

ALIGNING EVENT AND CONTENT STRATEGY

Mile High Ideas for Revenue Growth

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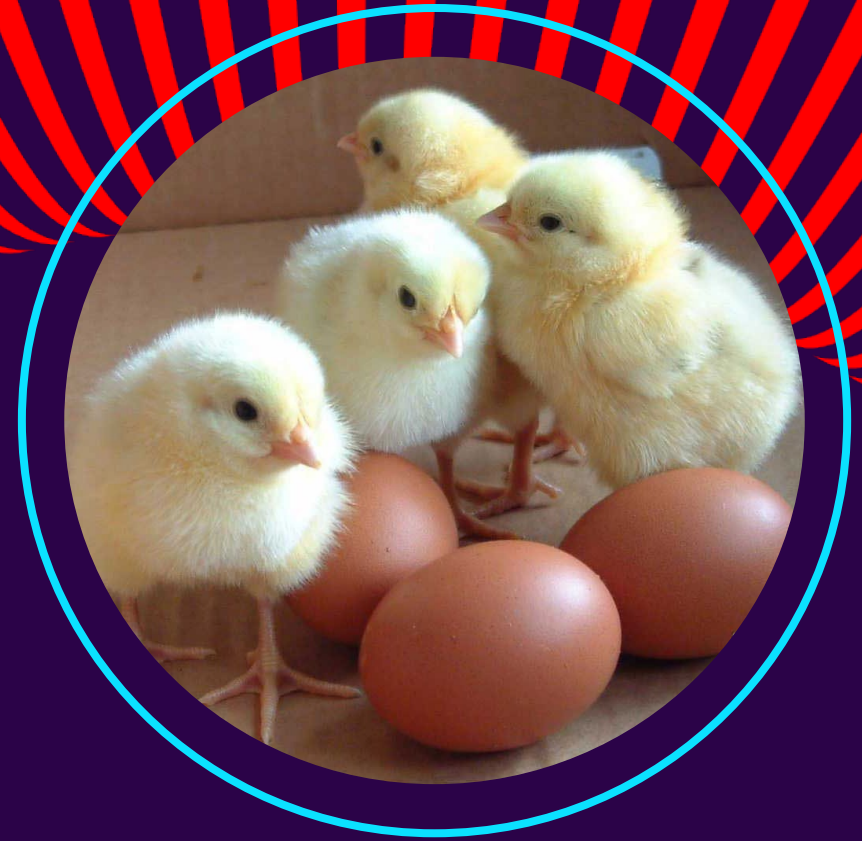
& President, Hi-Fidelity Group

WE ALL WANT TO PRODUCE GREAT EVENTS

Events are a touchstone for our brands and a tangible opportunity to connect our commercial supporters to our most engaged audience.



**NICHE TO NOODLE ON:
WHAT COMES FIRST,
THE CHICKEN OR THE EGG?**



Meet your business where it is now and where you want it to be, then prioritize.



MILE HIGH REVENUE INGREDIENTS



AUDIENCE

A NICHE strength and home of your strongest unique value proposition



CONTENT

How is it resourceful,
Who needs it and why?
Does it deliver mission or
how to?



EVENT GOAL

Define where revenue will
live? Expo? Registration?
Or is the Goal something
else?

MILE HIGH CHALLENGES

Customers

- Attention is at a premium
- ROI tough to measure
- Budgets are tight

Costs

- Pricing can be a moving target
- Events are a large investment
- Risk is hard to recoup

Competition

- Competing for mind or market share
- Advertisers/sponsors also getting into the event-content business

COVID

- The most disruptive factor for events in history
- Impact on the workforce



[HOME](#)

[ABOUT](#)

[EVENTS](#)

[PROGRAMS](#)

[GET INVOLVED](#)

