Revolutionizing





WELCOME









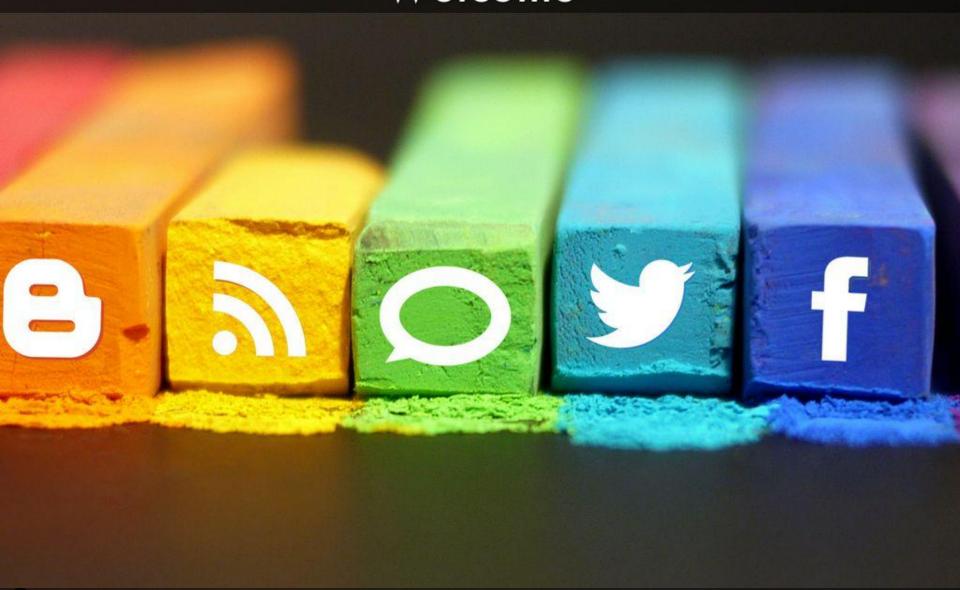






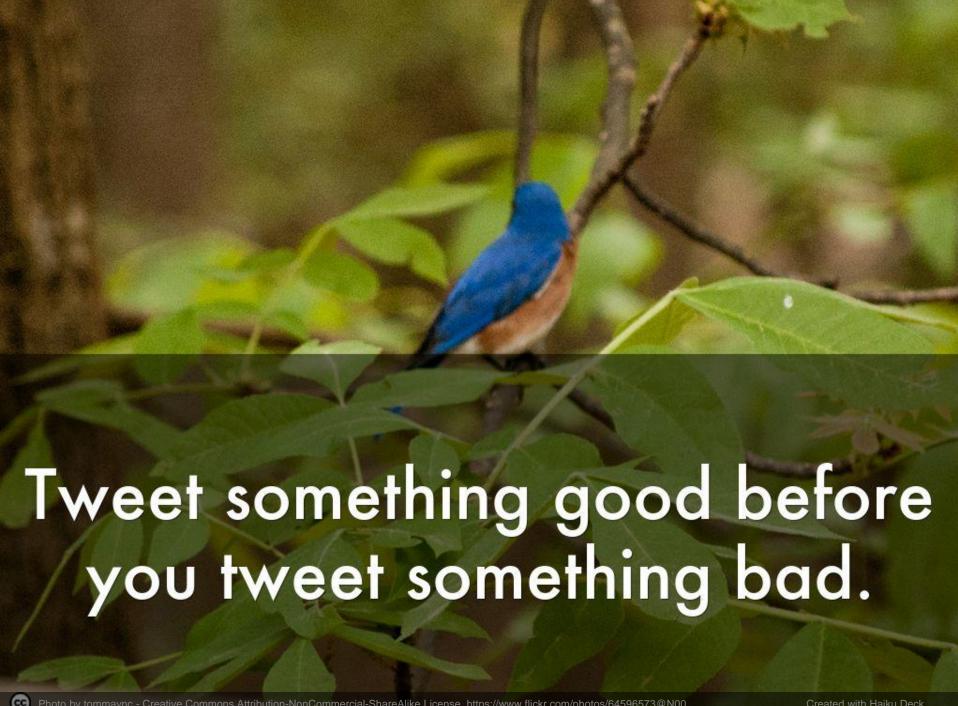


TEXTING, TYPING SOCIAL SHARING Welcome



Tweet unto others as you would have them tweet unto you.





