

Event and Conference Engagement

2-16-23

Client Roundtable



Why PropFuel for Events?


- Gather context around the attendee's session and other interests.
- Trigger other questions based on the attendees answer.
- Automate further actions based on the attendees answer.
- Facilitate onsite communications with SMS messaging.



Pre-Registration Engagement

Request feedback, gauge interest, and nurture


46th Annual National Wellness Conference | July 28 – 29, 2021



We are gearing up for a great event!
We'd love to hear from you.

Which of the following topics is of most interest to you?

- Health & Wellness Coaching
- Emotional Well-being
- Worksite Wellness
- Diversity, Equity, & Inclusion
- Community & Public Health




We're rounding out our list of speakers for the 2022 National Wellness Conference. Before we do, we'd love to hear from you!

Is there a panel or keynote speaker you'd love to see at this or a future event?

- Yes, I have an ideal
- Yes, ME!
- I'm not sure. No one comes to mind.

Pre-Registration Engagement

Abstract and proposal submissions



MARCH 30-APRIL 2
Convergence
2023 Anaheim

We are searching for passionate thought leaders who are ready to share their skills and knowledge with their peers by presenting at Convergence 2023.


Are you submitting a session proposal for Convergence 2023?

Yes, I've already submitted!

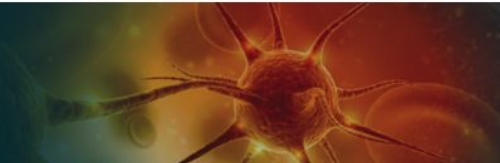
Yes, I plan on submitting my proposal soon.

No.

42% said they planned to submit !



ASM
MICROBE
JUNE 15-17, 2023 | HOUSTON, TX



Abstract submissions close in one week!

And we noticed you haven't yet submitted your science.

Are you planning on submitting an abstract?

Yes!

No, not this year...

1,100 people said yes !

Event Engagement

Engage sponsors and exhibitors

Sent 6 months
prior to the event



Let the National Wellness Institute connect you with the wellness professionals you'd most like to meet.

What type of connections are you hoping to make in the coming year?

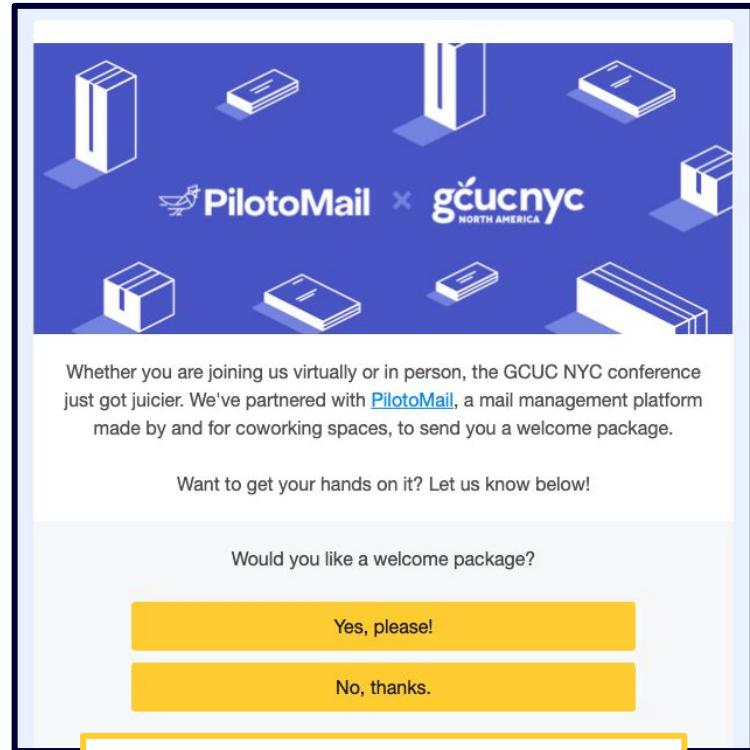
Like-minded peers

Vendors and partners to help grow my business

New clients/customers

Someone else

30% said they want to connect with new clients/customers!



35% response rate
90% said Yes, please!

Event & Conference Registration

We encourage a mix of direct and indirect questions:



The American Association for Marriage and Family Therapy is pleased to sponsor the Systemic Family Therapy Conference, a comprehensive event that provides a holistic approach to the development of systemic therapists.

The event will be held virtually on November 9-11, 2022.

Are you interested in attending this year's Systemic Family Therapy Conference?

Yes

I'm not sure- tell me more?

