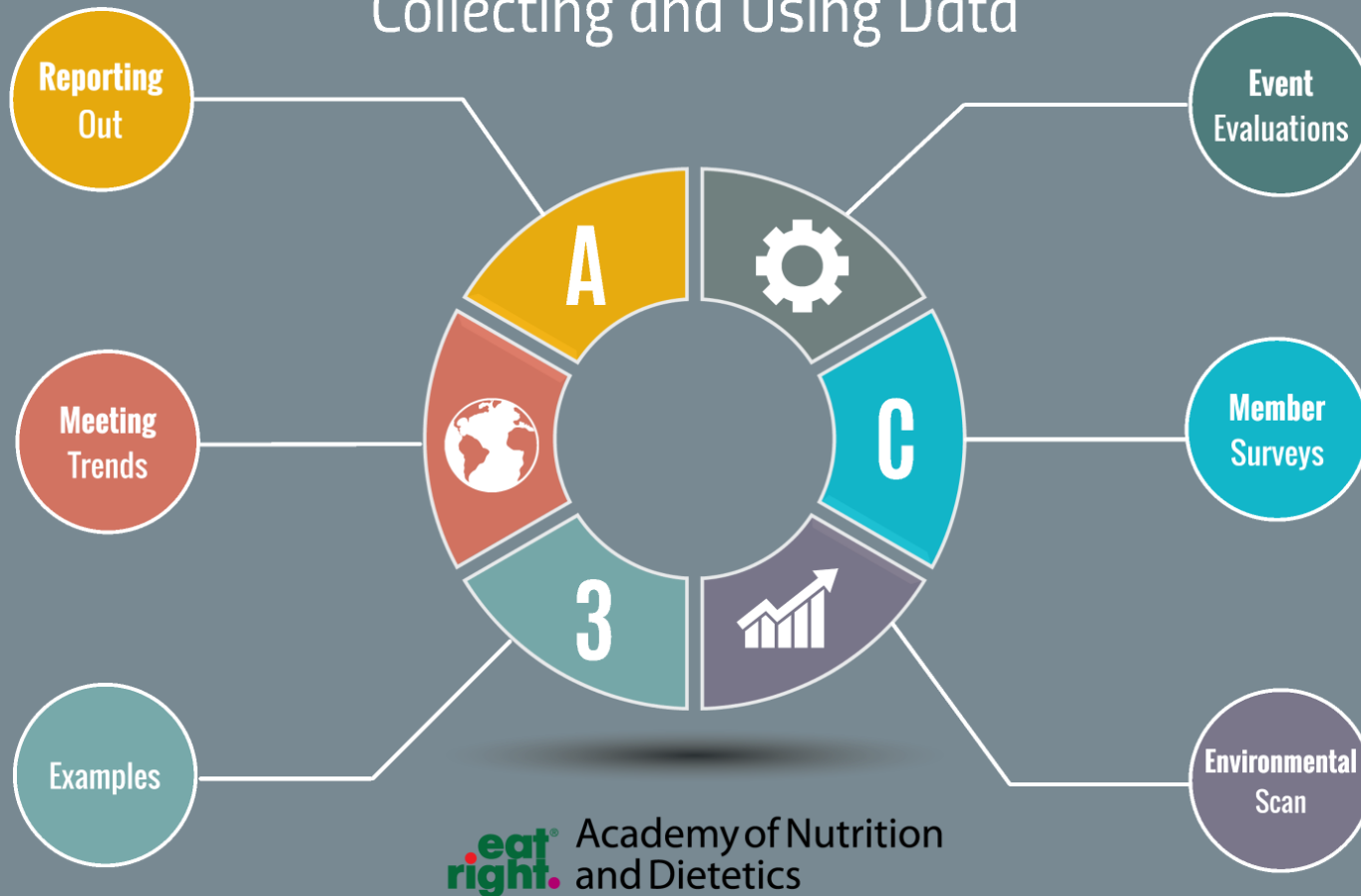


Collecting and Using Data





Environmental Scan

What is going on in the wider world?

Organizations
Events

Environmental Scan

What is going on in the wider world?

Organizations
Events

Environmental Scan

What is going on in the wider world?

Topics across
healthcare

Organizations
Events

Webinar
Topics

Environmental Scan

What is going on in the wider world?

