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New Website

- **What:** Used WordPress.org (not .com!) content management system (CMS).
- **Goal:** Have a modern, touch-friendly, website that "directed" users through our website.
- **When:** June-August 2013 with a launch in December 2013
- **Why:** Mend divide between high-tech users and low-tech users to drive more hits. Provide a new website that is easier to navigate and moves users to where we want them to go.
- **How:** WordPress has free plugins for nearly everything you'll need. Makes updating your site easy and staff can do it instead of costly developers.





New Registration System

- **When:** May 2013, first-time use in July 2013
- **Why:** Old registration system was slow, hard to navigate, and did not fit our branding (colors, spacing, etc., were off). The goal of the new system was to encourage online registration, move folks away from the fax machine, and to make it easier for physicians to sign up themselves.
- **How:** Tried out Cvent, RegOnline, and Eventbrite registration system. RegOnline was the cheapest and it did everything we wanted.
- **Positive Benefits:** Moved our email blast system to RegOnline because it's easier and we can microtarget and track every email we send out to our members.



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New Registration System

- **Why we like it:** Easy to use; no learning curve ; and if we experience a problem, we call RegOnline and they can fix it in minutes.
- **Why our Board loves it:** Easier to register; they can learn about the conference in a simple and straight forward way; and no more PDFs!
- **Why our CEO LOVES it:** More efficient use of staff time; staff quickly create blast emails; creating the registration website is simple; reduces credit card processing fees; improved analytics to use for targeting messages.

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New Event App

- GuideBook
- Easy to use with basic html or visual editor (similar to Word) for those who don't know html.
- No more flash drives

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What we wish we knew this time last year:

- It's possible!
- Support and trust from leadership is essential.
- Take your time to find the best fit in a product; don't rush and purchase something that you'll be unsatisfied with.
- Do your homework and prepare your questions to ask of vendors.
- Utilize their support staff – they're there to help you love their product.

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E-Newsletter

- 2010 – Switched from printed newsletter to E-Newsletter only
- Constant Contact online
- Drawback – not all members even read their emails!
- “Up side” – co\$T savings over printed

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CC – the “up-side”

- Very “user-friendly”, intuitive
- Good value – “a-la-carte” – only pay for components you use
- Archive, Photo Library, Multiple Lists
- They maintain “unsubscribe list” for us!
- Great reporting on open rates, bounces, etc.

CC – the “down-side”

- None!

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EventSpot: CC's Online Registration Program - Maine's Process

- Started with 2, one-day meetings to "test the water" last fall
- "Jumped-in" with our Annual Meeting this April
- Only Credit Cards via on-line reg (PayPal)
- Old fashioned paper reg for checks only

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Challenges

- Problems completing the reg process
- Credit cards rejected
- Occasional tech problems with PayPal
- Follow-up on these people a challenge

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Lessons Learned

- Work around "shortcomings" of Event module
- Nuances of developing landing page, reg form, etc.
- ROI – fees much less than we were paying

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Meetings



vs.



- Started using jump drives 2011 @ about 2/3 the co\$t
- Provide limited printed materials on-site
- Additional co\$t – wiring each table for computers

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What's Next??

- Greater use of social media at meetings
- Possible videotape & archive on our website
- Anyone out there who can help me?

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North Carolina Overview

- Events
 - Leadership Retreat: 40 Attendees
 - DOT Trainings: 400 Attendees and Counting
 - Mid-Summer Meeting: Typically 250 Attendees
 - Annual Meeting: 700+ Attendees
- Nearly 1,400 opportunities...to succeed...or fail.

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Is NC Digitized?

- Debatable
 - Went “LIVE” in 2009 with online registrations
 - Went “GREEN” in 2012, offering program materials online during the meeting
 - Went “MOBILE” in 2013 with our first meeting app
- Yet there are still plenty who call/fax in their registrations, demand and pay extra for a paper syllabus, and who went absolutely crazy trying to navigate the new mobile app.