SEEK FIRST TO UNDERSTAND

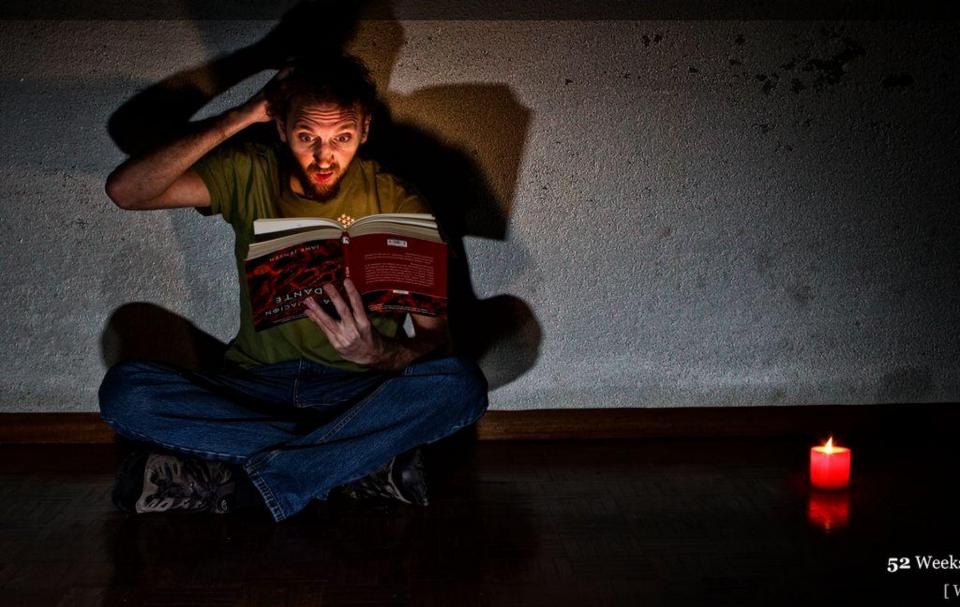


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About Me

Coal Miner's Grandson

Nonprofit Junkie

Learning Explorer

Education Evangelist



















VELVET CHAINSAW CONSULTING

Executive Vice President Education & Engagement

JULIANA COUTINHO ABOUT YOU



Favorite Food

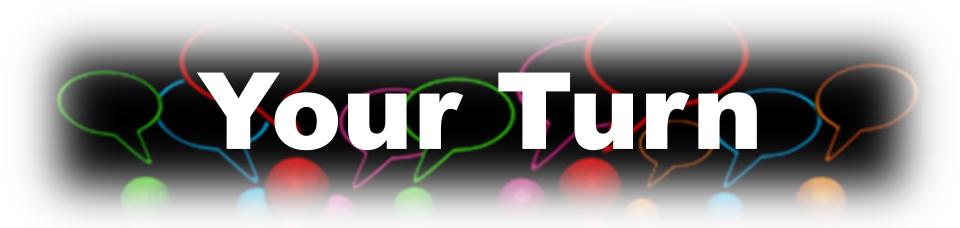












Which of these LOs important to you?



- Identify and assess six big conference disruptors.
- 2. Discover steps/hacks to higher revenue and attendance
- 3. Discuss the effective function of content in conference education programming.
- 4. Explore the evolving role of a speaker in 21st century education.











HELP US PREPARE

YOURTURN

Define hacking. Why is conference hacking important?





CONFERENCE HACKING

Anything that increases value & ROI



CONFERENCE HACKING

Anything that increases value & ROI

Creates attitude, behavior, skill change



YOURTURN

WHY CONFERENCE?





Traditional Conferences dire need of CREATIVITY, INOVATION, REINVENTION









An artist is someone who uses bravery, insight, creativity & boldness to challenge statusquo.

~ Seth Godin



WHATISTHEVALUE

Formal Cours HARDWAR STO

Of A Conference When Learning & Networking Everywhere?

Photo by Lost Tulsa - Creative Commons Attribution-NonCommercial License https://www.flickr.com/photos/44706351@N00

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If anyone is going to disrupt the industry, it is going to be us!

~ Smart Customers, Stupid Companies



WHAT IS PRIMARY PRODUCT Conferences have offered?





PROUDLY MADE IN AUSTRALIA SINCE 1923



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What is the primary product that conferences have offered?

FOCUSED ON DEMANDS

of product, experts as speakers









COMMITTEE CONTROL

Over smart business growth strategies



It Happens

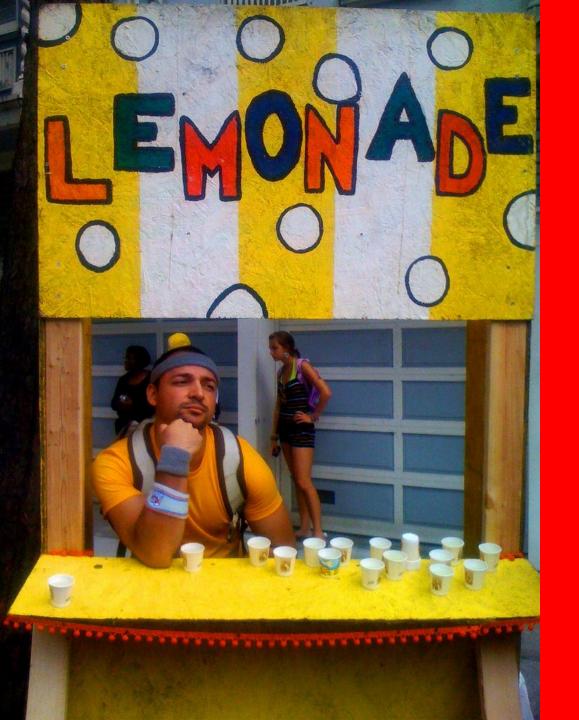








Never learned how to acquire new customers



More than new customers the RIGHT customers

Depending upon easy sale & past marketing methods.



