

Looking for new ways to expand revenue beyond dues?

Today's association executives need to identify new sources of revenue that complement rather than compete with their traditional offerings. Virtual events and environments may offer just the right solution.

What is a virtual environment?

Virtual events and environments provide an online destination for association members to come together, whether that's to connect with other, with association executives or with sponsors. Each environment includes powerful tools for social interaction, such as 1:1 & small group chat, public discussions and embedded social media.

Virtual environments can house almost any type of content, including datasheets, whitepapers, corporate videos, product demonstrations, web links and more – even live webinar presentations. Finally, every environment provides detailed reporting, in real time, on all attendee activity – critical for showing ROI.

How can you use a virtual environment?

The use cases for virtual environments are almost endless; for associations looking to expand revenue opportunities, there are **3 primary use cases to consider**:

1 Virtual Conference

Designed to complement your association's face-to-face events, a virtual conference can help extend the reach, and the value, of your entire event program. All of the content delivered by presenters, keynote speakers and exhibitors can be available for viewing long after the live event closes, providing more opportunities for face-to-face attendees to view – and share – the content once they return home. Your content will reach many more individuals who couldn't justify the time and travel expense to attend in person. As a new source of revenue, a virtual conference offers the opportunity for your sales staff to sell virtual booth space and sponsorships. These can be sold alone, as virtual-only, or as part of a package to upsell sponsors of the face-to-face event, combining live exhibit space along with the virtual experience.



2 Online Buyer's Guide

Traditional online buyer's guides are two-dimensional, with text-based listings of company contact information, a general description and a website link. A virtual environment can bring these listings to life, with each company featured in a three-dimensional booth that include documents, videos and links, along with company contacts. More importantly, a virtual environment turns the buyer's guide into a lead generation tool, where visitors can connect directly with the listed company via an email, a one-click request or even live chat. You can add new booths at any time, and you can even upsell by offering different booth sizes, access to live event programs or other in-environment sponsorships.



3 Virtual Career Fair

The association market often uses industry-specific job sites which offer only text-based listing information and a basic mechanism for applicants to submit a resume and cover letter. Much like the traditional online buyer's guide, the experience is flat, with no opportunity for engagement or for the employer to showcase their company and their open positions. Hosting a virtual career fair can be an entirely new way for associations to serve their members, and it can generate revenue through the virtual exhibit booths, where employers can include almost anything. Job listings can be updated regularly, and the association can offer both an "anytime" model, as well as live career fairs where employers and job candidates can connect directly.





It's all about the ROI

Whether it's a virtual conference, online buyer's guide or virtual career fair, your sponsors must see the return on their investment. With a virtual environment, **you'll have more data** than you need to demonstrate a clear ROI, with registration details on every attendee, as well as specifics on every booth visited and every content item touched. Even better, you'll have this data in **real-time**, so your sponsors won't have to wait to take action on qualified leads.

If your association is ready to explore how virtual events and environments can increase your revenue, and your member satisfaction, 6Connex is here to help.