

HOW DOES MY **LIVE EVENT** BECOME **RESELLABLE CONTENT** ?

A CASE STUDY



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INTRODUCTION

Meet Leslie, an association executive at the Society for Public Spaces responsible for coordinating special projects and events. The Society for Public Spaces hosts a national conference every year that brings in roughly 36 percent of the association's yearly revenue. In talking with peers, Leslie has come to believe that her organization can increase both non-dues revenue and member engagement by live streaming and recording the conference and using the resulting content to create a series of webinars for the Society for Public Spaces' website.

While Leslie's name and her employer are fictional, the opportunity she sees is real. The obstacles in her path are based on our experience guiding clients on the journey of turning a live event into digital library content.

Let's see what happens.



DOING THE RESEARCH

As a longtime director of events, Leslie knows that elements such as travel time and costs, weather restrictions and geographical restrictions keep some members from attending her association's national conference. She wonders if many of those non-attendee members are still interested in the content of the conference and would be willing to pay to access the information in some other way. Before taking the idea of live streaming and recording the next conference to her association's board of directors, Leslie gets the executive director's approval to do a survey to find out.

Through a short SurveyMonkey query, members who are not able to attend the conference in person reply that, yes, they are interested in the content to be presented at the gathering. Further, more than half respond that they would be willing to pay to access the information online either in real-time or following the event.

The results of Leslie's survey correspond with a research survey she read by ON24 and MarketingProfs, which found that 61 percent of the 253 respondents indicated

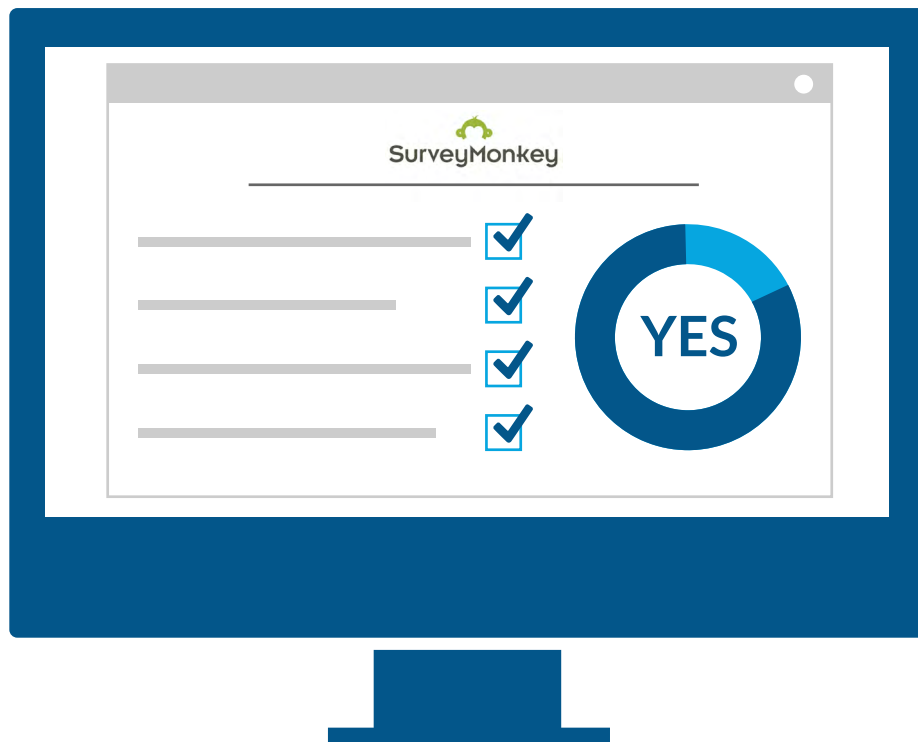
their willingness to pay to access an event online.

Excited about the response, Leslie does a little dance at her desk before hopping up to find her boss.

This time when they discuss the idea, Leslie explains that live streaming and recording could be a good fit for the organization's next conference.

