

THE
VIRAL THING TO DO

Case Studies

mm&c
conference
marketing, membership & communications

05/02-03/2017

WASHINGTON, DC

APTA: CSM 2017

Attendance: 14,000; Exhibitors: 400+

Factors impacting decision to eliminate onsite print program:

- Staff coordination needed to produce a 200-page program. Production often occurred over holidays, causing more challenges to collect content needed.
- Advertising did pay for the book, but it was a big drain on staff time.
- Expensive to ship 12,000 books from printer to APTA office to meeting location (done for quality control purposes).
- Printing 6-8 weeks in advance resulted in incorrect information in the program book.
- Felt that the content that appeared in the program book could be duplicated in the app.

APTA: CSM 2017

Prior to conference:

- Communicated in different ways that there would be no onsite program.
- Any promotional materials sent out included information on the mobile app.
- Produced a daily sked at a glance with room numbers. Distributed at registration and posted online. Printed in advance.
- Had staff training sessions on the app, to prepare for questions onsite, in addition to onsite info desks that could provide help.
 - Estimated maybe 20 complaints overall (phone wasn't compatible, no cell phone, etc.)

APTA: CSM 2017

Take-aways from conference:

- Had apx. 10,000 app downloads – strong marketing prior to and during the meeting to encourage use.
- Biggest lesson learned was in the exhibit hall: attendees were asking for the exhibit hall map. Fortunately the daily was able to come to the rescue – included the map in the next issue of the show daily and had those copies available at info desks.
 - Key show daily benefit allows you to rectify a problem, to push missing or desired material to attendees at the last minute.
- Did admit they overlooked visually-impaired attendees, and will go back to address this for CSM 2018.

APTA: CSM 2017

Show daily take-aways:

- Show daily offers immediacy because it's printed overnight
 - Information you would have put in program can run in show daily
 - Can include general instructions on how to use app in the show daily to encourage them in the app.
 - Offers vehicle for resolving unexpected challenges
- Increase in show daily advertising revenue
 - Without the program book, they looked for other print vehicles such as show daily & the show issues of the monthly magazines, which also saw an increase in advertising revenue.
 - If there are other print vehicles attached to the meeting, make sure they are positioned to pick up those program book advertising dollars. Make sure sales staff promotes the other options. The exhibitors have the money, make sure they keep spending it with you.

APTA: CSM 2017

- **Show daily's growth:** Net ad revenue grew by 78% from 2016 to 2017, resulting in larger royalty payment to organization.

Page counts:

- 2015: #1, 12 pages; #2, 8 pages; #3, 8 pages
- 2016: #1, 12 pages; #2, 12 pages; #3, 12 pages
- 2017: #1, 16 pages; #2, 20 pages; #3, 16 pages

PT IN MOTION NEWS @ CSM 2017

CSM APTA Combined Sections Meeting

FRIDAY, FEBRUARY 17

INSIDE...
 7 • Hacks
 8 • Career Care
 9 • Exhibit Map
 10 • SOTL
 15 • Foundation

Don't Miss!

- To receive physical therapy education, the CSM, PT PAC, attendees along with the successful clinical and writing track will be presented by the **Pauline Carroll Lecture Series**. 11:30 am-12:30 pm, #102148.
- **Student and alumni receptions** happen this evening. Check the CSM website for times and locations.

Clinical Specialists Must Be Leaders, ABPTS Keynoter Says

A clinical specialist, proponent of the World Coalition for Physical Therapy, who said she will continue to transition to the CPT as the entry level degree and the extent of certification facilitates leadership skills needed by our profession to serve the current and changing health care needs of society.

“I am considering whether or not to leave my current position and go to the University of Illinois at Chicago to pursue a PhD in Physical Therapy Leadership,” said Dr. Susan Adams, a leader in the field of physical therapy leadership. “I am considering whether or not to leave my current position and go to the University of Illinois at Chicago to pursue a PhD in Physical Therapy Leadership,” said Dr. Susan Adams, a leader in the field of physical therapy leadership. “I am considering whether or not to leave my current position and go to the University of Illinois at Chicago to pursue a PhD in Physical Therapy Leadership,” said Dr. Susan Adams, a leader in the field of physical therapy leadership.

Making the Shift From Volume to Value: Partnerships Can Fill the Gap

By Don Arnold, MD, MA, MSP
 The benefits of collaborative arrangements are well known. They can bring together complementary skills and resources to create a more powerful and resilient organization. In his keynote presentation, “The Value Proposition: Developing Resilient Clinical Partnerships,” Dr. Arnold discussed the importance of building meaningful partnerships with other organizations. He shared his experiences with building meaningful partnerships with other organizations. He shared his experiences with building meaningful partnerships with other organizations.