Not this year



sponsored by the American Association for Marriage and Family Therapy

The Systemic Family Therapy conference, sponsored by the AAMFT, provides comprehensive clinical training on a wide range of topics- over 60 sessions will explore systemic perspectives presented by dynamic speakers. The topics explored are vital to the practice of systemic therapy and will directly enhance your practice and impact on clients and the broader systems that we're a part of.

Which of these areas of focus is most important to your career right now?

Advocacy

Collaborative and Integrative Health Care

Clinical interventions

Delivery Systems/Managed Care

Ethics and Legal

Medical and Physical



Consider Segmentation: Member v. Non-Member



The NACCU 2022 Annual Conference will be held April 24-27 in St. Louis.
As a NACCU member, you'll save \$100 on each registration if registered by the early bird deadline of **February 23!**

Are you planning to join us for the conference?

Yes

Maybe - I need more information

No - not this year



The NACCU 2022 Annual Conference will be held April 24-27 in St. Louis. This event is open to members and non-members and we'd love to see you there!

Are you planning to join us for the conference?

Yes

Maybe - I need more information

No - not this year

I'm excited you are planning on joining us at NACCU 2022, and look forward to seeing you April 24 - 27 in St. Louis.

If you would like to register to attend now, you may [click here](#) to get started.

However, if you [join NACCU first](#), you'll save \$310 off your conference registration price with the NACCU early bird discount, if you register by February 23.

If you'd like assistance in joining or registering for the conference, or have questions, please contact me at john@naccu.org.

John Ogle
NACCU Membership Engagement Manager



Consider Segmentation: Past Attendees

Grab your lucky networking shoes and get ready to meet up with your professional peers, friends and colleagues!

Our objective: to create a place that facilitates discussion about the challenges, successes and surprises that you see and allows you to make the connections so vital to this business.

As a past attendee of our **Small Firm Practitioners Conference**, join us for the conversations, camaraderie and career-building on **August 16 and 17!**

Will you be joining us again at this year's event?

Yes, I will be attending

I would like some more information

No, I will not be attending



Kathryn L. Gadulka

Katie Gadulka, CMP
VP, Learning
Michigan Association of CPAs

19% response rate
MICPA did 16 YWWU
check-ins in 2022



Find out why they are on the fence or aren't attending to drive insights and action!

**BHPH
SUPER FORUM**

We're sorry we won't be seeing you this year.
We'd love to know what's holding you back from attending the
BHPH Super Forum?

Date/Timing

Location

Agenda

Price

Other

Submit

**BHPH
SUPER FORUM**

Which cost is most holding you back?

Hotel

Registration Cost


Transportation

**BHPH
SUPER FORUM**

If you decide to join us please use the discount
code: **BHPHDEAL22** for \$50 off registration.

[Click here to register for BHPH Super Forum](#)

Use insights immediately, or down the road!



WELL CONNECTED
2022 | NATIONAL WELLNESS CONFERENCE

A few weeks ago, you mentioned you were unsure if you'd be attending this year's 47th Annual National Wellness Conference in person.

To help bring a WELL Connected experience to everyone, everywhere...we're excited to announce a new virtual option!

Would attending NWC 2022 virtually be a better fit for you?

Yes!

I need more info.

Unfortunately, no.

30% response rate
63% said yes or
wanted more info.



Offer to complete their registration



The SoCal UserCon is coming up soon on Thursday, May 19th from 8:00am–4:30pm PT. The local Leaders & VMUG Team have been planning an event that we are proud to share with our members. We think you will find the content engaging and we cannot forget the part we have been waiting for... to be back in-person with the VMUG community.

Will you be attending the SoCal UserCon?

Yes, register me!

Maybe, I need more information...

No, not this year.

By selecting "yes" and agreeing to have VMUG register you for the event, you opt-in to sharing your information with VMUG and VMUG Event sponsors.



Client-Only Roundtable Discussion Thursday, February 16th at 1PM Eastern

Hi Melissa-

We invite you to join us for our next Client Roundtable on 2/16 at 1PM Eastern on **Event-Related Campaigns** including registration drives and engagement! During this session, we will dive into client examples, best practices, and tips & tricks to help you have successful event campaigns.

Can you join us on February 16 at 1pm Eastern?

Yes, count me in!

Please send me the recording instead.

I hope to see you there!

Sincerely,



Ashley Wucher

Client Success Manager
PropFuel
ashley@propfuel.com



Post-registration Engagement

Generate excitement and provide relevant information

PSYCHONOMIC SOCIETY
63RD ANNUAL MEETING
BOSTON, MASSACHUSETTS, USA & ONLINE
NOVEMBER 17-20, 2022

Colleague,

We hope you are looking forward to the 63rd Annual Meeting happening this month! With many sessions, networking opportunities, and poster presentations happening, we'd like to know:

What are you most looking forward to at the Annual Meeting?