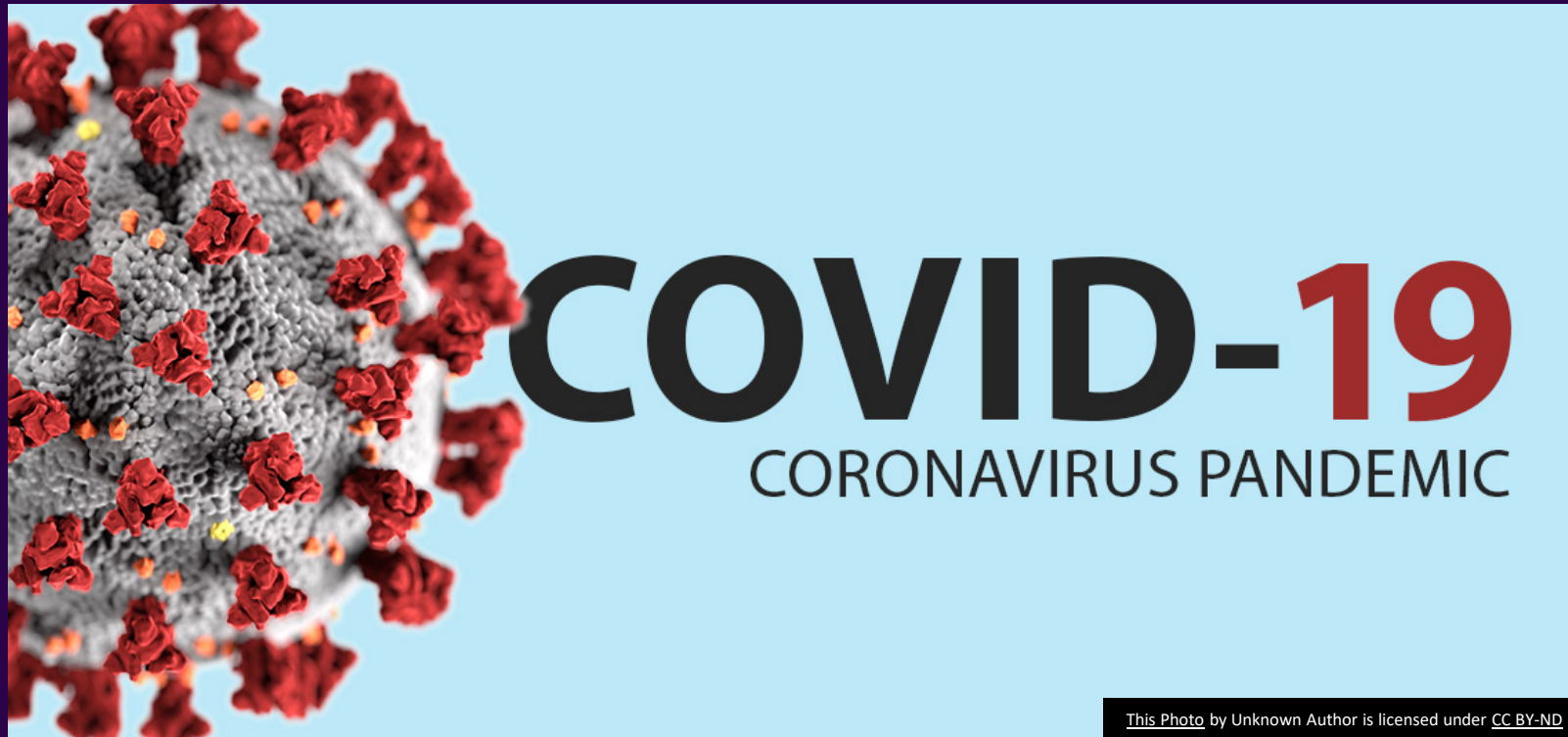
[MySCRS.org](#)

A photograph of a busy conference or networking event. In the foreground, a woman with glasses and a patterned top is talking to a man in a striped shirt. Another woman in a white lab coat is visible on the right. The background is filled with other people and blurred text from various booths, including "wcg" and "pharmas".

SITE SUCCESS IMPACTS EVERYONE IN CLINICAL RESEARCH

Discover SCRS. The events, programs and people impacting clinical research.

UNCERTAIN INTERRUPTION





MILE HIGH REVENUE INGREDIENTS FOR SCRS AND PAR



AUDIENCE

Executives at pharma, CRO, research sites.



CONTENT

Improve. Perform. Grow.
NOW. NOW. NOW.

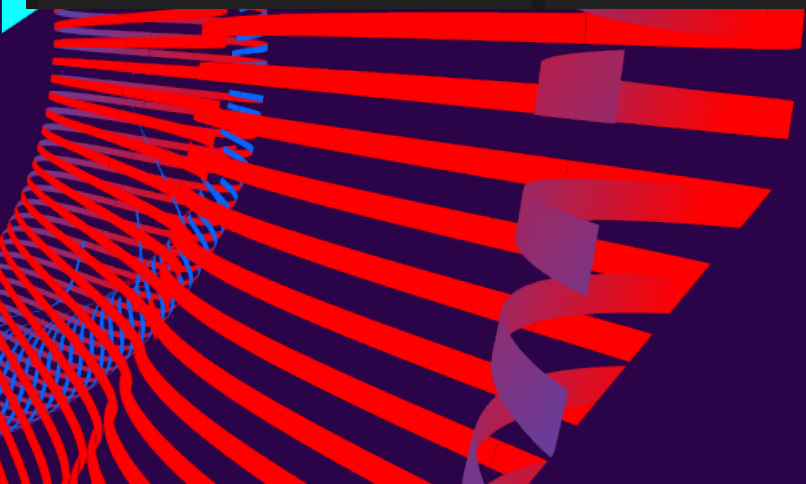


EVENT GOAL

Keep audiences engaged and informed.

Set up larger scale virtual/live events.

Keep revenue investment, grow digital inventory.



SUPPORTER

PAIR PEERS AND PROS

Get to Know the Sites *NOW* Program



Virtual Site
Solutions Summit



Monthly
Sites *Now* Meeting



Quarterly
Sites *NOW* Forum



Monthly article in
SCRS Newsletter



Sites *NOW*
Playbook for Site
Success



Quarterly article
in SCRS
InSite Journal



Presentation of
findings at 2021
SCRS Summits

EVENT AND CONTENT SYMBIOTIC

LEVEL UP LARGE CLIENT ENGAGEMENT

The screenshot shows a Zoom meeting interface. The main window displays a PDF document titled "2021-Thought Leadership Opportunities - SCRS.pdf". The document content includes the SCRS logo and the heading "Contribute to SCRS Opportunities for Thought Leadership". Below this is a table with columns for Publication Name, Frequency, Article Name, Topic/Description, Average Word Count, and What You'll Get. The table lists opportunities for InFocus Newsletter, SCRS Talks, and InSite Journal. At the bottom of the document, it says "Our Voice | Our Community | Your Success" and the SCRS logo again.