Not only would the association be able to bring in non-dues revenue from members who can't attend in person, but hosting the content of the conference on the Society for Public Spaces' website could prompt more members to visit the site and engage with the association both on the site and through social media channels. Professionals in the industry who are not currently members of the association may come across the information through current members' engagement and decide to pay for the content from the conference as well. Further, the Digital Experience Institute finds that 82 percent of online attendees depend upon their virtual experience when deciding whether to attend subsequent live events.

SURVEY RESULTS

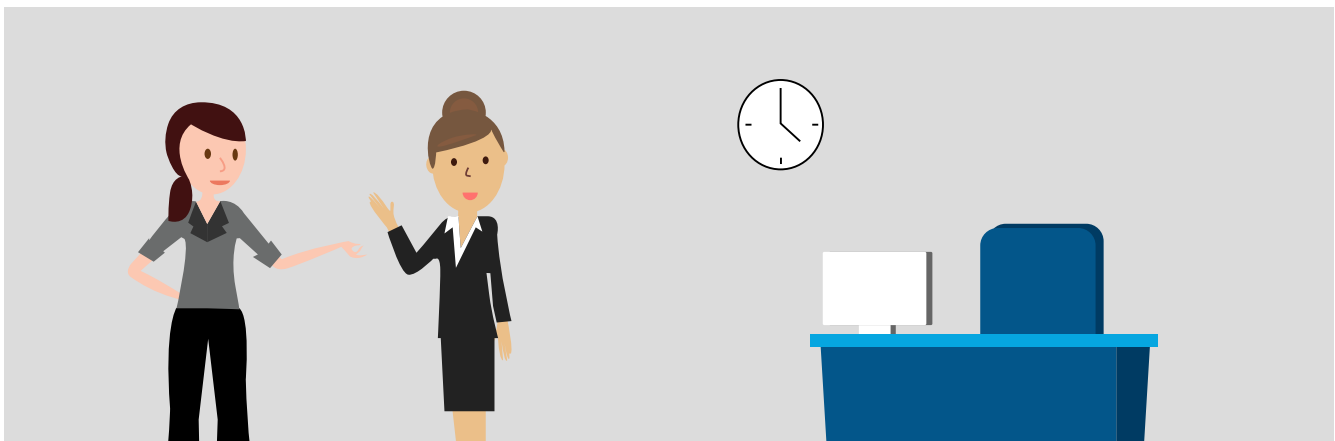
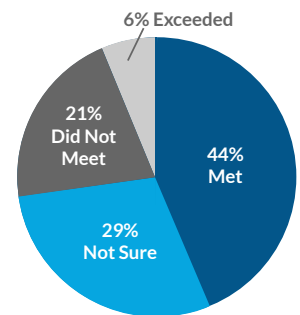


To support her argument, Leslie shares data from Exhibitor Online's research initiative to study companies' use of virtual events. Respondents to the survey reported gains in relationship building with attendees, which in the case of Leslie's organization's event would likely manifest in just the sort of member engagement she described.

The study found that expectations for virtual events of half of the respondents to the survey were either met or exceeded, a number likely to increase once the companies have a baseline for their expectations of such events, as 29 percent said they were not sure whether their virtual events met expectations. Moreover, 45 percent of companies surveyed in 2013 expect the value of virtual meetings such as webinars and online meetings to increase in coming years.

According to Exhibitor Online, "The most inconsistent outcomes of virtual events converge around softer objectives such as brand awareness, relationship building, and market insight."

Did the virtual events you incorporated into your program meet, not meet, or exceed your marketing objectives?



Leslie's boss is getting pumped up about this idea, but she warns Leslie that the board of directors might put up some roadblocks. Not only is this idea of livestreaming and recording the conference something the Society for Public Spaces has never tried before, and thus presents the fear of the unknown, but the board largely has little technical knowledge of what this project would entail and has been unwilling to add large items into the association's budget.

Undaunted, Leslie leaves her boss' office determined to get the board behind her idea. All she needs, she tells herself, is research and a plan.