Presenting my research

Networking with my peers

Attending sessions

Attending poster presentations

Something else

Question History

Question

What are you most looking forward to at the Annual Meeting?

Response Type: Multiple Choice

2088

Sent

675

Answered

32%


Response Rate



- 39% - Networking with my peers
- 30% - Attending sessions
- 20% - Presenting my research
- 9% - Attending poster presentations
- 2% - Something else

Post-registration Engagement

Provide helpful information and reminders



The best idea generator for association leaders.

Time is running out to reserve a room in the digitalNow block!

If you're planning on staying at the Hyatt Regency New Orleans, we'd hate for you to pay more or miss out on your room.

Have you booked your hotel for digitalNow 2022?

- Yep, I'm all set!
- I'm ready to book NOW!
- Send me the link for later?
- I won't be using the room block.

NON DUES-A-PALOOZA

Hi there. 🍷 We're so excited to wine and dine you at Non Dues-a-Palooza alongside our venue host, City Winery!

This week we get to finalize our menus... nomnomnom. And we're making our list and checking it twice, so let us know...

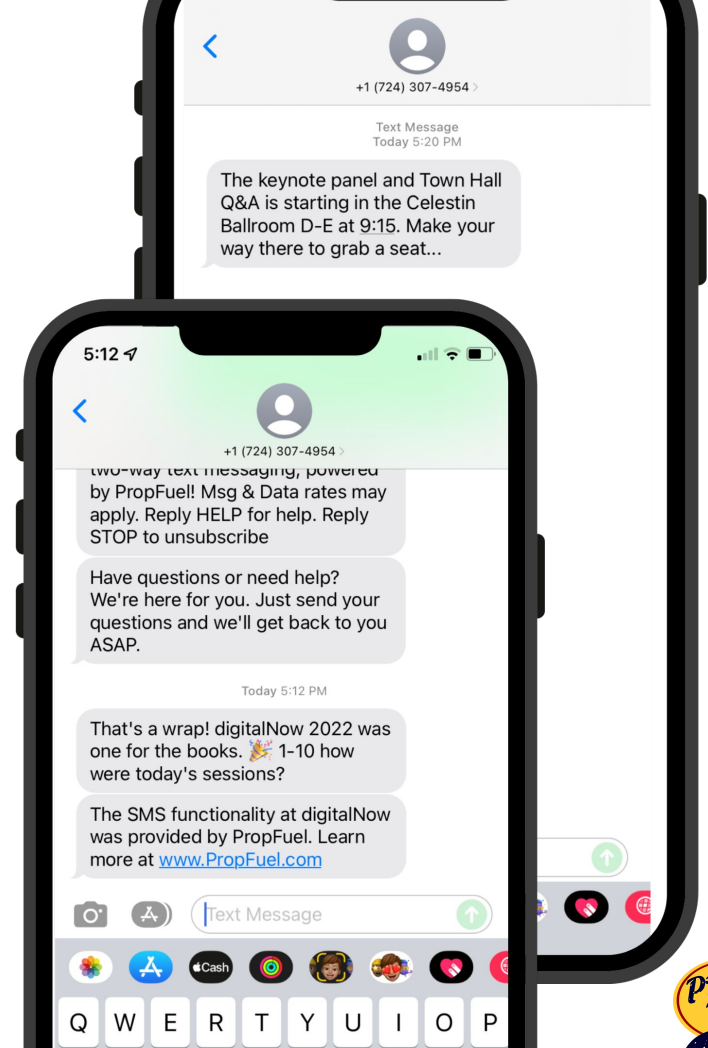
Do you have any dietary restrictions?

- Nope, give me all the food and beverages!
- Gluten free, please!
- Yo, I'm vegan!
- Vegetarian for me!
- I have a dietary restriction that isn't listed or a combination of what's listed.
- Uh oh, I just remembered that I need to cancel my registration.



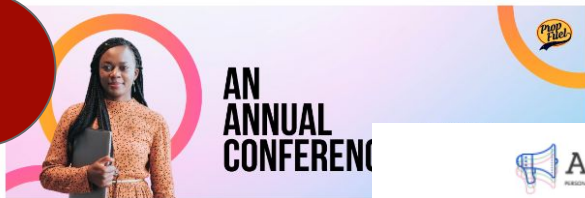
Onsite SMS Engagement

- Meet attendees where they are.
- Easy opt-in onsite and prior to event.
- Quick to build and send.
- Attendees can reply to you via text.



