



2022 NABE Annual Meeting

August 2-4

Chicago, IL

Non-Traditional Non-Dues Revenue

Leveraging revenue opportunities with your resources

Introductions

- Jay Blankenship, Director Revenue Consultancy & Advisory, MCI USA
- Emily Burch, Vice President, Association Solutions, MCI USA



During our time together



Table Setting

Sources of Revenue

Importance of
diversification



Focus Areas

Talent

Content

Other areas



Future State

Ideas from around the
globe



Questions

Open time for discussion



Table Setting

- The impact and importance of non-dues revenue

Question:

How are you feeling about your revenue target for the remainder of this calendar year?

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How are you feeling about your revenue target for the remainder of this calendar year?

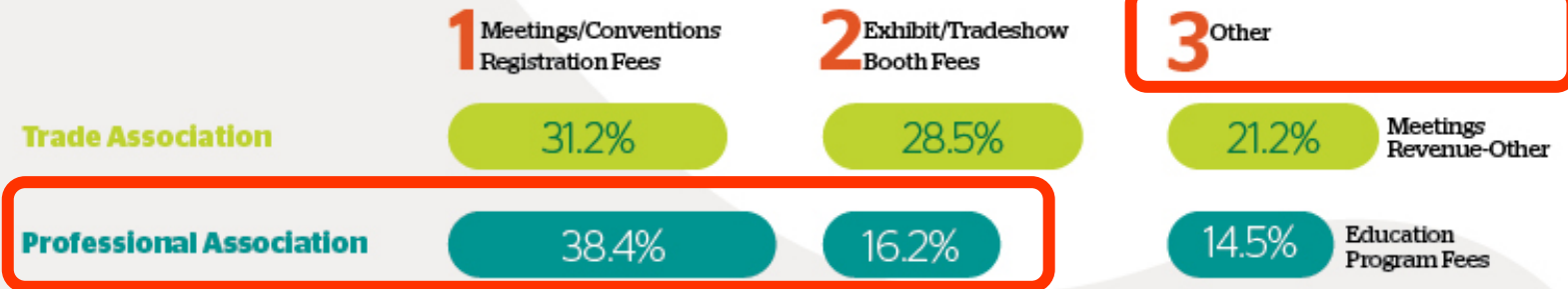
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Association Nondues Revenue

Data from ASAE's latest *Operating Ratio Report* provides nondues revenue benchmarks from across the association community.

Top Three Sources of Nondues Revenue



Source: ASAE Operating Ratio Report, 16th Edition, 2021. Data was gathered before the pandemic.

You're not
alone...

Historically: Over 54% of
non-dues revenue for
professional associations
were tied to event/meeting

The Event Landscape is changing.

- In a Global Business Travel Association (GBTA) study from April 2021, several factors were highlighted while discussing pandemic-related operational transformations:
- 83% of companies said attendees should currently be required to wear masks
- 73% were interested in requesting attendees to provide their health information (for instance, showing negative COVID test results)
- 72% wanted attendees to undergo temperature screening or thermal scanning while checking into an event
- 47% were interested in allowing only vaccinated attendees to attend their events



THE NEXTGEN EVENT WILL BE:

Smaller in size
Provide deeper engagement
Showcase better content packaging
Allow for richer attendee profiling
More frequent

**DIGITAL WILL REMAIN A HUGE
PART OF ENGAGEMENT STRATEGY!**

THE TOP 3 DIGITAL COMPONENTS

MARKETERS PLAN TO ADD TO
IN-PERSON/HYBRID EVENTS:



Online event
platforms



Connecting
digital and
in-person
audiences



On demand
content

cvent



THE HYBRID EVENT WORLD IS HERE:

Marketers/Sponsors/Exhibitors...have a big opportunity to improve their event strategy and execution.

Now is the time to regain everyone's footing and perspective

From a report from the CMO Council in conjunction with CVENT presented at the NEXT Gen Events from Q4 2021 data.

- 64% of marketing leaders say they're only moderately effective or not effective at executing virtual events that deliver value to the organization
- 60% say restarting in-person/hybrid events is very important, even critical
- 65% say learnings over the last two years will lead to a holistic view of events that are better aligned to marketing outcomes

When it comes to your organization's event rebound. Are you working into the new landscape or are still struggling to keep up?

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Let's Talk About Event Revenue Replacement Ideas

*There's no magical unicorn to solve
the problem*





Your Organization's Talent Pool



How are you leveraging staff as resource?