Shotgun Approach

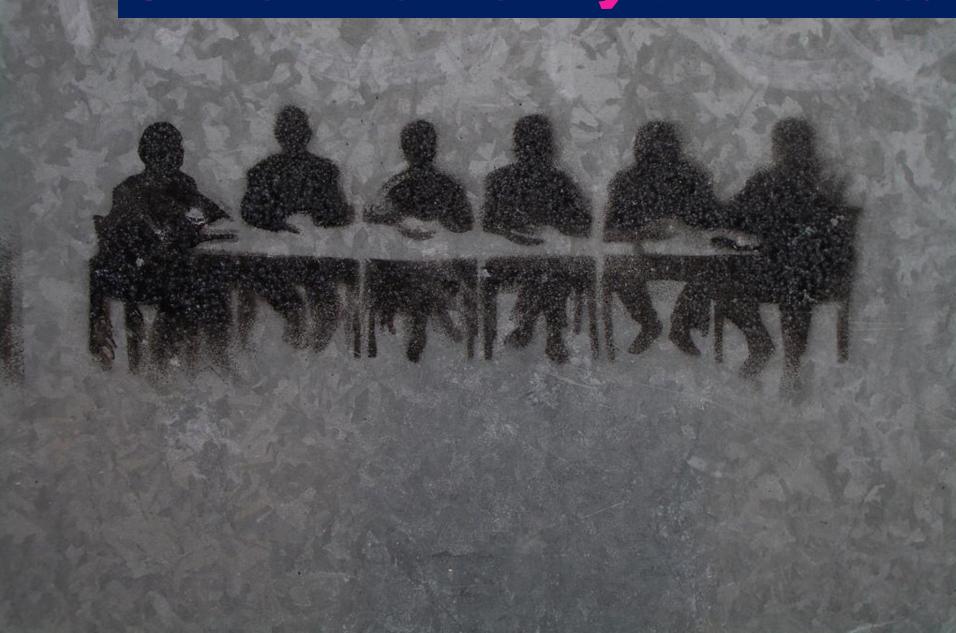


All things to all people





Content defined by committees



Laser approach

Highly amplified

Coherent focused beam



Small Group Discussion

What is the primary objective of most conferences?

Revenue - profits



Revenue - profits

Monetize over a long time period



Product Centricity



Product Centricity





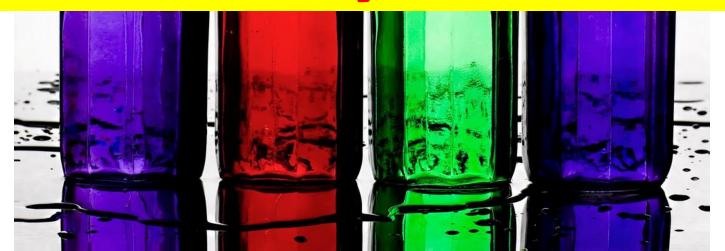




More product you sell, cheaper it

becomes to produce, sell more &

make more money



Most Conferences Have Product Centricity Mentality



The more content offered for all

stakeholders more likely people will

register



Product Centricity - Shampoo Model



Product Centricity



Product Centricity

Tweak conference slightly



Cracks in Product Centricity



1. Demanding better experience.



Cracks in Product Centricity



- 1. Demanding better experience.
- 2. Expect better ROI.



Cracks in Product Centricity



- 1. Demanding better experience.
- 2. Expect better ROI.
- 3. Like free agents, loyalty is fickle.



Product Centricity Vulnerable



Way you're planning conferences more

vulnerable than in past.



In The Past - Stacked Deck





In The Past - Stacked Deck

Expertise in industry.

Info delivery models that secured market share.



In The Past - Stacked Deck

Expertise in industry.

Info delivery models that secured market share.

Few competitors





1. Easy access to experts today.



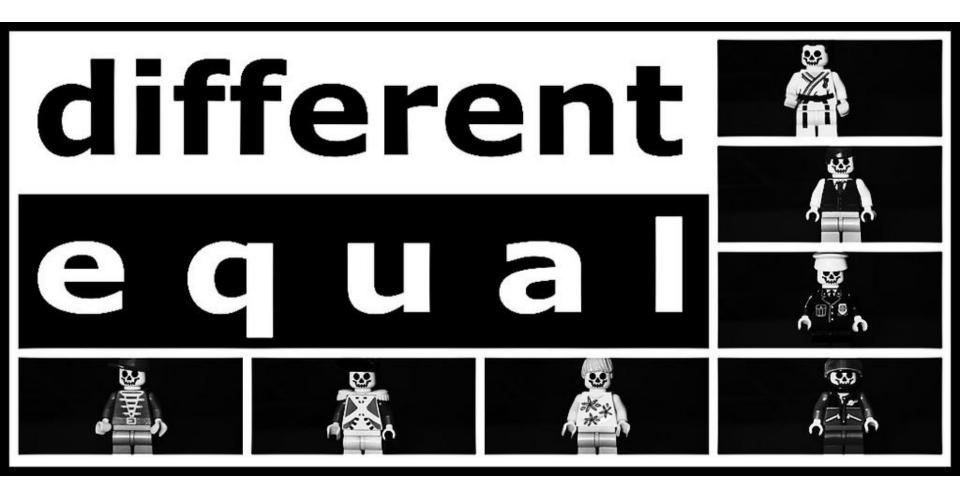
- 1. Easy access to experts today.
- 2. Info widely available online.