Onsite SMS Engagement (opt-in)

1



Stay Connected While

We want to make sure you are up-to-date on all the latest news and information during the conference while you are on-site. The best way to stay connected is by receiving SMS messages while you are on-site. We promise we won't spam you.

Would you like to receive event related updates on-site?

Yes, sign me up!

No, thanks.

2



Great!

We will get you opted in below, but we have a few details we want to make sure you understand about our SMS program:

- The Association will only text you regarding necessary information about the conference or your membership.
- The frequency will vary, however will be no more than a few times a day during the conference. Outside of the conference, frequency will be no more than a few times a month at most.
- Message and Data Rates May Apply.
- Reply with STOP at any time to opt-out.
- Reply with HELP at any time for more information.
- Privacy Policy

This is the mobile phone number we have on file for you:
No Phone Listed

Do you confirm your SMS opt-in?

Yes, and my phone number is correct.

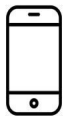
Yes, but my phone number needs to be updated.

No, thanks.

Submit



Onsite SMS Engagement (Questions to ask)



🎉 digitalNow 2022 has officially started! Download the conference app:

Apple Store: <https://apps.apple.com/us/app/digitalnow-2022/id1641909718>

Google play: <https://play.google.com/store/apps/details?id=com.resultsdirect.eventsential.branded.sidecar>



The keynote panel and Town Hall Q&A is starting in the Celestin Ballroom D-E at 9:15. Make your way there to grab a seat...

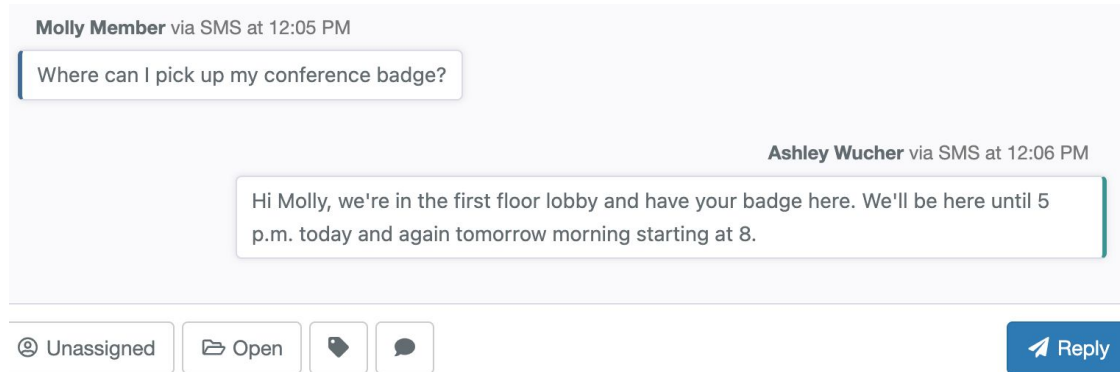
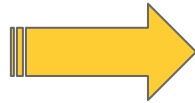


That's a wrap! digitalNow 2022 was one for the books. 🎉 1-10 how were today's sessions?


The SMS functionality at digitalNow was provided by PropFuel. Learn more at www.PropFuel.com.



Onsite SMS Assistance (SMS Inbox)



Remember: Make it easy (on your staff and attendees)!



The Carolina UserCon 2022 promotional graphic features a circular logo with 'VMUG User/con 2022' and a scenic background of mountains and a city skyline. A green circle highlights the event details: 'MAY 10 CAROLINA 8AM - 4:30PM ET'. Below the graphic, the text reads 'BACKPACKS. CHECK. USERCON. CHECK!'.


The Carolina UserCon is coming up next week, **Tuesday, May 10th from 8:00am – 4:30pm ET**. The local Leaders & VMUG Team have been planning an event that we are proud to share with our members. We think you will find the content engaging and we cannot forget the part we have been waiting for... to be back in-person with the VMUG community.

Will you be attending the Carolina UserCon?

Yes, register me!

Maybe, I need more information...

No, not this year.



The Chicago UserCon promotional graphic features a green and blue circular logo with 'VMUG User/con' and a city skyline background. A blue circle highlights the event details: 'OCT 6 CHICAGO'. A circular portrait of Amanda Blevins is shown next to the text 'KEYNOTE SPEAKER AMANDA BLEVINS Vice President & CTO, Americas - Office of the CTO at VMware'.

The Chicago UserCon is coming up soon, **Thursday, October 6th from 8:00am – 4:30pm CT**. The local Leaders & VMUG Team have been planning an event that we are proud to share with our members. We think you will find the content engaging and we cannot forget the part we have been waiting for... to be back in-person with the VMUG community.

Will you be attending the Chicago UserCon?

Yes, register me!

Maybe, I need more information...

No, not this year.