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netFORUM

- We process a lot of online meeting registrations with relative success
- But it’s certainly not perfect, by any stretch
 - Initial difficulty with members learning the system
 - Integration with accounting software
 - Customer Service – this has been a huge problem
 - Extracting data is not always possible or intuitive
 - Constantly modifying our needs to fit within their model/capabilities
 - Even though it’s electronic, it’s still labor-intensive
- Summation: currently looking at other options

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Mobile Applications

- It's a lot like trying to find a reputable Association Management Software (AMS) System, and just as much fun.
- Very fast-growing industry that often can't keep up with equally fast-changing demands.
- Difficult to find someone who can truly customize what you need – often trying to fit what you need into an existing mold.

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Our Experience?

- It's a ton of work, and at a time (leading up to a big event) when you already have plenty of it.
- Building on the above, it doesn't really alleviate work, but rather creates much more of it.
- Does it provide additional member value?
- It is expensive...and not just the cost of the app.
- It creates logistical challenges.
- You will frustrate some of your members – guaranteed.

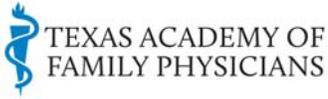
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But Wait...

- Your leaders want it.
- It's the thing to do – everyone else is doing them, right?
- It has the potential to streamline processes.
- It has the potential to save money, and ultimately, time.
- If you can pull it off, your organization (and you) looks good.

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Jonathan Nelson
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New tech is inevitable.

The only question is “When is the perfect moment to leap?”





Deciding to go for it

After our summer conference in 2012, staff began to seriously consider developing a conference app.

- Barriers like Wi-Fi in the venue and attendee comfort with mobile technology had kept us from investing much effort in online conference support materials.
- CD syllabi were going the way of the dodo.
- Even USB drives with conference materials seemed like dead tech.

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Might as well jump



After shopping around, we chose CrowdCompass as our vendor for Annual Session 2013 and got to work.

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All the usual bells and whistles

- Schedule arranged in multiple views
- Ability to build individualized schedule
- Conference maps
- Speaker pics and bios
- Exhibitor info and map
- Sponsor opportunities
- Social media integration
- Push notifications



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By the numbers

Attendance at 2013 TAFP Annual Session & Scientific Assembly: 369

Total Unique Device Downloads = 226

- iPhone: 107
- iPad: 74
- Android: 42
- BlackBerry: 3

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Let's do it again



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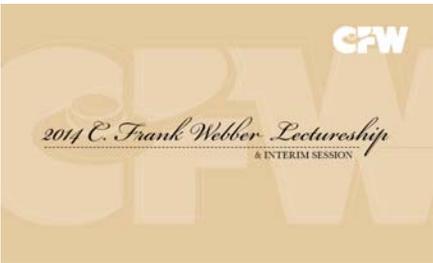
TAFP.org

We signed a two-year deal with them, and in 2014, we launched the TAFP app, which will house two conferences each year through 2015.

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Second time around



CFW

2014 C. Frank Webber Lectureship
& INTERIM SESSION

TAFP's 2014 C. Frank Webber Lectureship and Interim Session in early March presented our next opportunity.

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By the numbers

Attendance at CFW: 289

Total Unique Device Downloads: 360

- iPhones: 245
- iPads: 39
- Android: 28
- Windows PC: 24
- Mac computers: 5
- Other: 19

We had 610 "check-ins!"

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So, how much does this cost?

- Printed syllabi for these two annual conferences average about \$12,000.
- The apps will cost us about the same in 2014 and 2015, including some custom requests of the developer and design fees for graphics.
- We now charge for a printed syllabus.
- We are selling sponsorships to mitigate the cost. (Talk to me afterward if you're interested. 😊)
- In the final assessment, the app costs us more in labor/time than the syllabus, but in actual expenditures, it's likely to cost us less.

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What's next?

In-app course evaluations

- Initiated at C. Frank Webber this spring.
- Worked fairly well, but improvements needed.
- Should significantly reduce staff labor spent entering data from paper forms.

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What's next?

Gamification

- We already play games to get attendees to visit exhibit booths, but with smart devices and cameras, this will get fun.

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What's next?