- 1. Easy access to experts today.
- 2. Info widely available online.
- 3. Increased competitors.



Not all registrants created equally







Conferences must become more CUSTOMER-CENTRIC cock's Sweek ... good Oak Sweet Per de Vision M Kin's Me

In world of customer centricity, there are good customers ... and there is everybody else. Peter Fader



Focusing on the right customer for

strategic advantage.

Not a philosophy



Not a philosophy

Not customer service



Not a philosophy

Not customer service

Not being nice to customers



Cannot be fostered via mission/guide



Cannot be fostered via mission/guide

Strategy: align topics with needs, solutions for most valuable customers



Aim: more profits for the long term



Is customer always right?



Is customer always right?

Right customer always right!



Two Types Of Conf Customers



Two Types Of Conf Customers

1. Good customers

2. Everyone else



Your Org Better Served It



Your Org Better Served If

1. Spent more time on attracting right, good customers for your conference.



Your Org Better Served If

- 1. Spent more time on attracting right, good customers for your conference.
- 2. Right customers hold key for long term profitability.



Your Org Better Served If

- 1. Spent more time on attracting right, good customers for your conference.
- 2. Right customers hold key for long term profitability.
- 3. Right customers give strategic advantage over competition.

1. CONFERENCE HACK

Identify your top 3-4 target markets



CONFERENCE HACK

- Identify your top 3-4 target markets
- Focusing on serving them first

CONFERENCE HACK

- Identify your top 3-4 target markets
- Focusing on serving them first
- They are key to profitability

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Describe the traditional conference experience?



TRADITIONAL CONFERENCE EXPERIENCE Attendee is passive consumer Prescribed Encounters Attribution-NonCommercial-ShareAlike License http://www.flickr.com/photos/403 Created With Haiku Deck



LOYALTY

YOURTURN

How do you define loyalty?

What is the connection between the attendee, exhibitor or sponsor experience and their loyalty?



CEB & **Effortless** Experience Matthew Dixon, Nick Toman & Rick DeLisi 2013 Research



LOYALTY

- Customer Satisfaction
- Exceeding Customer Expectations
- 60%-80% customers who defect satisfied
- 2013 CEB Research

WHAT IS LOYALTY

REPURCHASE - continue to buy from you



WHAT IS LOYALTY

- REPURCHASE continue to buy from you
- SHARE OF WALLET buy more over time



WHAT IS LOYALTY

- REPURCHASE continue to buy from you
- SHARE OF WALLET buy more over time
- ADVOCACY customers say good things



Conference Loyalty

50% Paid Attendance 2 of 3 years



Conference Loyalty

- 50% Paid Attendance 2 of 3 years
- 65% Exhibitor Stickiness



Conference Loyalty

- 50% Paid Attendance 2 of 3 years
- 65% Exhibitor Stickiness
- 75%-80% Sponsor Stickiness



Customer Acquisition

Sales & marketing processes used



Customer Acquisition

Sales & marketing processes used

Includes staff time & benefits



Customer Acquisition

Sales & marketing processes used

Includes staff time & benefits

Web, print, postage, pr, social media



New Customer Acquisition

Costs 6-7 X more than loyal customers













55% Of Experience To Attendee Experience

Attendee Experience Expenses

- AV
- Food & Beverage
- Speakers
- Entertainment





- Collect registration data for past 3 years
- Identify conference loyalty (goal 50% + 2 out of 3 years attendance)
- Aim for 65%+ Exhibitor Stickiness
- 75%-85% Sponsor Loyalty



CONFERENCE HACK #2

- 55% 65% expense to attendee experience
- Plan and think about creating an attendee conference experience from the beginning of conference planning

YOURTURN

What is content?



YOURTURN

What is the role of content in reinvented conferences?

DATE AND SOLVE OF THE SECONDARY OF THE S

CONTROL OF SET TO SET T

Complete the state of the state











OUR AFFECTION FOR CONTENT

- Reinforces surface learning
- Memorization
- Forgetting information



Too much content creates CONTENT BULIMIA





We need to become curators of content



- We need to become curators of content
- Help attendees uncover what content means

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- Content as tool to develop deeper understanding

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- Help attendees uncover what content means
- Content as tool to develop deeper understanding
- Opportunities to discuss how to apply content



