



Monday, 17 July

11:15am

What Exhibitions Can Do for an Association

Linda Gaunt, Australian Dental Industry Association & Troy Williams, Australian Dental Industry Association

11:55am

10 Marketing KPIs Every Association Should Be Measuring

Angie Karpouzis, Aptify

1:45pm

Keeping Women in the Resources Industry: A Case Study of AMMA's Virtual Mentoring Program

Melissa Richardson, Art of Mentoring & Tara Diamond, Australian Mines and Metals Association

2:25pm

Easily Attract & Retain Members with Online Professional Development

Lee Goldsworthy, Course Genius

4pm

Affordable PR Strategies for the Long Term

Jo Scard, Fifty Acres - The Communications Agency

4:40pm

Revenue Streams and Investments for Sustainability

Stephen Tait, Randwick Waverly Community Transport



Attract and Retain Members with Online Professional Development

Lee Goldsworthy, [CourseGenius.com](https://www.coursegenius.com)

Let's get to know each other

Already run eLearning?

Plan to start soon?

Just curious?



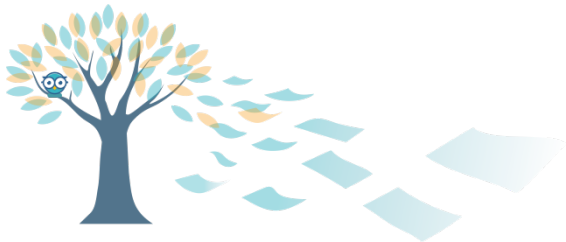
An untapped opportunity

1%

of our time on formal learning

84%

of us have smartphones



What you will learn today

Drive member outcomes with eLearning

- How to leverage your existing IP
- How to build a cross-channel content strategy
- The DNA of successful eLearning projects



What channels do you use?

Print (Journal / Magazine)

In-person (Seminars, Conferences)

Online (Newsletter, Blog, Social, Webinars)

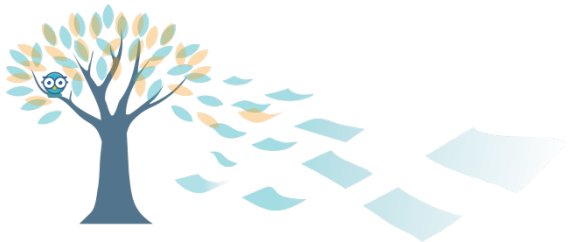


Your existing IP can do more

Multi-team use

Cross-channel sharing

Distribution of costs



What's good for associations...



CourseGenius

@CourseGenius



Learn how your [#association](#) can use online courses to help your members at [@Aptify Learning Labs](#) at 2.25, Day 1! [#AFNC17](#) [@AssocForumAU](#)



1:30 PM - 14 Jul 2017

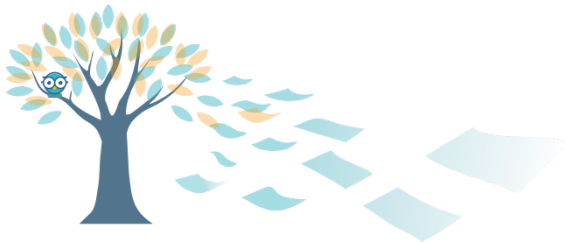


Tweet your reply

Use techniques that suit your content

Device targeting (desktop vs mobile)

Structure targeting (traditional vs microlearning)

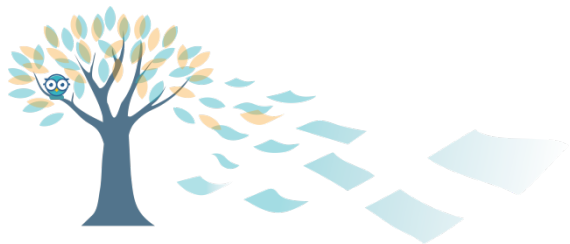


Deliver on multiple goals

Member **value add**

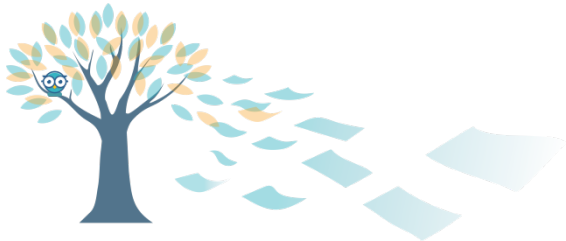
New **revenue stream**

Engage **regional and rural** members



Sound familiar?

- Missing relevant skills / experience
- Too busy to start
- No budget
- No stakeholder buy-in
- Others?

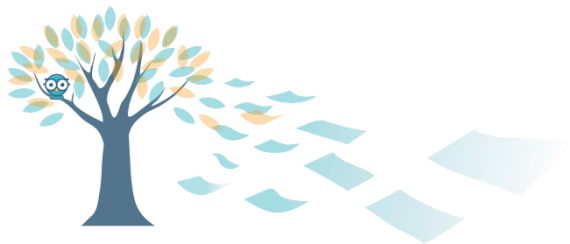


Spotlight: Occupational Therapy Australia

Uplifted underused IP into new revenue channel

Reached underserviced member segment

Delivered with no experience, limited resources

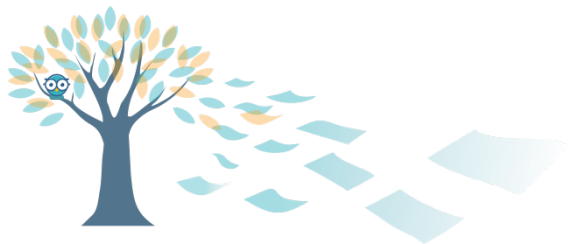


Getting started

Identify your starting content

Set achievable scope for a pilot

Inspire stakeholders with pilot outcomes



Tips and tricks for richer content

Stock content isn't just pictures anymore

Screencasts add personality to powerpoints

Dynamic video is your new best friend



Build towards learning pathways

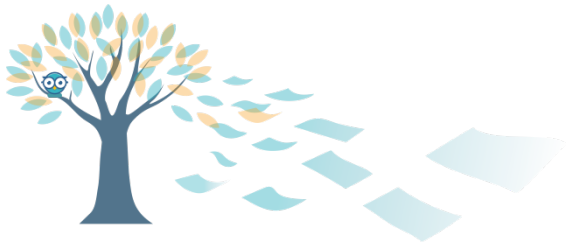
Pilot / standalone online course



Professional Development (skills & compliance)



Structured learning (fellowship program)



Questions?

...or catch me after at Stand 19 (to your right)



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