



# **How to Use Webinars to Increase Membership, Boost Conference Attendance, and Add Non-Dues Revenue**

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## **Content Leaders:**

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# How to Use Webinars to Increase Membership, Boost Conference Attendance, and Add Non-Dues Revenue

## Evolution of Webinars

- Conference Calls
- Large Conference Bridges
- Teleseminars
- Webinars

## Evolution of Webinars

- Alternative to In-Person Meetings
- Leverage - Groups Instead of Individuals
- No Travel or Related Expenses
- Only Way to Affordably Deliver Some Types of Content
- The Next Best Thing to Being There

## Evolution of Webinars

- Introduce New Products & Services
- After-the-Sale Training
- Ability to Meet in the Midst of Travel Freeze
- Special Training for "Premium" Members
- Virtual Sales Calls
- "Pay-to-Play" Content
- Develop Products and Sales Tools

Notes:

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## Webinar Platform Options

- Advisors Insight ([www.qualitytalk.com/webinar](http://www.qualitytalk.com/webinar))
- GoToWebinar
- WebEx

## Specific Case Studies – Membership Examples

1. Technical Content
2. Business Management Content
3. Membership Benefit Presentation
4. Consulting Session
5. Teaching Members How to Use Benefits
6. Creating and Introducing New Membership Levels

## Promoting Your Webinar

- Using Creative Subject Lines
- Copy Cosmetics ([www.qualitytalk.com/copydoodles](http://www.qualitytalk.com/copydoodles))
- Promotional Campaigns ([www.qualitytalk.com/infusion](http://www.qualitytalk.com/infusion))

## Specific Case Studies – Event Examples

1. Preview of Live Event
2. Post-Program Webinar for Attendees
3. Mastermind Group
4. Collaborative Meetings
5. Substitute for Live Conference
6. Aggregate of Multiple Classes
7. Source of Non-Dues Revenue

Notes:

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