Topics across
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Topics

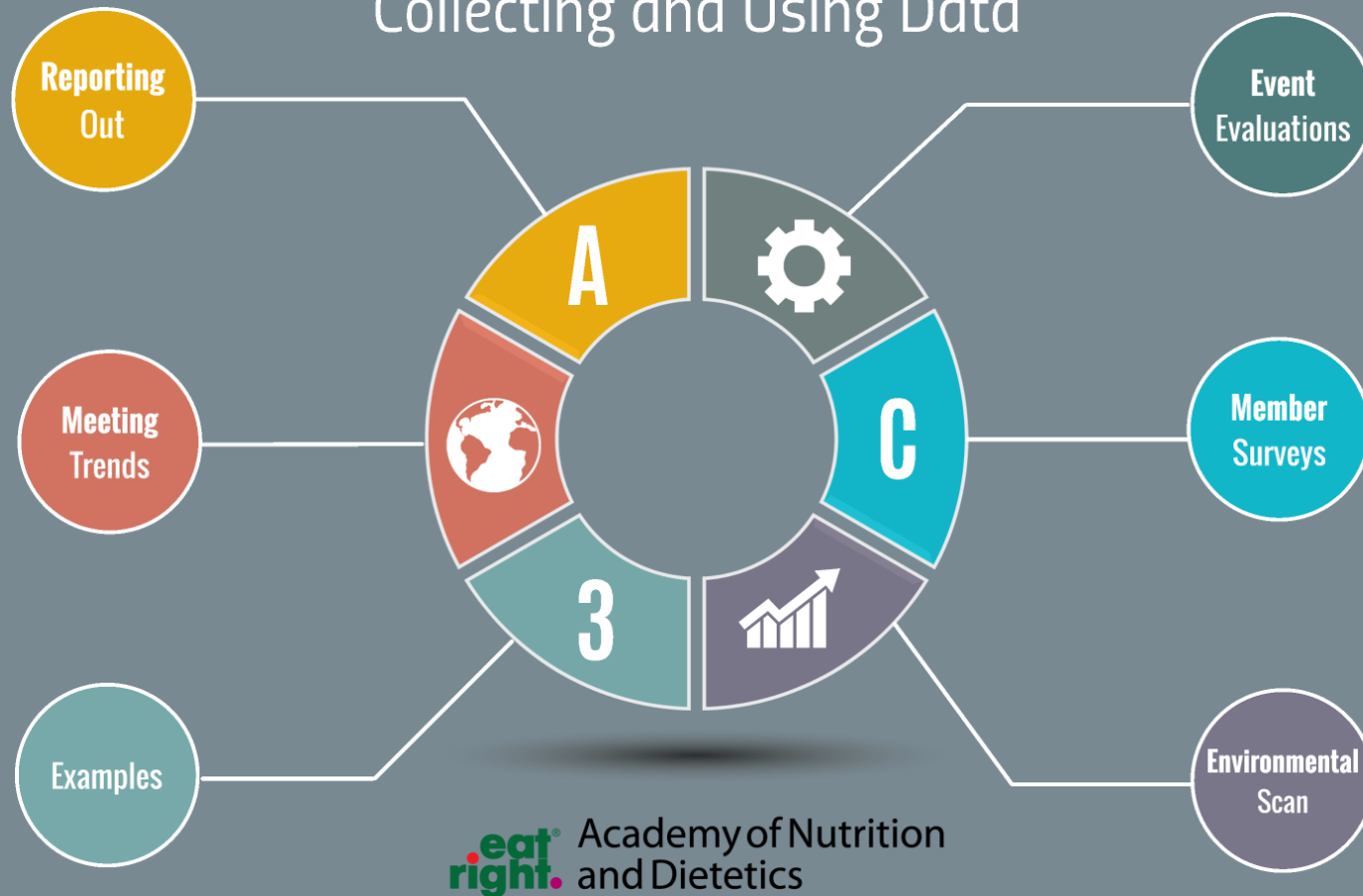
Environmental Scan

What is going on in the wider world?

Academy
Data

Topics across
healthcare

Collecting and Using Data



Member Surveys

What do they really want?

1

2

3

Create Goals of the Survey

What information do you need to accomplish these goals?

