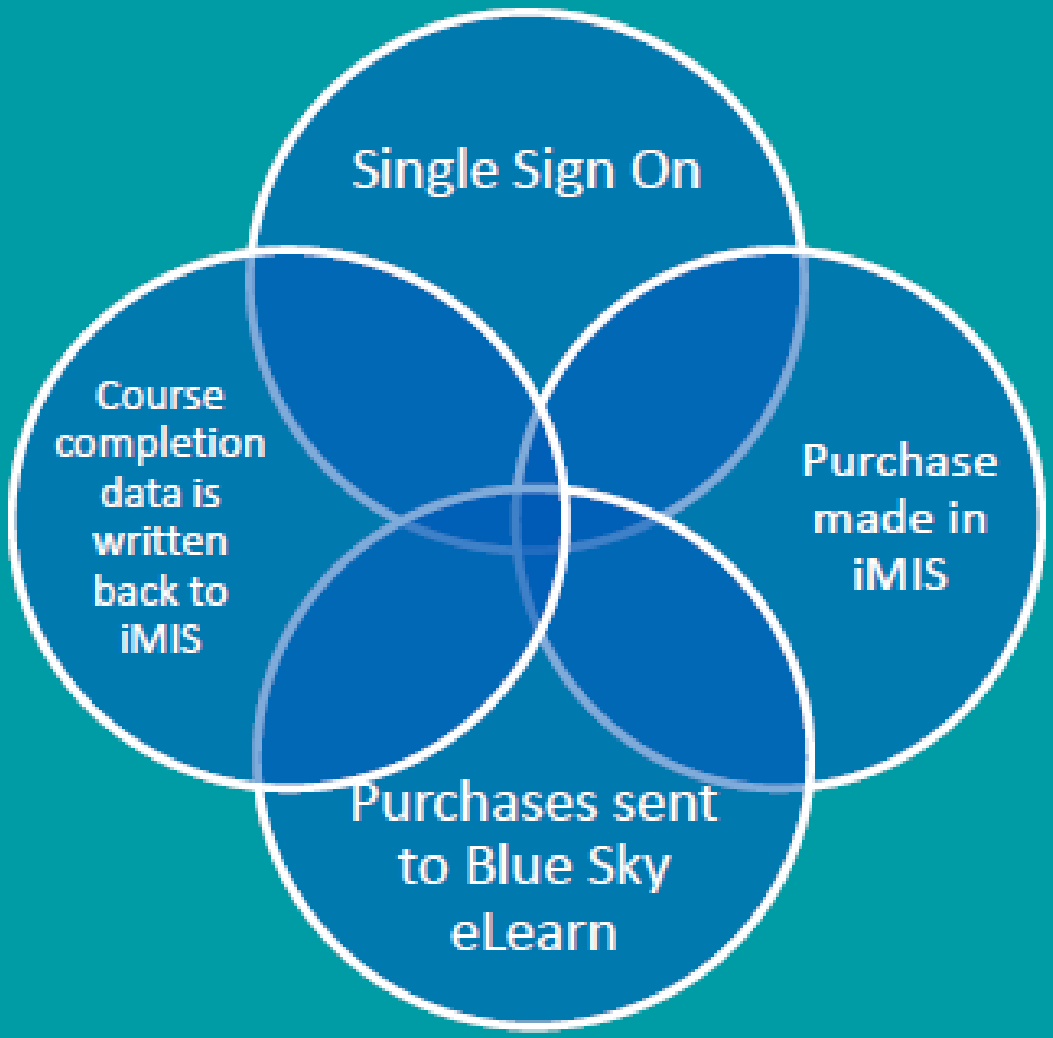
iMIS Bridge- What is it?