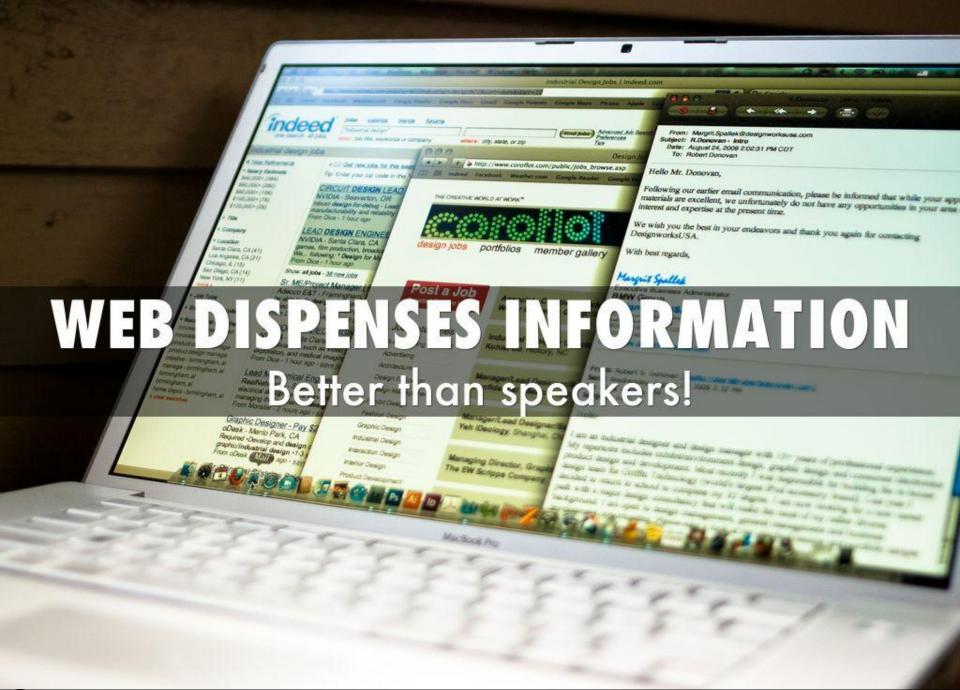


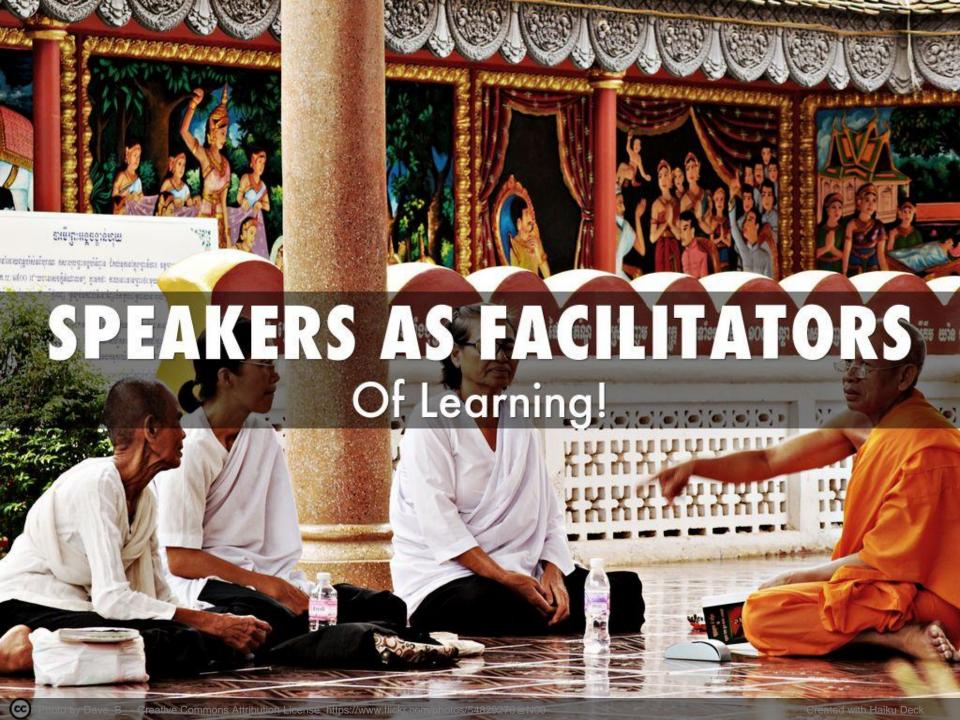
YOURIURN

What is the job of a speaker?