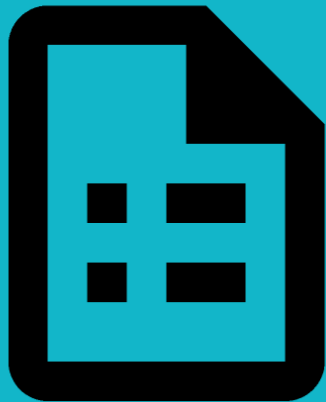
Focus on the WHO before the WHAT when designing your survey



Create Goals of the Survey

What information do you need to accomplish these goals?

Focus on the WHO before the WHAT when designing your survey



Member Surveys

What do they really want?

1

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Create Questions Around these Goals

Each affiliate is unique - design questions to help YOUR affiliate succeed
Use the questions to understand what your members are interested in - personally and professionally



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Member Surveys

What do they really want?

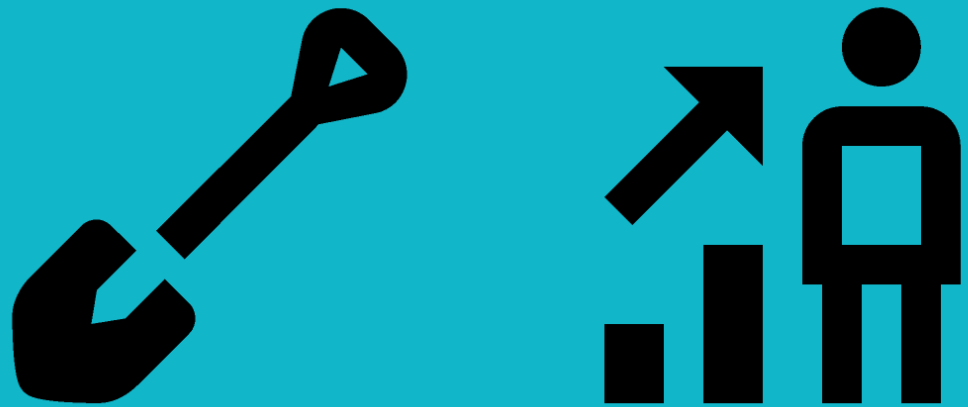
1

2

3

