

IMEX America

Creating Enduring Value from Meeting Intellectual Content

Matt Petersen

Managing Director, Information Resources and
Professional Engagement

ADA Scientific & Medical Meetings

- Annual Postgraduate Course
- Research Symposia
- Scientific Sessions
- Local and regional professional education meetings
- Collaborations with other organizations

Types of content captured

- Webcasts
- Meeting abstracts
- Posters

- Post-conference executive summaries
- YouTube videos
- Newspapers
- On-site video programs
- Mobile device content

Enduring materials

- Webcasts of major lectures since 2004; complete webcasts since 2007
 - 3,500+ webcasts freely available
- Corporate symposia webcasts (with CME) since 2008
- 15,000+ abstracts since 2004
- 2,000+ posters since 2004

Webcast value proposition for ADA

- Primarily mission driven
- Revenue neutral or better
- Business model has changed over time:
 - Limited capture made available for free, 2004—present
 - Full capture sold to attendees and non-attendees, 2007—2001
 - Cost contained in registration, and sold to non-attendees, 2012—

Delivery of captured content

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 <http://professional.diabetes.org>

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Professional Resources Research Grants Recognition Programs Membership



scientific sessions

JUNE 24-28, 2011 • SAN DIEGO, CA

Find everything you need from the 71st Scientific Sessions in San Diego such as:
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Post-meeting newspaper now available!

ADA Highlights

- » Scientific Sessions Webcasts
- » Clinical Practice Recommendations
- » Books For Professionals
- » Diabetes Research
- » Professional Section Interest Groups
- » For Consumers



Most Popular Articles

- » Pretransplant Risk Score for New-Onset Diabetes After Kidney Transplantation
- » Microvascular and Macrovascular Complications

Meeting Reports

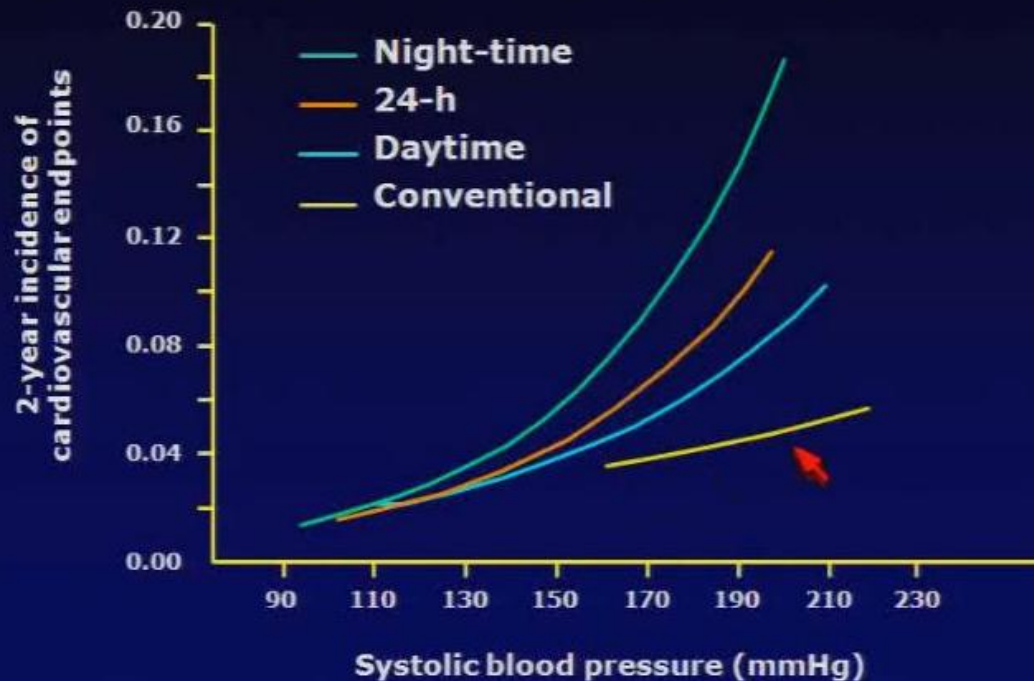
- » 47th European Association for the Study of Diabetes 2011 (EASD)
(September 12 - 16, 2011, Lisbon, Portugal)

Breaking News

- » Male Swedish adults with type 1 diabetes have three-fold increased risk for mortality vs. controls
(10-05-2011)

Streaming video...