Too charged to sit, Leslie bounds back to her office and her stand-up desk, where she dials up the peers who had turned her onto the live streaming and recording idea in the first place. She picks their brains about organizations who have instituted the idea and companies who perform services. She finds that some organizations have managed to set up the live streaming and recording on their own using social media such as Facebook Live, but Leslie knows her staff is too small to try to take on the project alone, so she takes contact information from her peers and uses her favorite browser to search for event and on-site services.

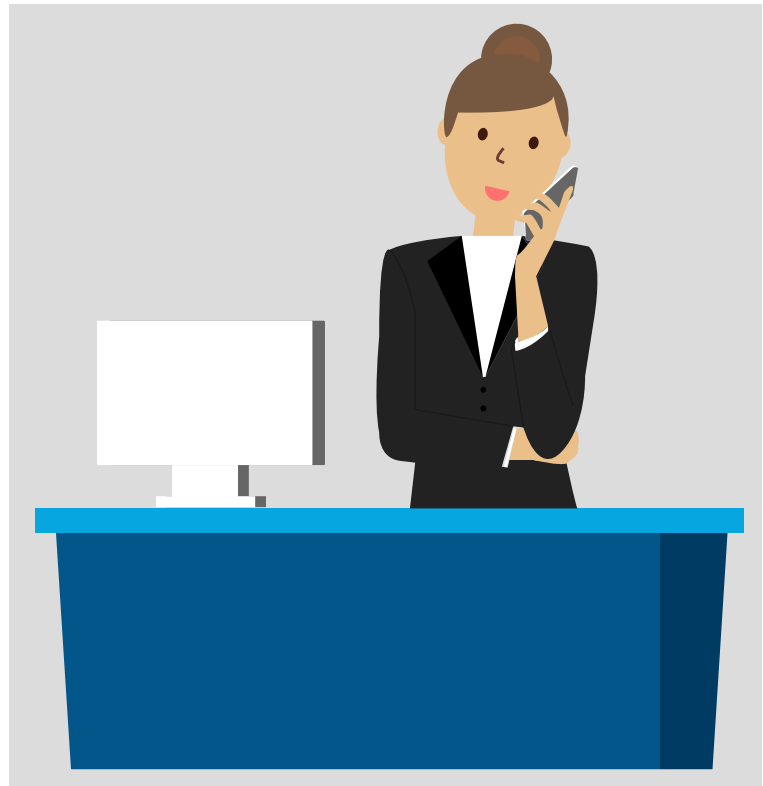
One of the companies Leslie researches is UpAbility, which not only live streams and records events and edits and hosts the video, but also provides a learning management system specifically for associations to use this type of content as webinars and courses toward accreditation. The team member she speaks with, Andrew, has some great advice for her as she continues her research.

“This is the first research call I’ve made in my search for a provider,” Leslie says. “What kind of questions should I be sure to ask as I continue looking?”

“Well, we’re dealing with electronic equipment here, so you have to be quick on your feet, able to adjust quickly and troubleshoot any problems. The longer a company has been in business, the more they’ve seen and handled, so ask how long they’ve been offering on-site services,” Andrew says. “Also, ask for testimonials so you see some evidence from clients of their quality. Watch through some of their portfolio, looking for quality and professionalism.”

“That makes sense,” Leslie says. “I’m sure my board will want to see testimonials.”

“Ask yourself a couple of questions, too. How focused do they seem on you? By that, I mean, based on email response times and phone calls, is their communication lacking? Are you dealing with multiple different contacts on a project? If you only hear from them minimally and you have five different contacts with the company, details about your project could get lost in communication,” Andrew says. “At UpAbility, we assign



a tech who is available at all times leading up to being the one onsite capturing your event.”

While she continues to research other companies, Leslie keeps coming back to UpAbility because of its commitment to personal customer support; with her learning curve, she has a feeling she’ll have significant need for it!

Wanting as much information as possible, Leslie contacts three of the service providers she finds for demonstrations of their services.

GETTING BUY-IN

When Leslie takes all her research to the next board meeting, she is easily able to answer the members' questions.