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How are you leveraging staff as resource?

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Your people: Your most valuable resource



Offer good compensation packages. ...



Provide meaningful work. ...



Prioritize a work-life balance. ...



Start an employee recognition program. ...



Celebrate achievements. ...



Offer professional development and learning opportunities. ...

Valued Talent + Increase Revenue Ideas



Outsource your meeting planner services

Firm members

Other non-profits/member organizations



Design and layout services

Copy Editing

Annual Reports

Marketing Collateral

Put in a Coach

**Mentor
roundtables**

**Leadership
Courses**



Your Content



Hosted Learning Libraries for Firm Members (LMS)



"Ask a
Lawyer"



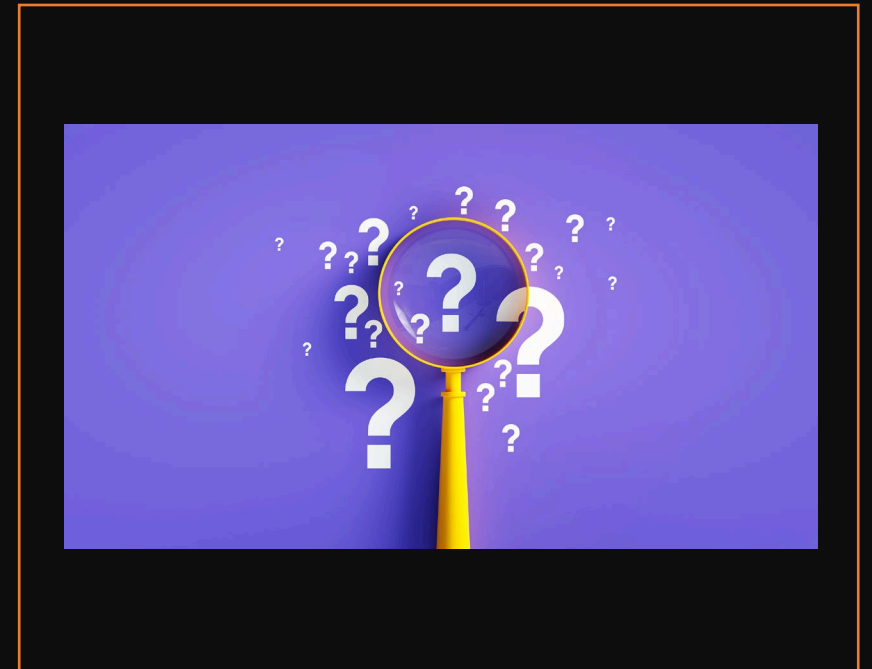
Content Syndication

- Update/Speaker Agreements
- Publishing your content
- Social Media



Why?

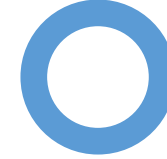
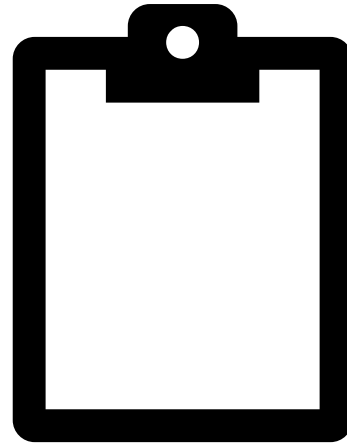
- Increasing engagement
- Visibility
- Generating leads



Host Research Studies/Focus Groups



Facilitate
Survey-based
Research



Upgraded AMS
System






Award plaques &
recognition programs
Podcast hosts
Firm Announcements

Future State Associations and Revenue



Advisory Boards



'Other' Areas of Focus for Revenue

Revenue opportunities that play up the strengths of your organization

'Other areas'



Physical Spaces/Resources

Meeting space inside your building

Office Space

Printing Services



Collaborations

Co-hosted events and/or topics

Physical Spaces/Resources

Invest in a creating a "conference center"

- Up-to-date AV
- Good tables/chairs
- Access/relationships with local F&B
- Have a singular point person with incentive

Types of events to go after

- Member firm's dinners and/or retreats
- Other civic organizations (I.e. Rotary, adjacent member/non-profits)
- Be careful with weddings and other socially driven activities

Office Spaces

- Create a "homebase" for your member
- Rent designated "extra" space. Monthly, Daily, Hourly as needed
- Consider shared services like printing, mail handling, and parking