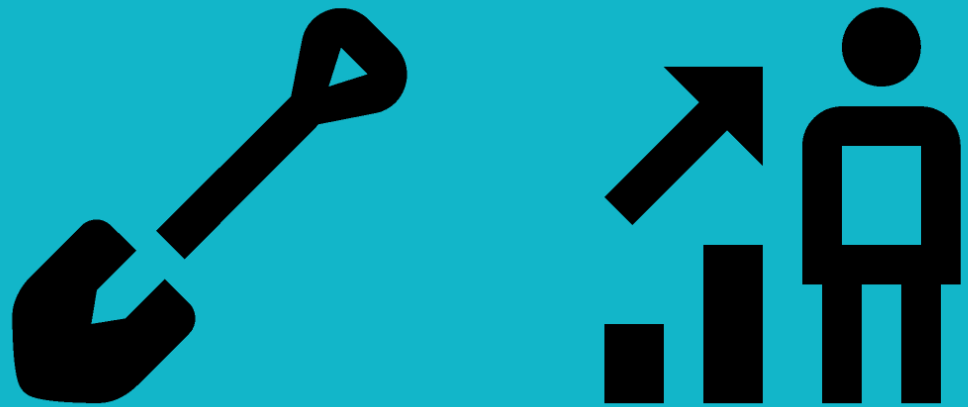
Use Results to Plan Events and Benefits

Design around your member needs and wants
Dig deep to find what appeals to them



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Member Surveys

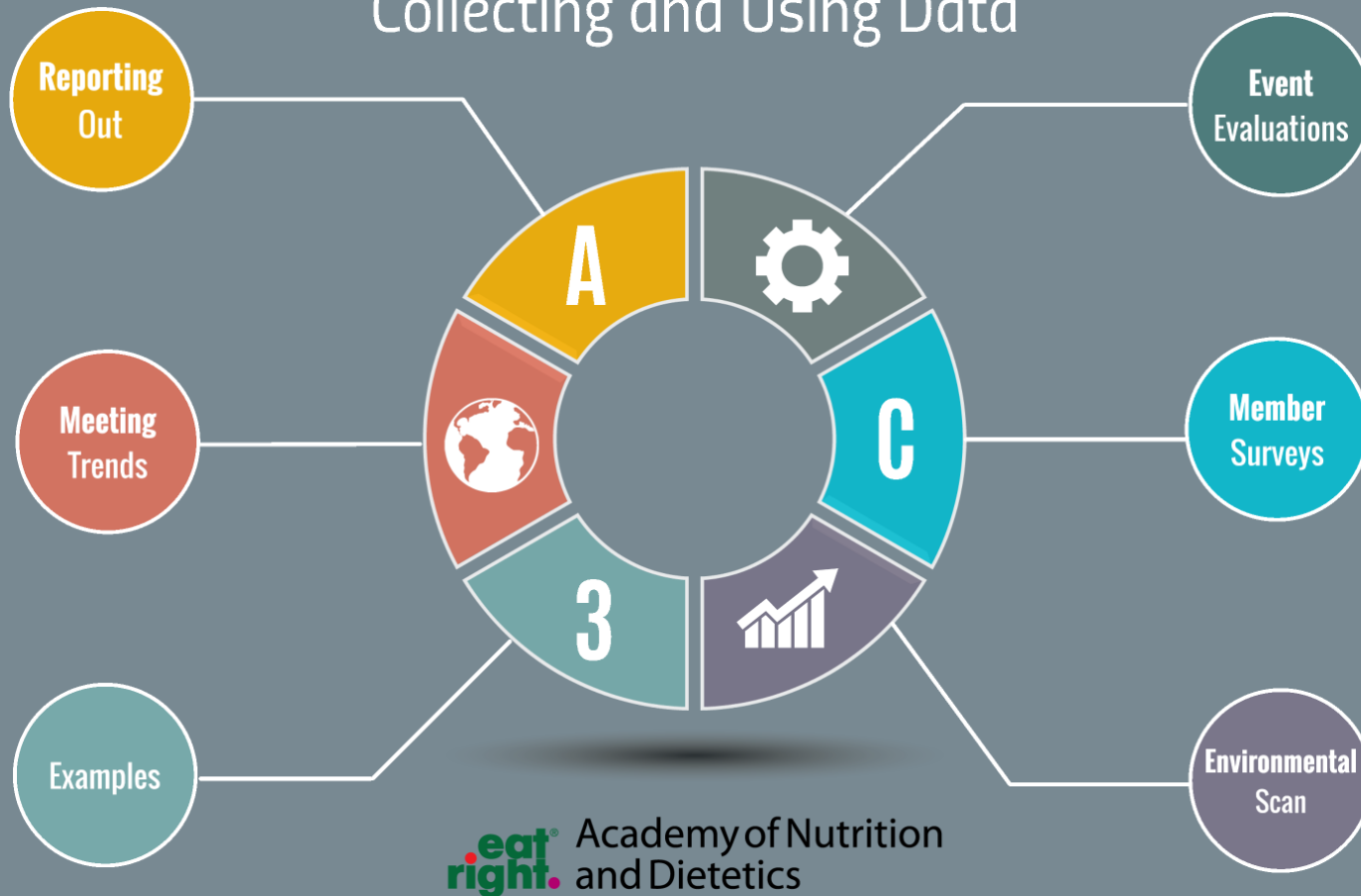
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Collecting and Using Data





Event Evaluation

How does it all come together?

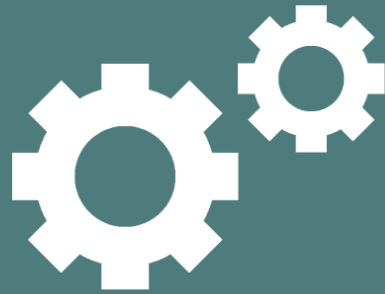
1

2

Components of Evaluation

- Overall Satisfaction
- Value for the Money
- Value for the Time
- Session Evaluations
- Likelihood of Recommendation
- Interest in any Large Changes
- Thoughts and Feedback





Event Evaluation

How does it all come together?