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



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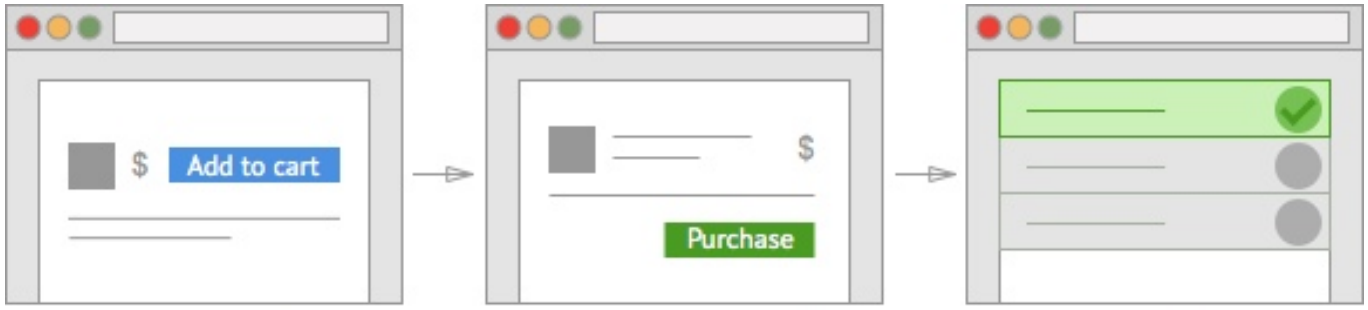
iMIS Bridge- Framework

- .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

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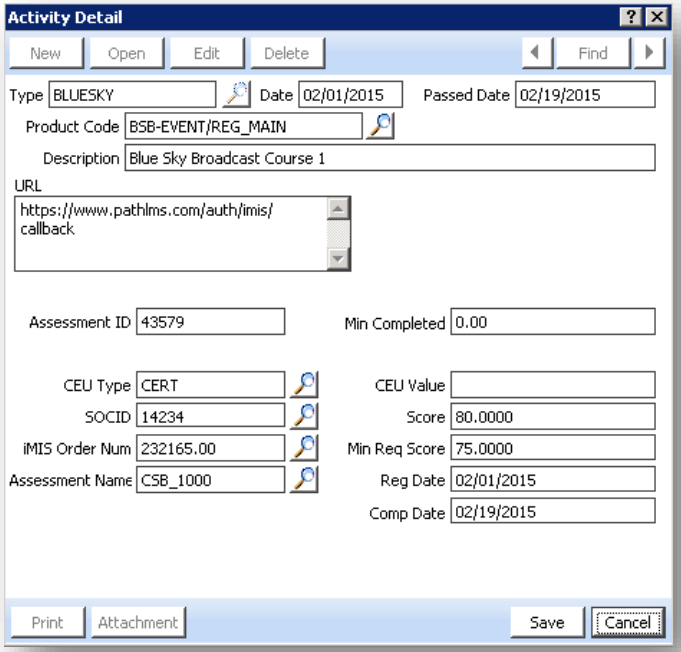
iMIS Bi-Directional Learner Data

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.



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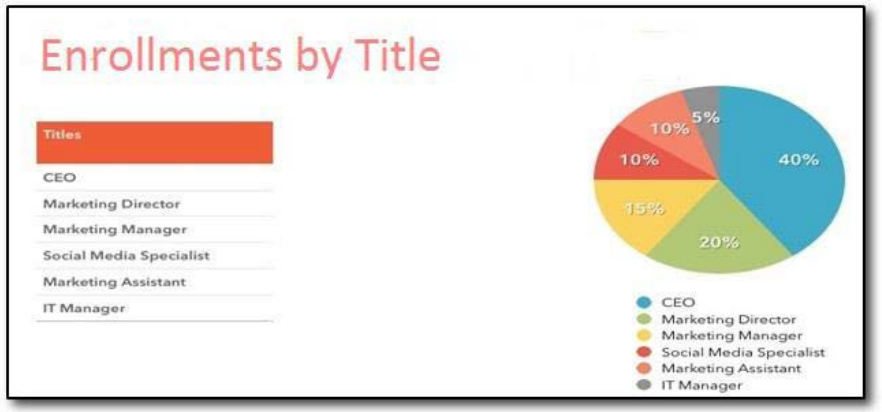
Leveraging Path Data

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.



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Results

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

QUESTIONS?

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