Document Handling Services

- Leverage your printing contracts to support your firm members
- Have large/heavy duty printers on lease or in possession – commercialize that service
- Document management and housing



Collaborations

Benefits

- Increased audience exposure
- Double down on your marketing engine
- Reduced expense risk from expenses
- Expanded content resources

Hurdles

- Increased coordination
- Understanding of roles
- Revenue splits

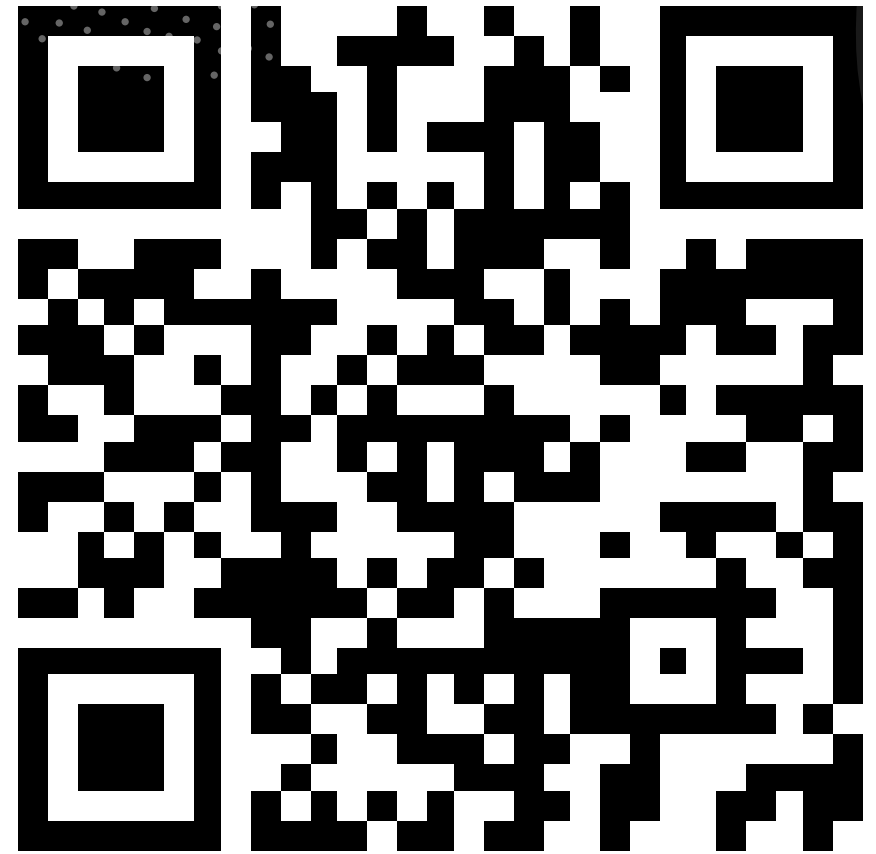
Recruitment Assistance

- Job boards and upgrades
- In-person & virtual
- Mock interviews
- Resume/CV reviews



What is one thing you
learned from today's
session?

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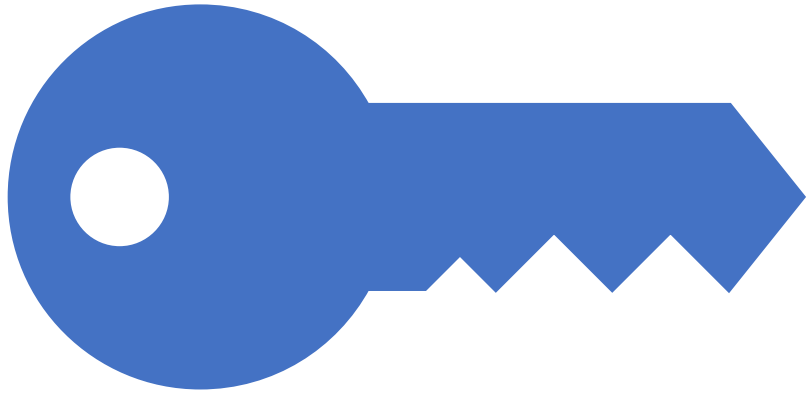
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What is one thing you learned from today's session?

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Key Questions to Ask your Board



- Do you have experts?
 - Who and What?
- What are your assets?
 - Technology
 - Hardware
 - Soft Skills
- What is the ROI?

Questions?



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THANK YOU



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