1

2

Supporting Communication



- Thank for attendance
- Summary of Event
- Link to Supplemental Materials
- Invitation to Evaluation
- CEU Certificate
- Invitation to Next Event



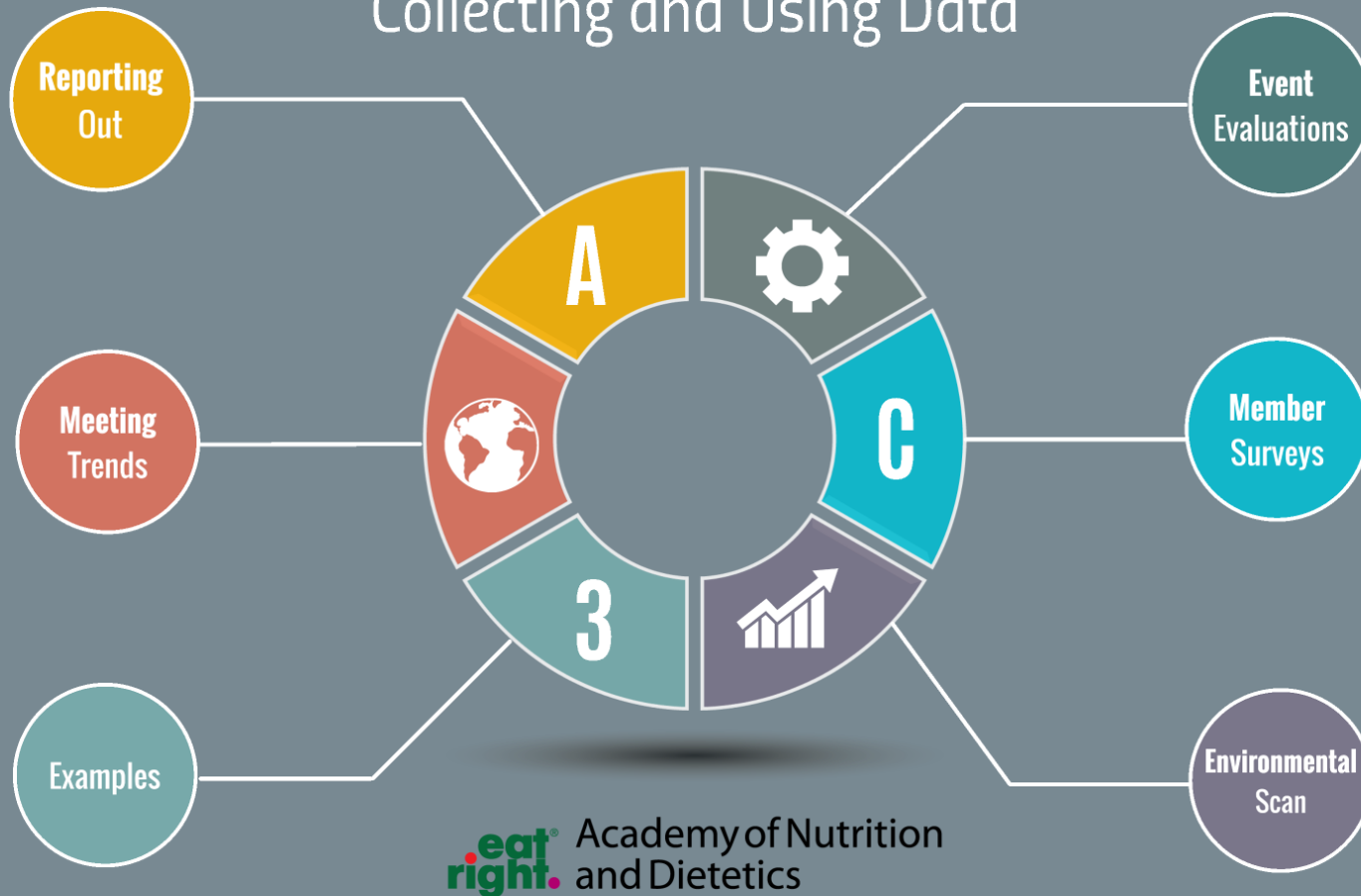
Event Evaluation