"If members know the conference will be shown online, won't they decide to attend that way instead of in person?" the president asks. "I'm worried this will cannibalize ticket sales to the event itself."

Leslie points the board members to her research, which shows that organizations implementing live streaming emphasized the in-person networking benefits in their marketing and saw no significant reduction in sales. On the contrary, 83 percent of virtual attendees in a survey by Associations Now said they had never had any intention of attending the in-person event.

"Is this something we can do internally, or would we have to pay to have someone else handle the technology for us? How much money are we talking?" the treasurer asks.

Laying out the challenges presented by having staff live stream the event, Leslie talks about the limited staff members available during the event to use a free streaming service such as Periscope, Meerkat, Google Hangouts or Facebook Live. She acknowledges her limited technological background that could be a problem if any streaming issues were to occur during the event. Finally, she lets the board know that, what with full work capacity for staff members, editing the recordings after the event could be time intensive, especially for someone who doesn't ordinarily edit video.



"I spoke with three companies for quotes on services, timing and cost, and I've presented all three in the folders I'm handing out now," Leslie says. "The company I recommend as a result of all my research is UpAbility. They provide all the equipment we need, a video specialist to handle everything at the event with no need for our staff's involvement, technical support and an audio conference backup in case some hiccup happens during the event. Not only that, but after the event they edit the video in a timely manner and deliver it to us either electronically or host it on their Content Delivery Network. Another of their products is an easy-to-use learning management system that offers the same high-end level of customer support. It would give us a framework for uploading video from the event in courses that members could pay for later on. Based on

both their customer support and their full service at the event, I think UpAbility is the way to go."

The board members listen to Leslie and read through the folders with the timing and pricing quotes. The treasurer's eyes light up as he gets to the page where Leslie breaks down the number of live streaming registrations needed to make up for the cost of the provider's streaming and recording services, and Leslie leans back in her seat with a satisfied smile.

The executive director catches Leslie's eye and winks at her. While the board still has a few more details it wants to iron out, by the end of the meeting Leslie has the go ahead to hire UpAbility for this year's Society for Public Spaces National Conference.

BEFORE THE EVENT

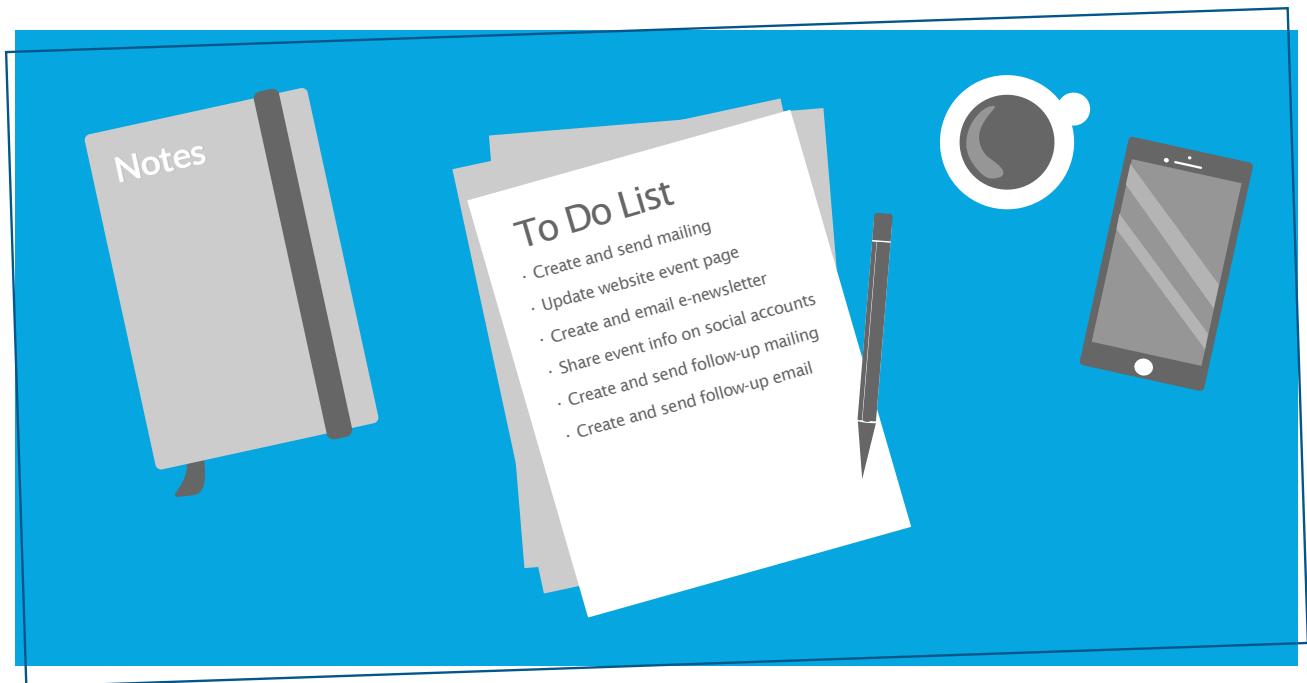
Once Leslie starts talking with the team at UpAbility, she gets an even better picture of how the execution of the project will unfold. The team leads her through planning out what segments of the conference lend themselves to not only a live stream, but also to the resellable content - the recording that will become multiple webinars after editing.