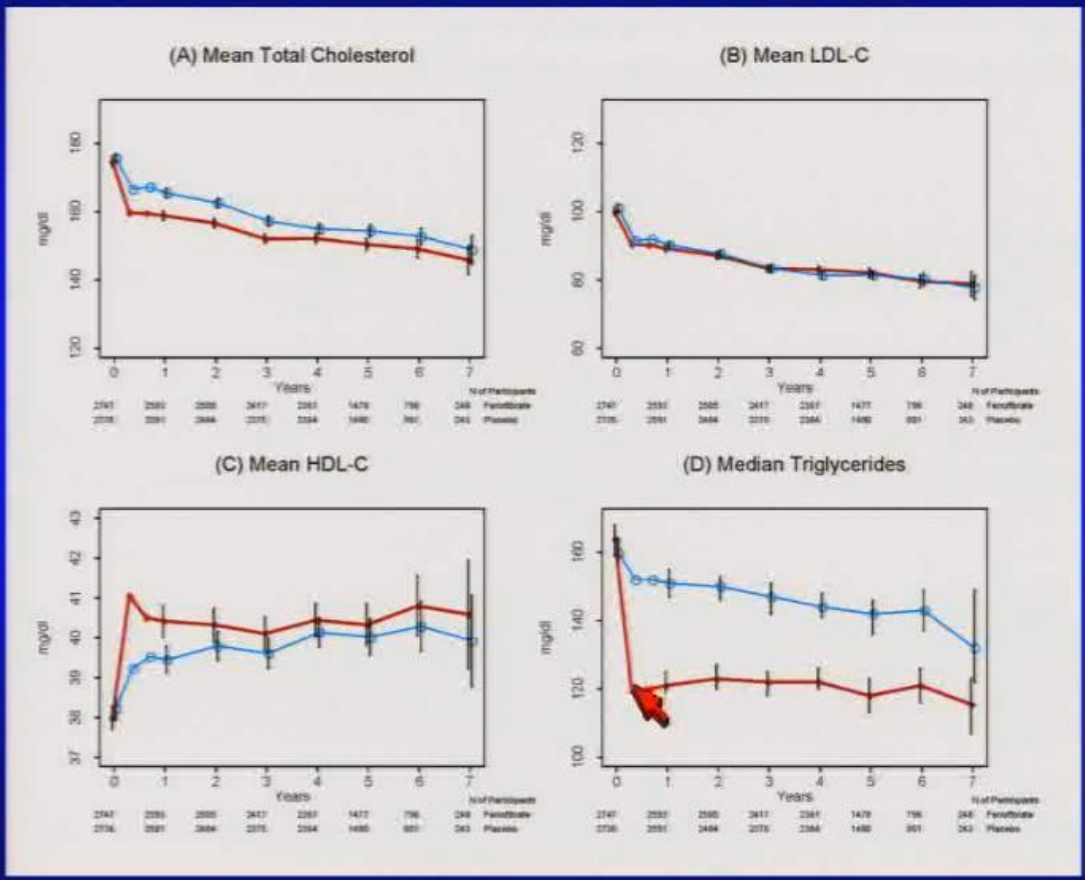
Conventional, 24-h, Daytime and Night-time SBP as Predictors of Cardiovascular Endpoints – Syst-Eur