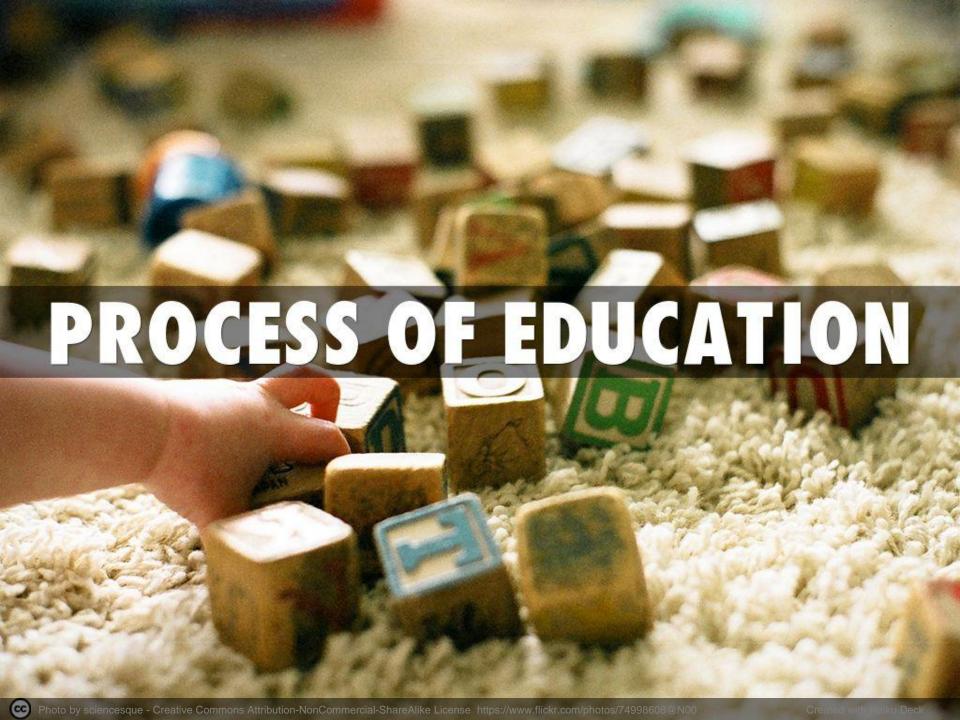


Speakers need to be facilitators of learning

Focus on learning design not transfer of information

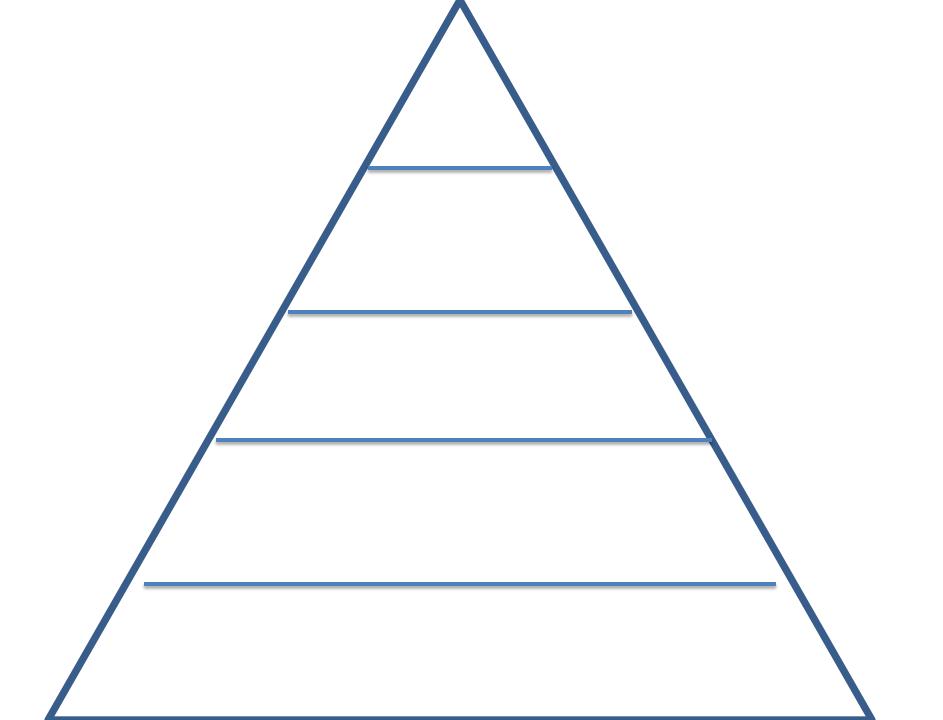
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To increase conference revenue and attendance, speakers must focus on providing learning experiences that readily apply on the job, increase work productivity and improve employee performance.