Care to change lives?
 Visit us at Booth #1554

Life Centers of America
 New Care. Welcome!

www.apta.org/CSM | @APTAcsm #APTACSM | @aptatics

PT IN MOTION NEWS @ CSM 2017

FRIDAY, FEBRUARY 17, 2017

Exhibit Hall Floor Plan and Company Listing

Henry B. Gonzalez Convention Center, Hall A-20

Company	Booth #	Company	Booth #
Advanced Manufacturing	1027	Central Health Partners	1625
Baker Manufacturing Co.	1216	Conecta	1626
Balluff Inc.	1217	Conecta USA, Inc.	1627
Baxter International Inc.	1218	Conecta USA, Inc.	1628
Baxter International Inc.	1219	Conecta USA, Inc.	1629
Baxter International Inc.	1220	Conecta USA, Inc.	1630
Baxter International Inc.	1221	Conecta USA, Inc.	1631
Baxter International Inc.	1222	Conecta USA, Inc.	1632
Baxter International Inc.	1223	Conecta USA, Inc.	1633
Baxter International Inc.	1224	Conecta USA, Inc.	1634
Baxter International Inc.	1225	Conecta USA, Inc.	1635
Baxter International Inc.	1226	Conecta USA, Inc.	1636
Baxter International Inc.	1227	Conecta USA, Inc.	1637
Baxter International Inc.	1228	Conecta USA, Inc.	1638
Baxter International Inc.	1229	Conecta USA, Inc.	1639
Baxter International Inc.	1230	Conecta USA, Inc.	1640
Baxter International Inc.	1231	Conecta USA, Inc.	1641
Baxter International Inc.	1232	Conecta USA, Inc.	1642
Baxter International Inc.	1233	Conecta USA, Inc.	1643
Baxter International Inc.	1234	Conecta USA, Inc.	1644
Baxter International Inc.	1235	Conecta USA, Inc.	1645
Baxter International Inc.	1236	Conecta USA, Inc.	1646
Baxter International Inc.	1237	Conecta USA, Inc.	1647
Baxter International Inc.	1238	Conecta USA, Inc.	1648
Baxter International Inc.	1239	Conecta USA, Inc.	1649
Baxter International Inc.	1240	Conecta USA, Inc.	1650
Baxter International Inc.	1241	Conecta USA, Inc.	1651
Baxter International Inc.	1242	Conecta USA, Inc.	1652
Baxter International Inc.	1243	Conecta USA, Inc.	1653
Baxter International Inc.	1244	Conecta USA, Inc.	1654
Baxter International Inc.	1245	Conecta USA, Inc.	1655
Baxter International Inc.	1246	Conecta USA, Inc.	1656
Baxter International Inc.	1247	Conecta USA, Inc.	1657
Baxter International Inc.	1248	Conecta USA, Inc.	1658
Baxter International Inc.	1249	Conecta USA, Inc.	1659
Baxter International Inc.	1250	Conecta USA, Inc.	1660
Baxter International Inc.	1251	Conecta USA, Inc.	1661
Baxter International Inc.	1252	Conecta USA, Inc.	1662
Baxter International Inc.	1253	Conecta USA, Inc.	1663
Baxter International Inc.	1254	Conecta USA, Inc.	1664
Baxter International Inc.	1255	Conecta USA, Inc.	1665
Baxter International Inc.	1256	Conecta USA, Inc.	1666
Baxter International Inc.	1257	Conecta USA, Inc.	1667
Baxter International Inc.	1258	Conecta USA, Inc.	1668
Baxter International Inc.	1259	Conecta USA, Inc.	1669
Baxter International Inc.	1260	Conecta USA, Inc.	1670
Baxter International Inc.	1261	Conecta USA, Inc.	1671
Baxter International Inc.	1262	Conecta USA, Inc.	1672
Baxter International Inc.	1263	Conecta USA, Inc.	1673
Baxter International Inc.	1264	Conecta USA, Inc.	1674
Baxter International Inc.	1265	Conecta USA, Inc.	1675
Baxter International Inc.	1266	Conecta USA, Inc.	1676
Baxter International Inc.	1267	Conecta USA, Inc.	1677
Baxter International Inc.	1268	Conecta USA, Inc.	1678
Baxter International Inc.	1269	Conecta USA, Inc.	1679
Baxter International Inc.	1270	Conecta USA, Inc.	1680
Baxter International Inc.	1271	Conecta USA, Inc.	1681
Baxter International Inc.	1272	Conecta USA, Inc.	1682
Baxter International Inc.	1273	Conecta USA, Inc.	1683
Baxter International Inc.	1274	Conecta USA, Inc.	1684
Baxter International Inc.	1275	Conecta USA, Inc.	1685
Baxter International Inc.	1276	Conecta USA, Inc.	1686
Baxter International Inc.	1277	Conecta USA, Inc.	1687
Baxter International Inc.	1278	Conecta USA, Inc.	1688
Baxter International Inc.	1279	Conecta USA, Inc.	1689
Baxter International Inc.	1280	Conecta USA, Inc.	1690
Baxter International Inc.	1281	Conecta USA, Inc.	1691
Baxter International Inc.	1282	Conecta USA, Inc.	1692
Baxter International Inc.	1283	Conecta USA, Inc.	1693
Baxter International Inc.	1284	Conecta USA, Inc.	1694
Baxter International Inc.	1285	Conecta USA, Inc.	1695
Baxter International Inc.	1286	Conecta USA, Inc.	1696
Baxter International Inc.	1287	Conecta USA, Inc.	1697
Baxter International Inc.	1288	Conecta USA, Inc.	1698
Baxter International Inc.	1289	Conecta USA, Inc.	1699
Baxter International Inc.	1290	Conecta USA, Inc.	1700
Baxter International Inc.	1291	Conecta USA, Inc.	1701
Baxter International Inc.	1292	Conecta USA, Inc.	1702
Baxter International Inc.	1293	Conecta USA, Inc.	1703
Baxter International Inc.	1294	Conecta USA, Inc.	1704
Baxter International Inc.	1295	Conecta USA, Inc.	1705
Baxter International Inc.	1296	Conecta USA, Inc.	1706
Baxter International Inc.	1297	Conecta USA, Inc.	1707
Baxter International Inc.	1298	Conecta USA, Inc.	1708
Baxter International Inc.	1299	Conecta USA, Inc.	1709
Baxter International Inc.	1300	Conecta USA, Inc.	1710