Staessen JA et al. JAMA 1999;282:539-46

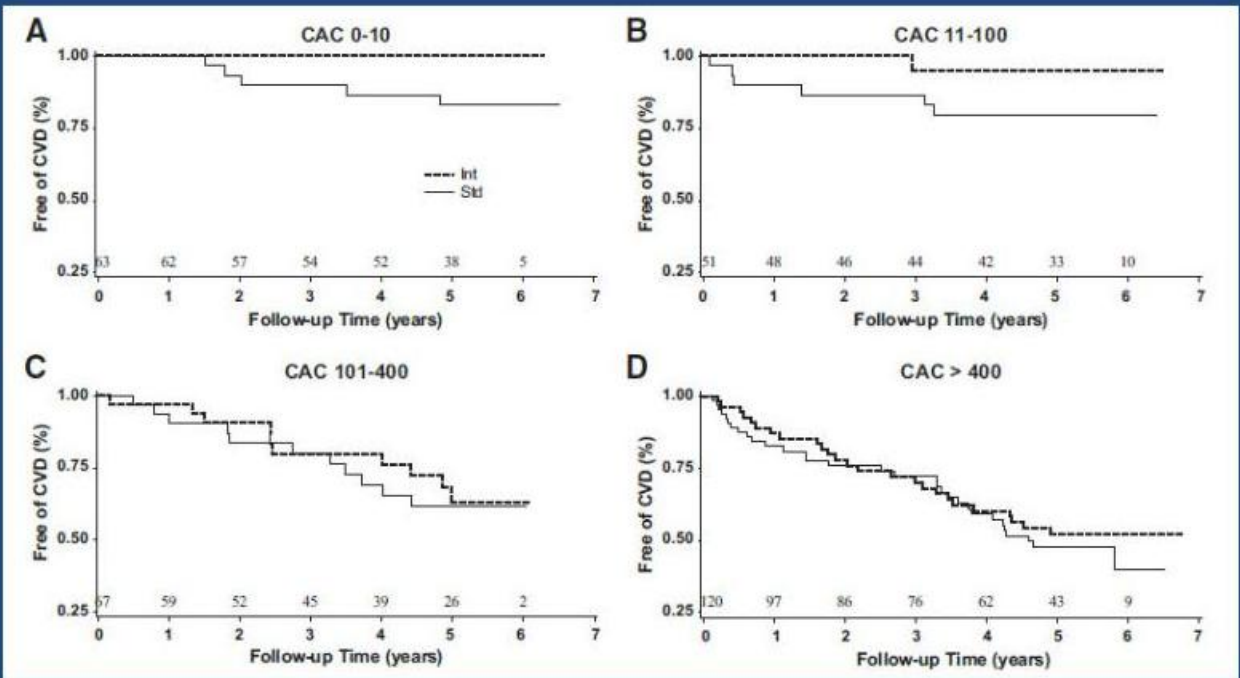
Streaming video capture...

Plasma Lipid Levels During Trial



PPT converted to Flash...

Intensive glucose-lowering therapy reduces CVD events in VADT participants with lower baseline CAC



Reaven, et al. Diabetes. 2009;58(11):2642-8

Preferred Technology

- Streaming Video
 - Fast turnaround
 - Minimal processing required
 - Captures mouse movements
 - Heavy bandwidth/storage requirements
 - Lower image quality
- Flash
 - Better image quality
 - Less bandwidth/store required
 - More labor intensive

Webcast value proposition for ADA

Thank you!

Matt Petersen

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Engagement

mpetersen@diabetes.org



Business consulting.

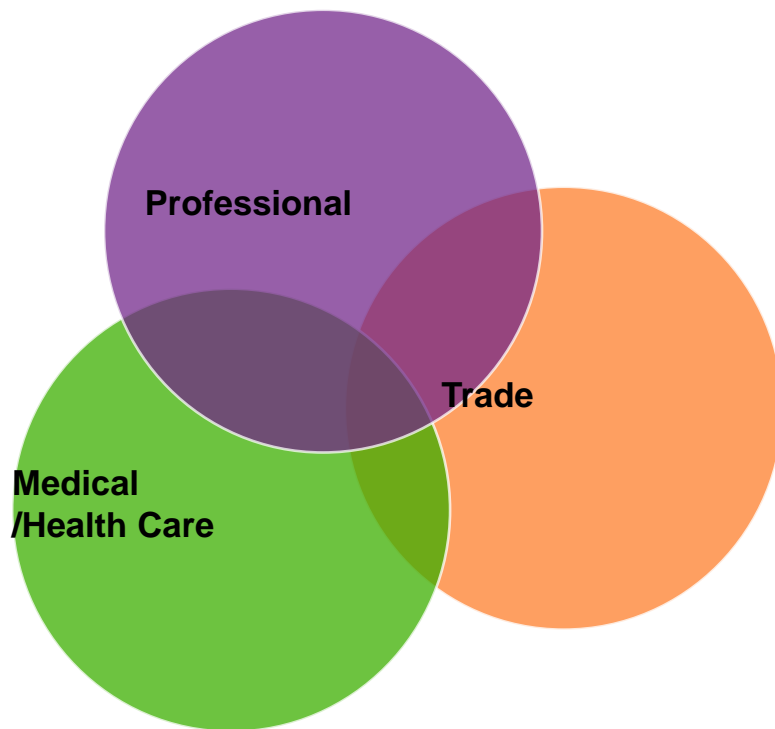
Business results.

