



Tuesday, 18 July

8:45am
**How to Navigate Through
Disruptive Policy & Funding
Change**
Kathryn Stonestreet,
Branch Out Consulting

9:25am
Change Management
Marcus Duhon, Aptify

11:00am
**The Future of Digital Events
& What It Means for Your
Association**
Sara Gonzalez,
Redback Conferencing

11:40am
**Finding Your Why? Exploring
Your Membership Purpose**
Margot Smith, Australian
Institute of Management

1:30pm
**Findings from the
Associations Forum Financial
Benchmarking Project**
Ron Switzer,
Associations Forum

2:10pm
**Don't Be a Bad News Story -
Governance Lessons for
Associations**
Denys Correll & Kathy
Nguyen, Associations Forum



THE FUTURE OF DIGITAL EVENTS

AND WHAT IT MEANS FOR YOUR ASSOCIATION

ASSOCIATIONS FORUM CONFERENCE
SARA GONZALEZ



**HOW ARE YOU CURRENTLY
ENGAGING?**

**WHAT DOES YOUR CURRENT CPD
STRATEGY LOOK LIKE?**



CREATING COMPELLING CONTENT

A large red circle with a white border, containing text.

EDUCATIONAL CONTENT

*professional development
online training*

A large red circle with a white border, containing text.

MARKETING CONTENT

*lead generation
content marketing
thought leadership
branding
product launches
pre-conference promo
internal marketing*



**EDUCATIONAL
CONTENT**

**IT'S ALL
*education***

**MARKETING
CONTENT**

CREATE

What content do you already have?

**EXISTING
CONTENT**

**BREAK IT
DOWN**

**DEFINE
THE WHY**

EXISTING CONTENT

What content do you already have?

**EXISTING
CONTENT**

BLOGS

WHITE PAPERS

VIDEOS

RESEARCH

UPCOMING EVENTS

FAQ'S

CREATE

What content do you already have?

**DEFINE
THE WHY**

WHAT CAN YOU OFFER?

START WITH THE PURPOSE

WHAT'S YOUR CALL TO ACTION?

FOCUS ON THE NARRATIVE

CAPABILITY VS. CREDIBILITY

CREATE A DISCUSSION



FUTURE TRENDS

HOW CAN YOU ENGAGE WITH
alternative content?

Jetstar Live

Half year results webcast

One team

Jetstar Live | Half year financial results webcast | 1200-1330 (AEDT) Friday 24 February