THE VIRAL THING TO DO

@MMCCon 05/02-03/2017 WASHINGTON, DC

APTA: CSM 2017

- Posted show daily links to the conference website as another way to showcase content

The screenshot shows the APTA CSM 2017 website. At the top, there is a banner with the text "Combined Sections Meeting" and large stylized letters "CSM". Below the banner, the page is divided into several sections:

- The Basics**
 - Dates & Location:** February 15-18, 2017 - San Antonio, Texas
 - CSM Survey:** [Provide Feedback](#)
 - CEUs/Transcripts:** [Review CEU and transcript information](#)
 - Handouts:** [Now available](#)
 - CSM App:** [Navigate this BIG conference with the new app](#)
 - News and Video:** [View highlights from San Antonio](#)
 - Twitter:** [@APTACsm](#) (Hashtag: #APTACSM)
- Check out the BIG News and Highlights from Texas!**
 - [PT In Motion Daily News @CSM: Feb 16 | Feb 17 | Feb 18 | CSM Wrap Up](#)
 - Thank you to everyone who made this the largest gathering of physical therapy professionals in the country.
 - IMAGINE** – Speakers who unlock your passion.
 - DISCOVER** – A vibrant city full of color and culture.
 - GROW** – As a physical therapy professional.
 - Make the Most of Your CSM Experience!**
 - [PT in Motion News @CSM: Preview Edition](#) provides tips, guidance, and outlines on the events and sessions and you don't want to miss.
 - Thanks, CSM Sponsors!
 - Sponsors: ALTER 6, APTA, Bioness
- ADVERTISEMENT**
 - REP Band**
 - LATEX FREE
 - POWDER FREE
 - ODOR FREE
 - Magister Corporation

Two green arrows point from the "CSM Survey" and "News and Video" links in the "The Basics" section to the "PT In Motion Daily News" link in the "Check out the BIG News and Highlights from Texas!" section.

THE
VIRAL THING TO DO

@MMCCon

05/02-03/2017

WASHINGTON, DC

Congressional Black Caucus Foundation: Annual Legislative Conference (ALC) '16

Attendance: 9,000; Exhibitors: 100

Factors impacting decision to eliminate Souvenir Journal:

- Cost and staff time: Always running up against a time crunch to get it produced well.
- Wanted to do more to market CBCF's digital platforms (mobile app, conference microsite/online planner), and move them towards their digital resources.
- Going green.

CBCF ALC '16

Initial Reactions:

Attendees:

- A shock for some of the meeting's older attendees.
- Client reported that the transition went over well, for the most part. Majority of attendees understood, and it encouraged them to download the mobile app. They liked being able to create a customized schedule that could be loaded to their phone's calendar. Made for less to carry around.
- Provided a daily printed schedule at registration.

CBCF ALC '16

Initial Reactions:

Sponsors:

- Some were a little surprised. Presented opportunity to tell them about other options to reach more people (show daily and digital resources). Feel both are more robust and have more current information.
- More accessible: the journal was only available to certain attendees – *ALC Daily* is available throughout the convention center.
- *ALC Daily*: great alternative that provided highlights and content. Feel it complemented the mobile app.
- And because the show daily is now the primary printed source of information, there will be more opportunities for sponsors. It will also provide greater visibility to key events and sessions.
- Show daily was seen as a supplement, now it has a greater spotlight.

CBCF ALC '16

Show Daily vs. Program Book

- Strong future for the show daily at future ALCs. It's now the primary onsite print communications vehicle.
- Benefit of outsourcing show daily production vs. the program book, which was produced internally.
- Collaboration with CustomNEWS is what makes the show daily such a success.
- With CustomNEWS managing editorial and production, client said "it gives you the sense of what was in the souvenir journal but gives the CBCF staff some relief."