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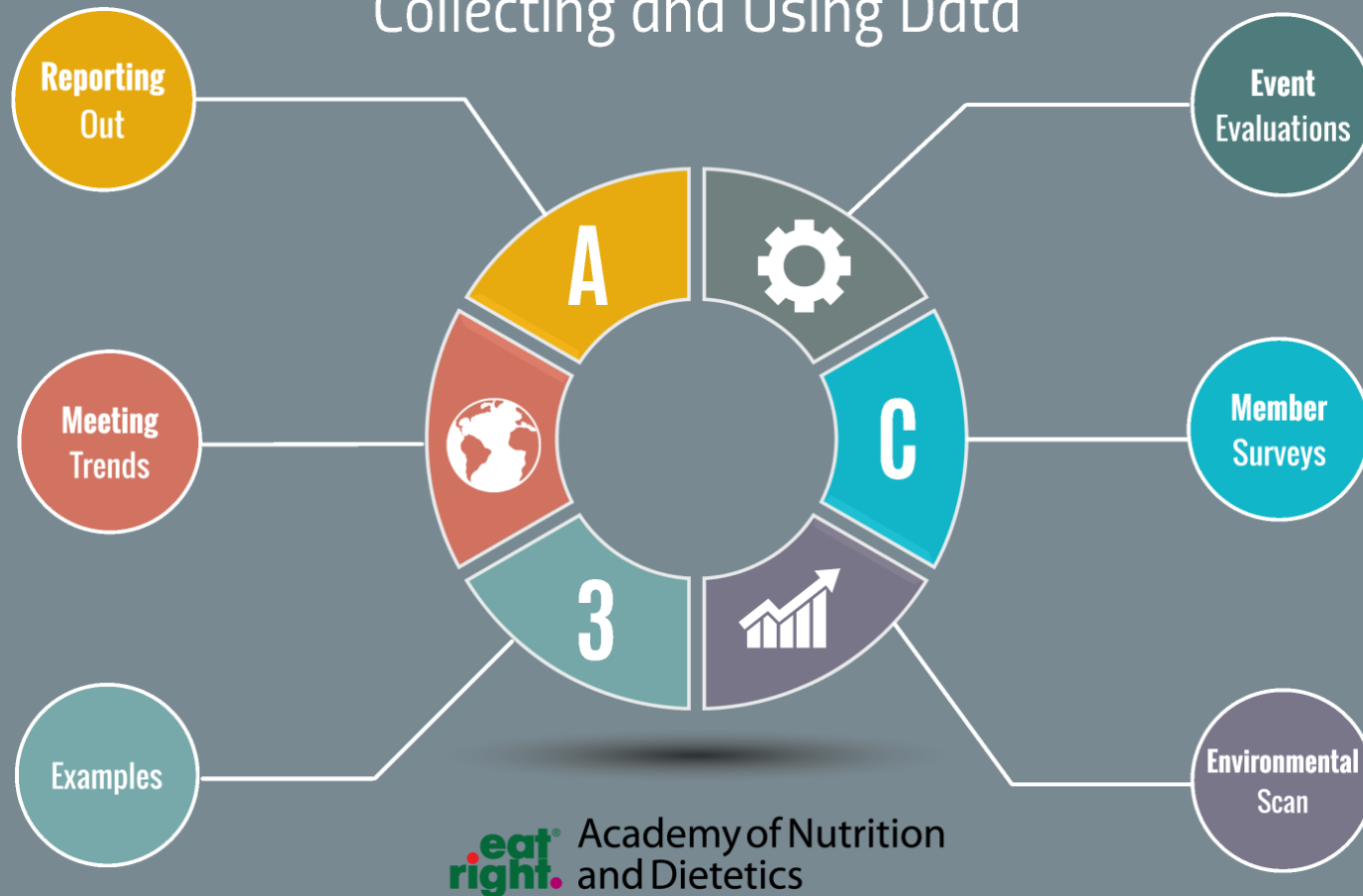
Collecting and Using Data



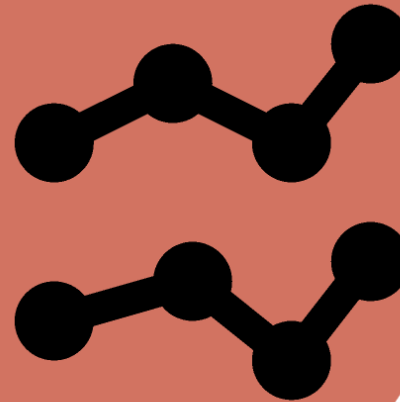
Board Report

- Summary
- Goals & Objectives
 - Results
- Budget vs actuals
- Recommendations/
Conclusion