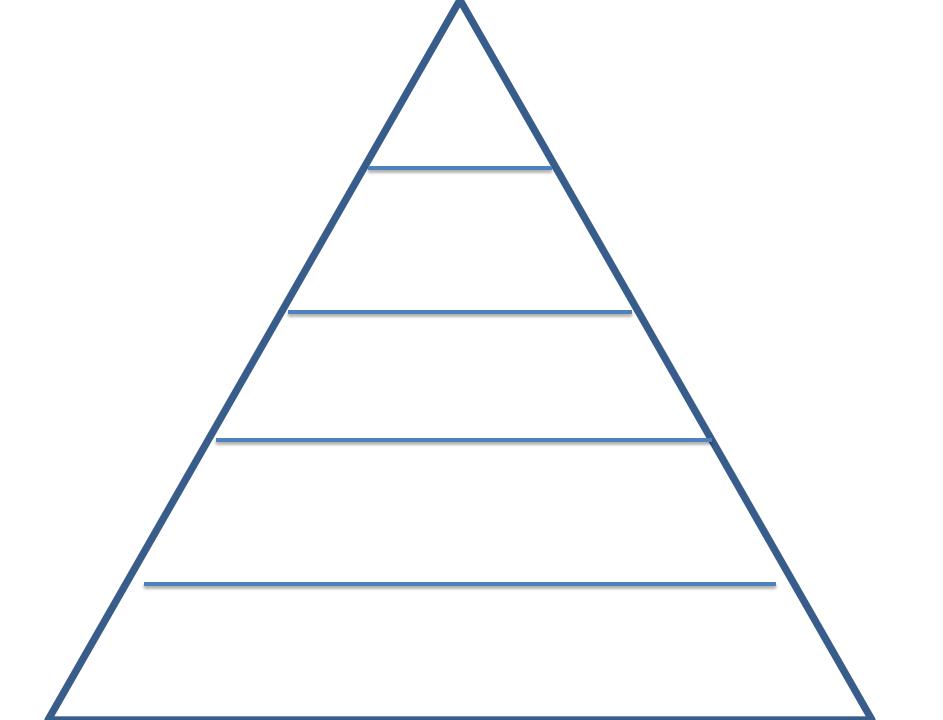


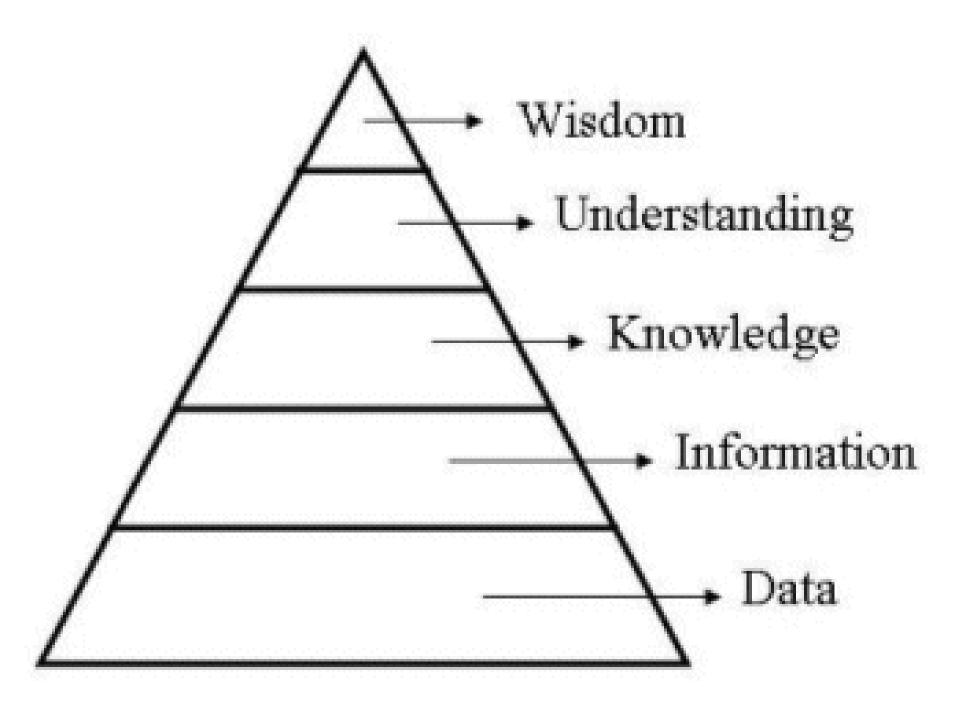
YOURTURN

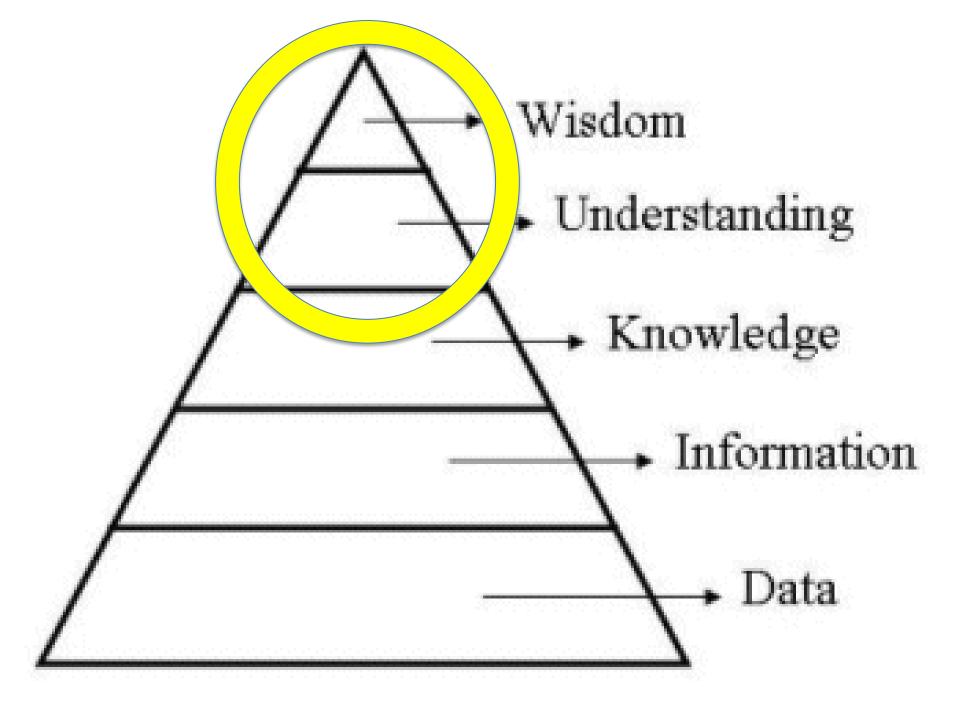
When people attend conference education, what are they searching for or expect to leave with?



