



LEADERSHIP WEEK

Dollars and Sense

EXPERIENCE = Revenue

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Development



Types of Experiences

- Monthly Education Meetings
- Outings/Tours
- Awards Events
- Half-Day Seminars
- Annual Conferences
- Committee/Business Meetings
- Networking Events
- Webinars
- Town Halls
- Virtual Conference



Why Should You Charge for Your Experience?

What's the End Goal?



Ways to Build Revenue at Your Experiences



ATTENDEE REGISTRATION



EXHIBITS



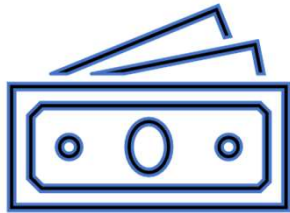
SPONSORSHIPS



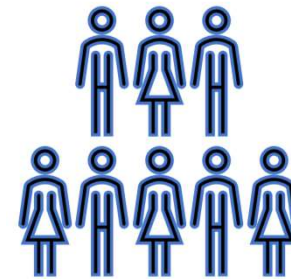
Attendee Registration



Registration



Do You Charge for the Experience?



Do You Make the Experience Free?



Registration

What topics matter to your attendees?



Registration

Who are the speakers that interest your attendees?

LOCAL IS BETTER!



Breakout Time!



CASE #1

- As a table, please decide the following:
 - Purpose for the experience
 - Is there a topic that is important for this experience to be successful?
 - Who is going to be your speaker?
 - Type of experience
 - Do you charge for the experience?
 - How much?
 - What are other questions you need to ask to drive better attendance?



Exhibits



Exhibits

What kind of exhibits do you want/need?

Tabletops

Booths

Industry Forums/Lunch and Learns



Exhibits

How much do you charge?



Exhibits

Who do you reach out to?



Exhibits

What is the value-add of being an exhibitor?



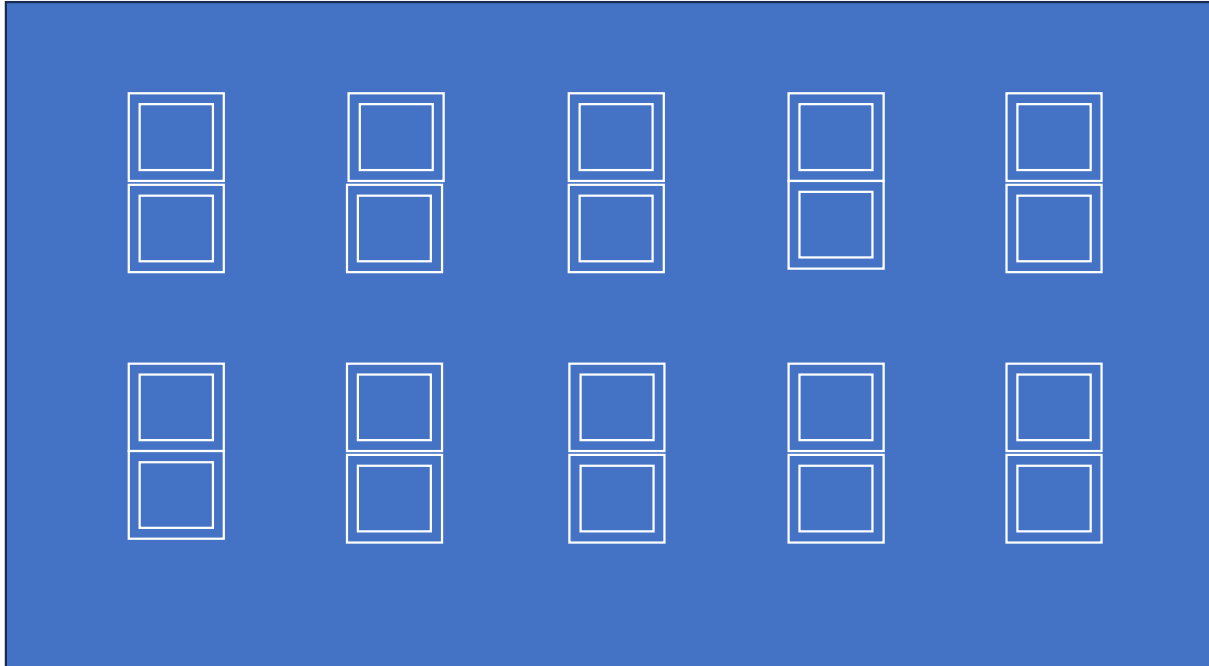
Breakout Time!



CASE #2

- You are hosting your SEA Annual Conference and need to bring in a minimum \$30K in exhibitor revenue. You have to decide to hold an Exhibit Hall with 20 10x10 booths OR 20 tabletop booths.
 - Per 10x10 booth cost to you: \$500
 - Per tabletop booth cost to you: \$0
 - Add-on opportunity: Lunch and Learn for \$1000 each (\$100 cost per L&L)
- How much do you charge for a single booth versus double booth?
- Did you include add-ons to your booths? How many? Why?
- What benefits were included in your standard booth price?





Sponsorships



Sponsorships

What type of sponsorship do you need/want?

Overall Event Sponsor

Individual Event/Speaker Sponsor

Lunch and Learns

Certification courses/series

Vendor Sponsor

Meal Sponsor



Sponsorships

How much do you charge?



Sponsorships

Who do you reach out to?



Sponsorships

What is the value-add of being a sponsor?



Breakout Time!



CASE #3

- You are hosting 3 important experiences this year: Annual Conference, Winter Virtual Seminar, and Award Gala. You are charging a registration fee to the attendees each event.
- What type of sponsor partner would you want and/or need?
- Do you reach out to a firm or manufacturer/industry partner?
- What are value-adds to having a sponsor at one of these experiences?
- What is a barrier to securing that sponsorship?



Tips and Tricks to Avoid Issues

- Know your budget in advance
- Exhibitor/Sponsor Agreement Forms/Applications
- Clear expectations for your presenters and volunteers
- Always have a back up plan... or two... maybe three
- Don't overpromise
- Keep communicating with your presenters, attendees, exhibitors, and sponsors



Questions?

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JOIN OUR COMMITTEE!