Refresh

Options



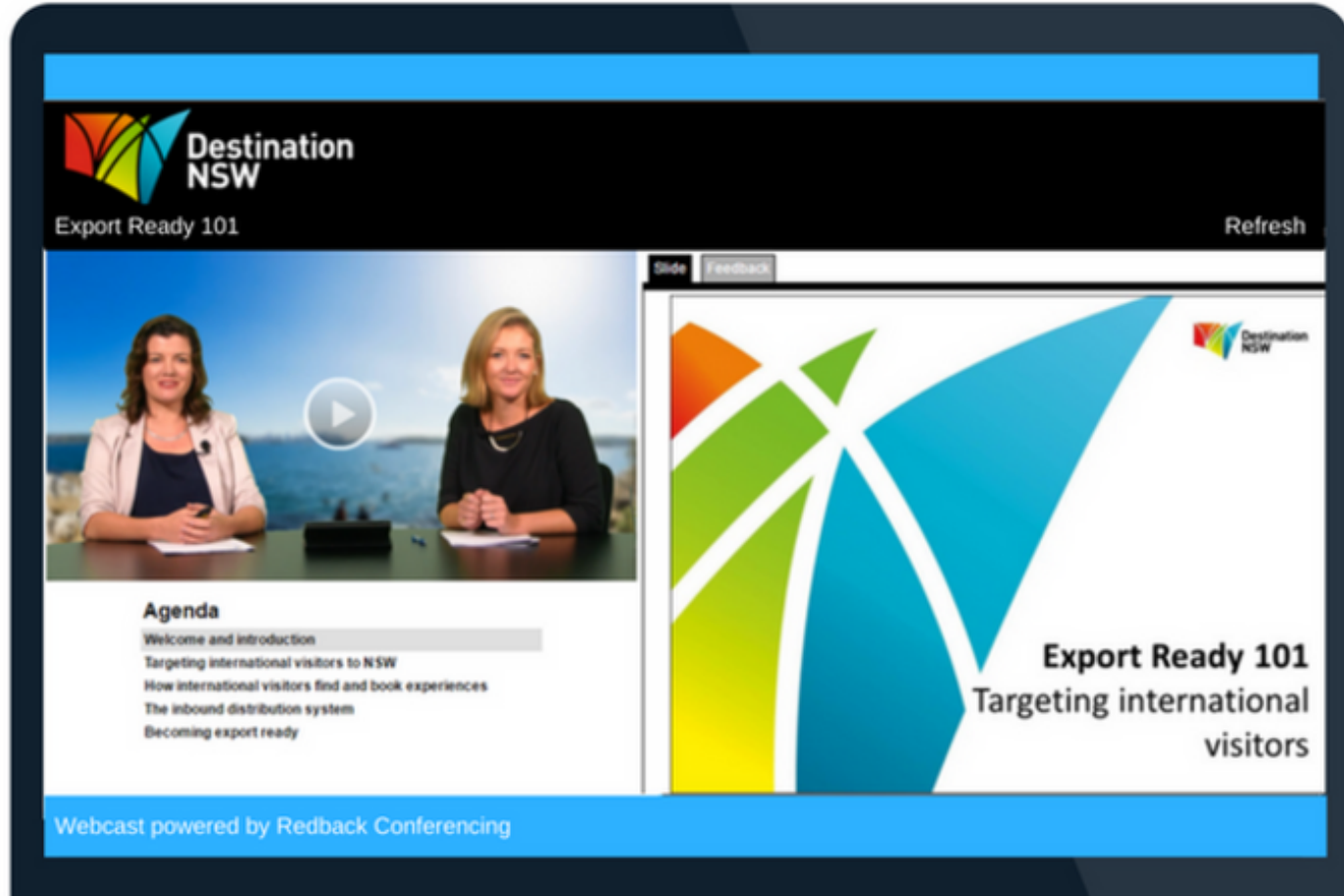
Webcast powered by Redback Conferencing

YOUR GOAL

- 1. BUMS ON SEATS*
- 2. INCREASE DELEGATES*
- 3. REACH AND ENGAGE*

YOUR RESULT

- 1. CREATE**
- 2. CAPTURE**
- 3. CONVERT**



MAKING MONEY



NON-MEMBERS



LEAD GENERATION



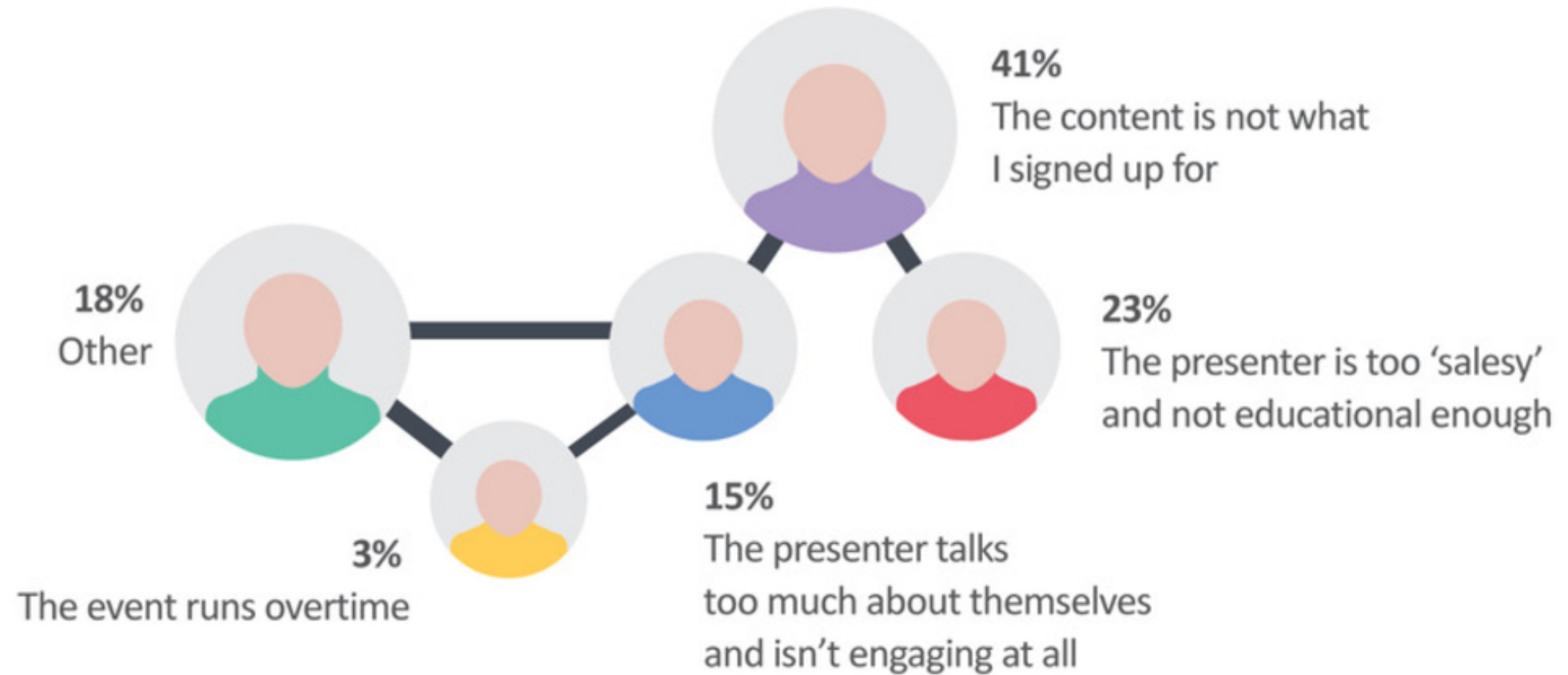
SPONSORSHIP



ACQUISITION



CREATING ENGAGING PROGRAMS



search anything...

Upload

marketing
edit profile

Home

Media

Channels

Channels

Business Skills Series

Demo

view all channels

Categories

Business

Education

Events

News

Science

view categories

Channels > Business Skills Series

Unfollow

Profile

Manage Media

Manage Users

Settings

Informing, educating, inspiring... We have the perfect platform so why not share some knowledge?

Media

All

Featured

Rating

marketing

Digital Events – Tips, Trends and...

42:22

marketing

The Change Intelligent Leader

35:57

marketing

Building Great and Valuable Bran...

42:45

marketing

Health and Wellbeing Session: M...

44:45

marketing

Developing Your Careers Most V...

47:51

marketing

International Women's Day Speci...

01:00:24

marketing

The Three Sides of Social Impact...

45:28

marketing

The Art of Public Speaking and P...

45:07

marketing

The Creative Thinking Sandpit - ...

marketing

Taking Your CPD Programs Onlin...

marketing

Bouncing Back with Confidence - ...

marketing

Emerging Themes in Mentoring - ...

EXTEND

the life of your content

A photograph of a mossy forest path with stone steps. The path is made of several large, flat stones set into the ground, leading up a slight incline. The surrounding forest is dense with green ferns and moss-covered trees. The lighting is soft and dappled, typical of a forest interior.

SO NOW WHAT?

CONSISTENCY

CONTENT

FORMAT

ENGAGEMENT



PASSIONATE PRESENTERS

8%
They provide you with free
information and links



2%
They are
technically savvy

88%
They are passionate
and engaging



2%
They know how to interact
with the camera

LACK

OF

feedback

EASE

OF

leaving

WEALTH

OF

data + actions

AUDITORY



VOICE, TONE

VISUAL



VISUAL, SEE

KINESTHETIC



PHYSICAL, TOUCH





NEXT STEPS

VISIT US

DOWNLOAD THE REPORT

START SOMEWHERE

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