Collecting and Using Data



Meeting Trends



Program

Virtual

Price and
Access

Experience

Year-Round
Program

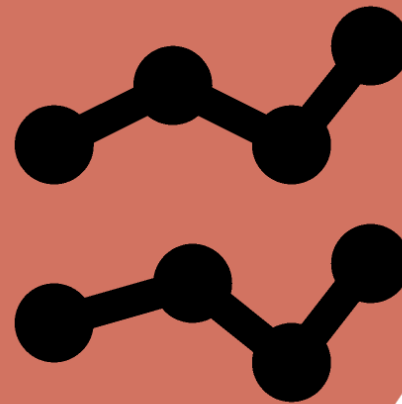


Build the Program

- Design with the member and attendee in mind
- Start with the WHO versus the WHAT
- Utilize information from your Environmental Scan, Member Surveys, and past Evaluations
- Utilize data collected by the Academy
- Be open to change
- Move from traditional and move TO what they care about, learning, reading, etc.



Meeting Trends



Program

Virtual

Price and
Access

Experience

Year-Round
Program

Pivot to Virtual

Event Goal --> Focus on Member Needs
What is the data telling you?

- State and regional restrictions/recommendations
- Venue's ability for distancing
- Members safety, comfort level
- Liability
- Cost
- Contracts and Commitments
- Clauses and fine print

Support

Virtual
Checklist

Hybrid Model

Check List

- Number of days
- Length of each day/ Time frame
- Live vs pre-recorded
- Speaker engagement (Q&A, live polling)
- Concurrent sessions
- Registration process
- Interactive chat, lounges or forums
- Sponsorship and exhibits
- Identify the technology and/or event platform (functionality and cost)
- Availability of session following the event

Virtual
Burnout

Not Another Webinar!!



Check List

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**Virtual
Burnout**

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Support

**Virtual
Checklist**

Hybrid Model

Hybrid Event Models

- Program structure
- Technology and cost



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Support

**Virtual
Checklist**

Hybrid Model

Advance Support

- Record 2-3 minute "how-to videos"
- FAQ
- Advance communication
- Leverage platform tech support
- PRACTICE and test in advance
- Delineate the host and moderator roles
- Post slides/handouts in advance



Pivot to Virtual

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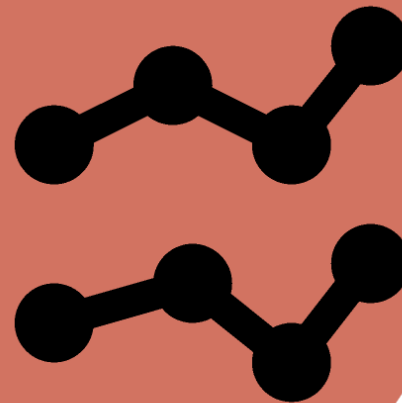
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Virtual
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Meeting Trends



Program

Virtual

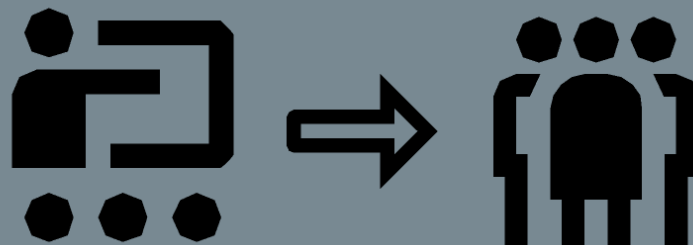
Price and
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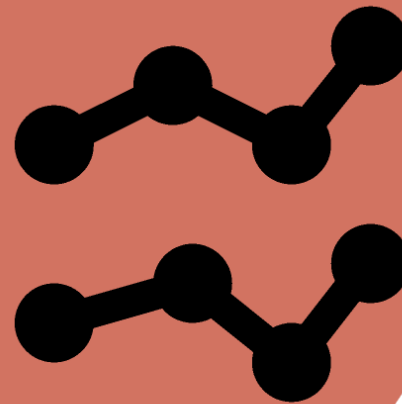
Year-Round
Program

Price & Access

- Free vs paid content
- Teaser content
- Bundles
- Mini-series
- Accessibility and technology



Meeting Trends



Program

Virtual

Price and
Access

Experience

Year-Round
Program



Create an Experience

- Create communities and opportunities to connect
- Polling, breakout groups, word clouds
- Social/networking events
- Small groups
- FUN
- Track engagement = DATA



**Be
Intentional**

**Theme and
Branding**