While Leslie thought of the keynote address and breakout sessions straightaway, she hadn't considered some of the other ideas the UpAbility team suggests:

- On-location interviews with her organization's staff members about what went into the conference.
- Panel discussions allowing remote viewers to participate by sending in questions of their own through the live stream platform or via social media with an event hashtag.
- Q&A sessions featuring behind-the-scenes chats with conference speakers .
- Man-on-the-street interviews with participants for promotional purposes for next year's conference.
- Demonstrations featuring her organization's website or app features.



Leading up to the event, Leslie goes through her tried and true promotions process of mailing an announcement with on-site registration information to the members of the Society for Public Spaces members, featuring event information on the organization's website, including registration information in the monthly e-newsletter and posting a link to the website registration page on her organization's social media accounts. This year, she adds a step to send a follow-up mailing and a follow-up email one month before the event to members who had not yet registered, promoting the live stream option for those who just can't make it in person.



In the future, Leslie hopes to attract even more attention to the event through a promotional video, to be edited by UpAbility, to feature on the website and share through the e-newsletter and social accounts.

Once Leslie has an event schedule, she walks through it with UpAbility, talking through which segments of the event she'd like the videographer to cover and answering any questions they may have for her.

By the time her conference countdown gets to single digits, Leslie has a great relationship with UpAbility and completely trusts the company with her event. While she is a little nervous about the event just because of how much it means to her organization, she is confident that UpAbility will handle the live stream and recording part of the process.

DURING THE EVENT

The morning of the national conference, Leslie wakes up with an adrenaline rush. She gets ready in a hurry -- not because she is late, which she isn't, but because she is so excited to get to the venue and get this day both started and finished.

Leslie arrives at the event hall, checks in with the on-site staff, and reads through her to-do list again to make sure she handles all of her pre-event tasks. Once she greets all of her staff members and gets them started on their own to-do lists, she meets UpAbility's video specialist at the front door and delivers him to where he can set up.



"Is there anything else you need from me?" Leslie asks.

"I have the event schedule and notes you gave us on what you want recorded. If nothing has changed, I'm all set. You can get back to what you need to do," he answers.

"No changes," she says. "I'm leaving you a walkie talkie. Feel free to use it if you need anything."