Sales & Marketing Issues

- The value of meeting content
- Target audience
- Value proposition



Sales & Marketing Issues

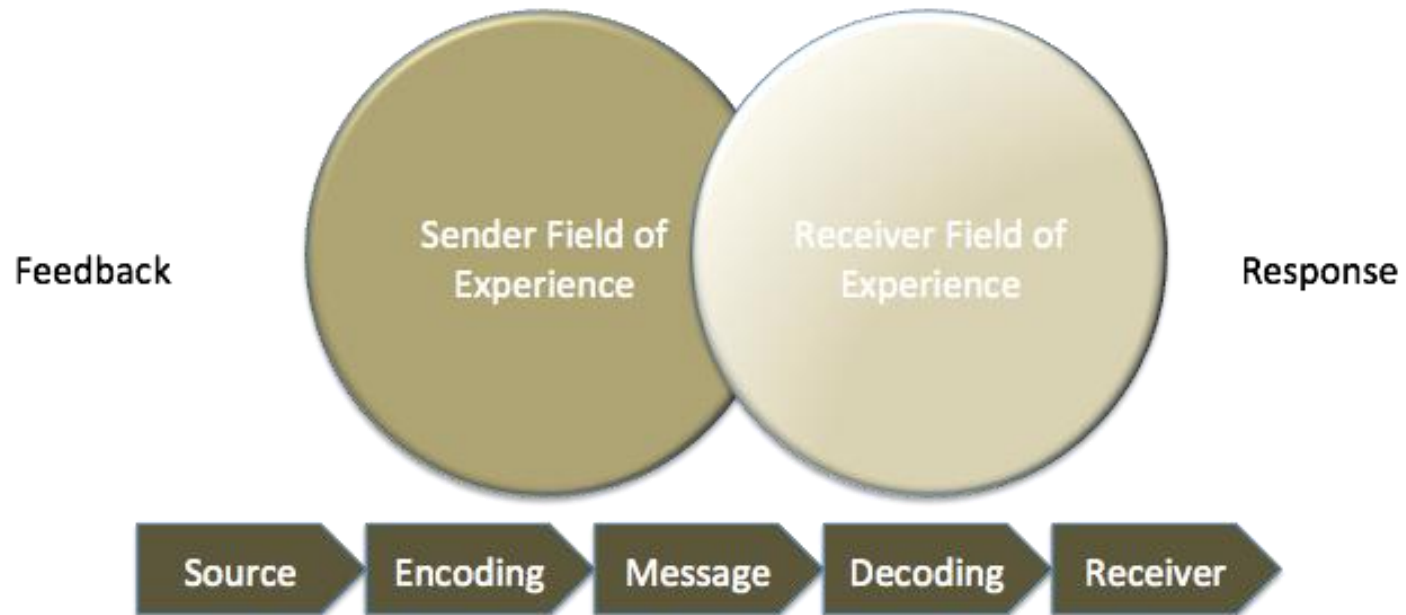


- Value model
- Pricing
- Demand

Best Practices



Best Practices



Best Practices

- Early “go-to-market” strategy development
- Integrated marketing communication plan
- Branding
- Product price sensitivity testing
- Test cost justification of product’s value proposition
- Integration with IT guidelines

Case Study #1

- Medical Society with 20,000 meeting attendees
- Sold content at low price point
- Price sensitivity testing during pre-registration
- Price point established (\$199 USD, €138)
- 300% increase in unit sales & total revenue

Case Study #2

- Medical society with 13,000 attendees
- Originally gave content away for free (member benefit)
- Started selling for \$49 USD (€34)
- Structured marketing program
- Current content price of \$249 (€173)
- 500% increase within two years

Case Study #3

- Medical society with 11,000 attendees
- Fee-for-service model
- Pre-registration marketing & onsite sales only
- Sales flat for past three years
- Cut cost by reducing number of sessions captured
- Not meeting education goals



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www.srwaters.com

+1 612.202.3269