- Information
- Wisdom
- Data
- Knowledge
- Understanding









DKUM

TAKEAWAYS, UNDERSTANDING & WISDOM



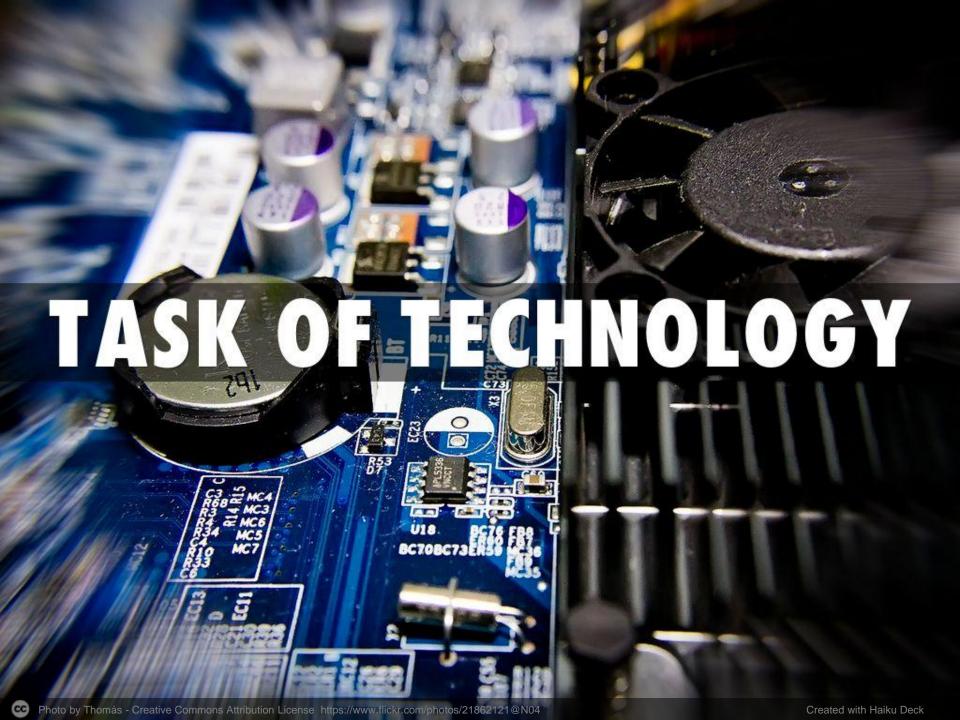
- Paid registrants are looking for understanding
- & wise application of takeaways, not just information



To increase conference revenue and attendance, education must help target attendees solve their most pressing needs with relevant takeaways and understanding.



To increase conference revenue and attendance, education must involve brain-based learning that allows for "Think, Write, Share" methods of peerology.







SEGMENTATION & ATTRACTING ECONOMIC BUYERS



Identifying Right Customers



Identifying Right Customers

Requires data collection

Collecting, tracking & monitoring



Identifying Right Customers

Requires data collection

Collecting, tracking & monitoring

Past purchasing habits



Identifying Right Customers

Requires data collection

Collecting, tracking & monitoring

Past purchasing habits

Investing in tech & staff to collect, sort





Provide pre and post conference webinars

their customers want.



Create short speaker videos



Encourage attendees to connect through "Idea Networking" instead of traditional networking



Live stream specific content free as an content marketing strategy. Remember to use a speaker that understands engaging face to face and remote audiences.



Schedule "replays" of recorded sessions and invite speakers back during replay.





DECISIONS BASED ON "WHAT'S IN BEST INTEREST OF ATTENDEE?

CONFERENCE HACK #6

Technology should be a tool to increase engagement



CONFERENCE HACK #6

Technology should be a tool to increase engagement



CONFERENCE HACK #6

To increase conference revenue and attendance, use technology to flip the traditional conference model and extend the conference experience before and after the event.

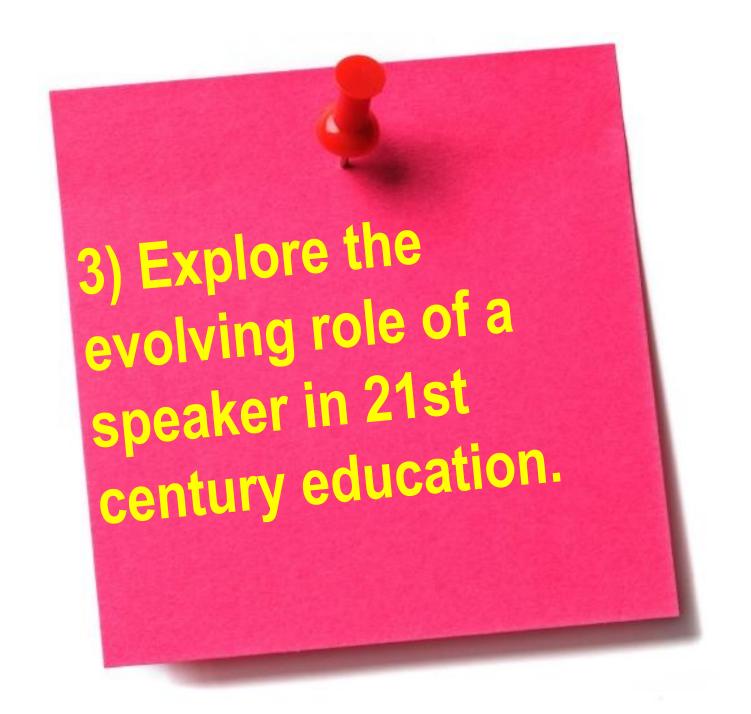
YOURTURN

What is your biggest takeaway from this presentation?









THARIS YOU