Publication Name	Frequency	Article Name	Topic/Description	Average Word Count	What You'll Get
InFocus Newsletter	Monthly (except March, June, September, December)	Successful Techniques for Accelerating Recruitment (STAR)	Recruitment is one of industry's most significant hurdles. Share forward-thinking strategies to support sites in addressing these obstacles and achieving enrollment success.	500-750	-Recognized as a contributing writer/thought leader -Your article shared by SCRS to a vast mailing list, our social media channels and posted to SCRS website -Link or PDF of your submission to share with your network
		Metrics That Matter	An in-depth review of current key metrics that impact sites (also appears in InSite Journal).	500-750	
		Site Spotlight	Innovative and exciting stories of site success and achievement, spotlighting a particular site. Content should focus on education and be helpful for all sites.	500-750	
SCRS Connects	An interview with industry leaders discussing the biggest issues facing sites today, innovative solutions to these issues, and what drives your passion for the industry (also appears in InSite Journal).	500-750			
SCRS Talks	As requested	SCRS Talks	Short interviews to provide insight into key industry topics, current events, new perspectives, and exciting opportunities. Available to Global Impact Partners.	Video + Podcast	
InSite Journal	Quarterly (March, June, September, December)	Site Perspectives	Site perspective on recruitment, budgeting and other key issues.	500-750	
		Tech Tips	Practical advice on training, understanding and utilizing technology in clinical trials (focus on decentralized trial technology excluded).	500-750	
		Ask the Auditor	A review of legislative changes, legal matters, compliance issues, and anything relating to the legal documents and bodies that govern clinical research sites and the matters that impact them.	500-750	
		Guest articles (1-3)	Articles on ANY topic that sites can benefit from. Avoid opinion pieces and promotional content. Placement will be on a first-come, first-served basis. Contact us to learn about a dedicated space in each journal.	600-1,000	

On the right side of the Zoom window, there are three video thumbnails of participants. The top thumbnail shows a woman with long brown hair, the middle one shows a man with dark hair, and the bottom one shows a man with glasses. A "Leave" button is visible in the bottom right corner of the Zoom interface.

ALIGNMENT SOLUTIONS



Shop Your Own UVP

Center your events around your publishing platform's unique value proposition



Audience Needs

What will your readers and advertisers NEED in the year ahead, and how will your programs be the resource they turn to?



Create Upsell

Know where the revenue needs to come from. Give your audience what it wants and surprise them when able.



Think Multichannel

How can your events extend into the channels your customers need regularly?

18 MONTHS IN

How is it going?

1600

New audience prospects from virtual conferences and open forums.

4 FULL
VIRTUAL
EVENTS

New audiences and SMEs revenue in digital programs that did not exist previously.

1
COMPLETELY
NEW
PRODUCT
LINE

Engaged sponsors
Tangible value
90% recovered revenue, 5% new revenue

Summit Preview: The Impact of Successful Site Relationships

August 24, 2021



COLLABORATE FORWARD



Site Solutions Summit

SITES NOW →

COURAGE & VISION



MILE HIGH REVENUE IDEAS WHEN EVENTS AND CONTENT ALIGN



AUDIENCE

- 1) Grow Audience: Invite a colleague or friend
- 2) Experiment: Create segmented/niche content for a niche segment of your audience.
- 3) Offer a mix of gated/ungated, have different goals for both
- 4) VIP Experience, upcharge

MILE HIGH REVENUE IDEAS WHEN EVENTS AND CONTENT ALIGN



CONTENT

- 1) Crowd solve a calendar that delivers investment interest and audience engagement.
- 2) Great articles usually make great presentations!
- 3) Polls and surveys. Plan to where and how to include.
- 4) Sponsored webcasts, digital marketplaces, exhibit-related digital upgrades.
- 5) Focus Groups
- 6) Industry Working Groups

MILE HIGH REVENUE IDEAS WHEN EVENTS AND CONTENT ALIGN



EVENTS

- 1) Find moments that sponsors will invest in.
- 2) Theme that matters to your UVP
- 3) Networking groups
- 4) Meet-ups
- 5) Events inside your event
- 6) Extend: Everything we do live can be previewed and reviewed digitally

SUMMARY

- 1) Recognize your role in the industry's marketplace. Inform events and content with that .
- 2) Understand that there are many channels to reach your audience, aspire to be the leading one.
- 3) Value proposition can evolve by time and stakeholder. Lead with it, don't lean on it.
- 4) Develop your talent. All of it. Your BD team can be curious and flourish too.
- 5) Approach change with curiosity

THANK YOU

Learn more:

HiFiGroup.com

SCRSprograms.com

MyPAR.org