Social media integration

- Attendees of our conferences are slow to take this up, but trust me, it's coming.

Lead retrieval replacement for exhibitors?

- In-app contact sharing should render the clamor for lead retrieval by exhibitors obsolete.

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Final analysis

Why'd we wait so long?
 (Oh yeah, the first iPad only came out in April of 2010!)

You can download the TAFP conference app by searching for TAFP in the App Store or the Google Play Store. (No Windows OS support yet, but it's coming.)



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Things to consider

- The market is young and full of competitors, but if you find a good vendor and just jump in, you'll learn a lot for next time.
- You need a staff champion/project leader. Data entry and back-end interface is simple but unfamiliar, and there are a lot of data to enter and deadlines to hit.

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Things to consider



- Outsource your graphic design. You'll be glad you did. This is a great branding opportunity for your chapter with some of your most engaged members.

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Things to consider

- Market your app ahead of time for the most downloads.
- Educate your onsite staff, especially your registration staff. They will be approached with questions about every kind of device!
- Be prepared for some unexpected quirks or bugs your first time or two out. The next version will be better for sure.
- I'd be happy to help if you have questions. Jonathan Nelson, jnelson@tafp.org.

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Online registration

Simple concept, right?



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Online Registration

- Online registration is not simple... You need to:
 - Set up web page
 - Plan registration form
 - Write effective auto-message
 - Set up data collector
 - Set up secure credit card collector
- But it has its rewards



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Online registration

- KAFP experience:
 - We use Wufoo for many purposes including data collection for online meeting registration.
<http://www.wufoo.com/>
 - ~\$30/month
 - 2013 was our 10th year for secure online registration. We used other sources before finding Wufoo.

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Uptake on online registration

Year	% online registration
2013	69.4%
2012	66.7%
2011	65.2%
2010	65.9%
2009	64.9%
2008	65.5%
2007	65.1%
2006	*38.5%
2005	*44.2%
2004	*37.9%



* Active members only in 2004-2006

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DATA COLLECTION: WUFOO FORM

2014 Annual Meeting form under development. Simplifying partial conference registration.



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2014 Annual Meeting: REGISTRATION FORM

CONTACT INFORMATION

Name: First, Last, Title (example: John Smith, MD) *

First Last, Title (example: john.smith, MD, FACP)

Current Name

Address *

Street Address

City State / Province / Region

Total \$0.00

CME REGISTRATION - REQUIRED - SELECT FROM DROP DOWN BELOW

Action Member
Select from below if you are an Action Member

Allied Health Professional
Select from below if you are an Allied Health

Life Member
Select from below if you are a Life Member

Resident Member
Select from below if you are a Resident Member

New Member-Physician
Select from below if you are a non-member

Student Member
Select from below if you are a Student Member

Meals and Activities

Thursday, June 5 - Lunch \$0.00

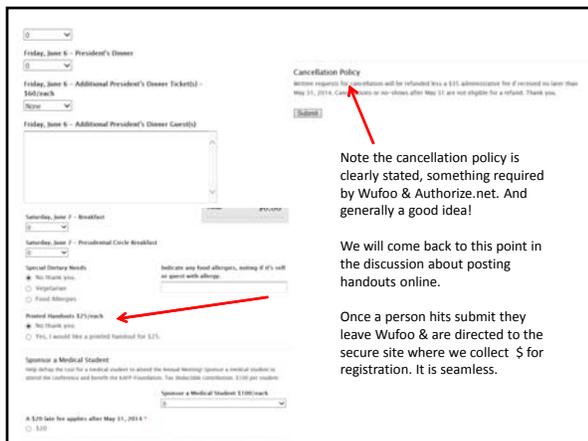
Friday, June 6 - Pan-Rae/Walk \$0.00

Friday, June 6 - Pan-Rae/Walk 7 -short lunch \$0.00

Friday, June 6 - Continental Breakfast \$0.00

Friday, June 6 - Member Meeting Lunch \$0.00

Total \$0.00



Friday, June 6 - President's Dinner \$0.00

Friday, June 6 - Additional President's Dinner Ticket(s) - \$0.00 each

Friday, June 6 - Additional President's Dinner Guest(s)

Saturday, June 7 - Breakfast \$0.00

Saturday, June 7 - Presidential Circle Breakfast \$0.00

Special Dietary Needs

Indicate any food allergies, listing if it's well as served with allergy

No special needs

Vegetarian

Food Allergies

Presidential Members \$25 each

No special needs

Yes, I would like a printed handbook for \$25.