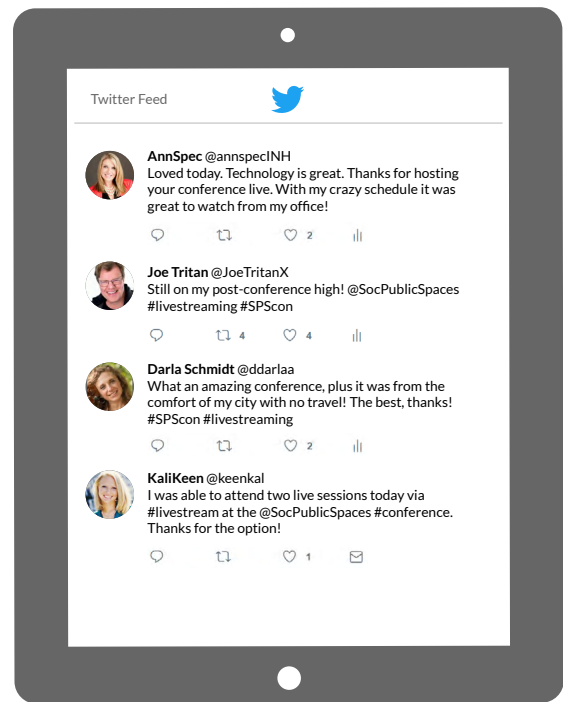
Before she walks away, Leslie grins and marks a big line through "get live streaming/recording ready to go." Then she trots away to touch base with her boss and continue crossing items off her to-do list.

By the end of the day, though Leslie has put out numerous fires related to speakers not having everything they need for their presentations, staff members not able to find this or that and members with special concerns, she hasn't had to worry about the UpAbility video specialist or the video once.

When she gets in her car to drive home, Leslie reflects that the live stream was easily the least stressful part of her day.

AFTER THE EVENT

Within hours of the event, Leslie starts getting compliments rolling in about the live stream service, from happy tweets by members who watched from all over the world to emails from members asking how they can implement live streaming for their events to board members excited about all the money brought in by live stream tickets. Needless to say, Leslie is feeling exhilarated by the success.



Later, when UpAbility delivers the edited content to her, Leslie is amazed by how much content the video specialist was able to capture and how professionally it is all done. She shares the final product at the next board meeting, and each member of the board thanks Leslie for the new non-dues revenue stream she has brought to the organization.



“What do we do with it now?” The executive director asks.

“UpAbility hosts the video on its Content Delivery Network, so our members can access it through a link with a username and password,” Leslie answers. “We would have to handle the payments and email the information to those who purchase it unless we decide to have UpAbility get us set up with their learning management system.”

“Like the live stream and recording service, it is an investment, but using their platform would save our staff time and would provide us with a plethora of analytics. Plus, UpAbility has amazing customer service with real-time tech support, so our staff and our members would always get prompt help anytime we ran into a technical issue.”

Having just seen the return on investment UpAbility brought the organization through on-site services, the board of the Society for Public Spaces gives Leslie the go ahead to research the company’s LMS platform. Leslie is happy to do it because she knows it will be a great way to serve and delight the organization’s membership as well as bring in more non-dues revenue.

CONCLUSION

While your journey from research to implementation may not look exactly like Leslie's depending upon your organization's structure and flexibility, her story is an accurate representation of the process based on our experience.

When it comes to successfully navigating the journey from live event to resellable content, choose a partner who walks you through it one-on-one and handles all the details on the day of your event.

After all, you have enough going on just concentrating on your message and serving your members.

Thanks to our experience live streaming and recording events of all sizes and types, UpAbility can handle every aspect of the process on the day of your event. Give us a call today to set up live streaming for your next event and watch the non-dues revenue roll in!



Live Event



Streaming/Recording



Member Engagement

About TelSpan & UpAbility

In addition to our web and audio conferencing services, TelSpan provides video production services for live events, which allows us to deliver customized video presentations and live streaming for associations. We serve education, financial, healthcare, government, investor relations, information technology, legal, sales and marketing sectors.

In 2016, we launched UpAbility, a learning management and e-commerce system that makes it easy for you to scale your content and offer it to members so they can grow personally and professionally.

We help association executives leverage live event content and use it to help them engage and retain members more efficiently.

Find out more about TelSpan's onsite event services at www.telspan.com/onsite-services/ or learn more about UpAbility at www.upability.com.