Sponsor a Medical Student

Help offset the cost for a medical student to attend the Annual Meeting! Sponsor a medical student to attend the conference and benefit the AAFP Foundation. See additional conditions. \$100 per student

Sponsor a Medical Student \$100 each

A \$20 late fee applies after May 11, 2014 *

\$20

Cancellation Policy

Refund requests for cancellations will be refunded less a \$15 administrative fee if received no later than May 31, 2014. Cancellations or no-shows after May 31 are not eligible for a refund. Thank you.

[Submit]

Note the cancellation policy is clearly stated, something required by Wufoo & Authorize.net. And generally a good idea!

We will come back to this point in the discussion about posting handouts online.

Once a person hits submit they leave Wufoo & are directed to the secure site where we collect \$ for registration. It is seamless.

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Secure financial transactions

We use Authorize.net for secure financial transactions online

- Process credit card payments
- They charge a % for the service
- They provide reports
- <http://www.authorize.net>



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Is online registration simple for registrants?

Everyone knows how to shop online...
Can meeting registration be so different?



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Yes! So provide some direction

Simplify your form:

- What info do you really need to ask?
- In what order should you ask it?
- Auto-fill as much as possible
- State the costs clearly
- Use more than one page so it isn't so LONG
- Use the word "secure" when referring to your credit card payment site
 - Be as sure as you can that it IS secure!
 - Be aware some people are just never going to be comfortable putting their credit card into an online form, even a "secure" one.



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Exhibitor registration online

2014 is KAFP's first time

- 4 exhibitors have used online registration so far
- Others have signed up using the physical Exhibitor's Prospectus form
- A topic for next year!



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Online evaluations

Does the thought of evaluation make you feel like this picture? Yikes!

- Tabulation
- Counting
- Excel spreadsheets



When it's time to evaluate, don't "fire" your computer. It can be your new best friend!



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Online evaluations

You do not have to be a computer nerd to successfully use online evaluations

- It might help, though...
- We use SurveyMonkey

<http://www.surveymonkey.com>





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Use surveys/evaluations wisely



MIND FILLING OUT THIS EVALUATION FORM FIRST?

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Out of 168 registered participants, 80 completed evaluation = 47.6%



Note the incentive!

Incentive
If you respond by June 28 and provide your name (last page of the evaluation) you will be placed into a drawing. The prize is FREE REGISTRATION to the 2014 Annual Meeting, June 5-7 at the Overland Park Marriott Hotel. Good luck!

Overall Conference Experience

1. Please rate your satisfaction with the following

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Pointers

- Do your evaluation entirely online
 - Use good survey practices in phrasing questions
 - Don't ask too many questions
- Send an initial e-mail immediately after the conference with the survey link
 - Offer an incentive for those who provide contact info
 - Clearly state when you will close the survey
 - Send one reminder by e-mail
- Use social media reminders, too



SURVEY FATIGUE
Please, no more questions!

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Evaluation reports

- Survey Monkey will create many types of charts & graphs
 - Survey Monkey makes it easy to:
 - Tabulate
 - Cross-tab
 - Get raw data
 - Get summaries
 - Produce graphs for reports
- Top pointer: Use your results to improve!



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Think outside the box about other online evaluation survey uses



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Survey uses include:

- Evaluations of any meeting
 - CME
 - Board meetings
 - Advocacy Day
- Data collection for:
 - Board member bios (optional of course)
 - Mentor / Mentee profiles
- Crowd-sourcing:
 - Preference for topic for SAM Group Learning Session – linked to e-newsletter
- Other ideas?

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If you don't get a "10," try again

Use results to improve!



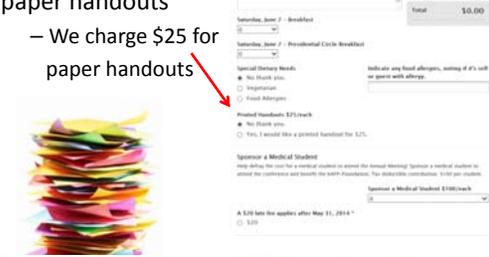
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Posting Course Materials Online

Incentivize registrants to NOT request paper handouts

- We charge \$25 for paper handouts



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Handout Tips

- Get speakers' permission
 - Some may say no...
- Set up section on web that only registrants can access
- Provide link to slides on the webpage for a limited period of time
 - Be sure to state how long
 - In your handout reminder, you could also provide evaluation reminder
 - Publicize the link before, during & after the conference

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Other ways to handle hand outs

- Flash drives
 - Concern about Apple Products...
- Post handouts to Dropbox
- Other sharing sites
- Other ideas?




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Social Media & Meetings



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Pre-schedule Posts/ Tweets

- Use social media management system to pre-schedule as much as you can
 - “Find your voice”
 - Set up & publish meeting hashtag ahead of time
 - Stay under 140 characters



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Thumbs up for Hoot Suite!

- We like HS
 - Free version is fine for us
 - Other versions available
 - Pro ~ \$12/month
 - Enterprise - more
 - Can manage multiple profiles on multiple types of SM
 - Monitor brand
 - Shortens links




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Excel file

- Lauren Wiedt gave me this file after ALF last year
- Count # of characters
- Column for links to be shortened
 - Shorten links



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Get registrants posting!

- Find out which attendees use SM
 - Ask on registration
 - Be sure you friend, like or follow them
 - Ask them to do the same for you
 - Set up SM Champions to post during the conference
 - Re-tweet what they send
 - Monitor hashtag
 - Double check hashtag use



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YouTube

- 2013 was our first year
 - We used Herb Holland – referred by Texas, NJ, Arizona & others
 - Produced several short promo videos
 - Did video of specific people / events at meeting
 - Charges by the day
 - herb@cecommunications.com
 - (512) 789-4372

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Remember Meeting Recap

- Storify is easy to use & intuitive
 - “Make the web tell a story”
 - <https://storify.com/>
 - Free



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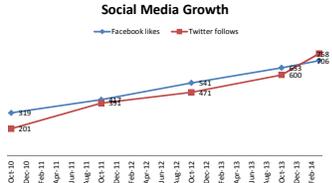
ROI ON SM?

Facebook: 706 likes
Twitter: 758 followers

- How many are KS members? Less than 1/3 for Twitter.

Reasons we do it anyway?

- Outreach
- Good will
- Engages members, especially younger set
- It's fun!



Date	Facebook likes	Twitter follows
Dec-10	119	201
Feb-11	141	212
Apr-11	163	223
Jun-11	185	234
Aug-11	207	245
Oct-11	229	256
Dec-11	251	267
Feb-12	273	278
Apr-12	295	289
Jun-12	317	300
Aug-12	339	311
Oct-12	361	322
Dec-12	383	333
Feb-13	405	344
Apr-13	427	355
Jun-13	449	366
Aug-13	471	377
Oct-13	493	388
Dec-13	515	399
Feb-14	706	758

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Mobile apps & devices



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Is this the way of...



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Will mobile apps lead to



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I have my doubts...

Will members download and use mobile app?



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QUESTION ON MOBILE APPS

Recent Membership Satisfaction survey

KAFP is exploring the addition of a free mobile app designed to run on smart phones (both Android & iPhones), tablets, laptops and other mobile devices to allow access to meeting schedules, handouts, exhibitors and more. How likely would you be to download and use a mobile app for the Annual Meeting?

Answer Options	Response Percent	Response Count
Very likely	44.4%	91
Somewhat likely	28.3%	58
Neutral	11.7%	24
Somewhat unlikely	7.3%	15
Very unlikely	8.3%	17
Other (please specify)		6
	answered question	205
	skipped question	17

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