



Generate Six-figure Non-dues Revenue Through Web Content

Monday, August 11

9:00 AM - 10:00 AM

Hashtag: **#ASAE14 LB6**

Dawn Baron, *Association for Talent Development*

Rick Borry, Ph.D., *Webvent*

PAUSE. PLAY.
FORWARD.



#ASAE14 LB6

For Today

- Association for Talent Development (ATD)
- Background
- Expansion of Webinar and Buyers Guide Programs
- Theory: Content Network Model
- Results
- Lessons Learned
- Key Takeaways

Association for Talent Development (ATD)



The world's largest professional association dedicated to the training and development field.

40,000
Members



100
Countries



Problem (in 2011)

- Existing webinar and buyers guide programs drained internal resources and lacked customer-supplier connection.
- These trends affected both member interest and revenue potential.

ATD Communities of Practice



Large team in multiple locations



9 Third-Party Media and Exhibit Sales Team

NETWORK MEDIA PARTNERS



Who also find webinar sponsors and upgraded buyers guide company profiles

**INTEGRATED WEBINAR
PROGRAM AND BUYERS
GUIDE**

Consolidated webinar program



UPCOMING WEBCASTS



Maximizing the Effectiveness of Sales Training

Tuesday, August 12, 2014 2:00pm - 3:00pm EDT

By: [Norman Behar](#) and [Ray Makela](#)

Companies spend about \$20 billion a year on various forms of sales training. Still, many sales leaders report low ROIs from their sales training initiatives. So how can you ensure that your investment in sales training is producing great results? Join us for this complimentary webinar as Norman Beha... [More »](#)

Sponsored by:



Building Trust and Transparency in Your Organization

Wednesday, August 13, 2014 2:00pm - 3:00pm EDT

By: [Robert Whipple](#)

We have a faltering economy and most organizations need top performance from their workforce to survive. Yet some of the actions needed for a company to remain viable, come at the cost of losing the hard-earned trust of their employees, which greatly reduces productivity. If this is a familiar scena... [More »](#)



On the Right Track: Designing Training Programs That Last

Thursday, August 14, 2014 2:00pm - 3:00pm EDT

By: [Katie Hurst](#)

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January	9

Webinar connects participants and suppliers through content

CAPITALIZE ON THE POWER OF EMPLOYEE ENGAGEMENT IN GOVERNMENT

Tuesday, December 10, 2013 1:00pm - 2:00pm MST

By: Robert Lavigna

This is not an easy time to be working in the public sector. Heated budget battles and rhetoric about the size, function, scope, and effectiveness of government have generated criticism not just of government but also of the public servants who deliver government services. Across the country, government agencies and their employees are being denigrated and stigmatized. One proven response to maintaining effectiveness in this difficult environment is to improve the level of employee engagement.

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PRESENTER

[Robert Lavigna](#)

Assistant Vice Chancellor/Director of HR, University of Wisconsin-Madison

Robert "Bob" Lavigna has more than 30 years of experience leading public sector human capital management organizations, including positions with the state of Wisconsin, Partnership for Public Service, and the U.S. Government Accountability Office. He currently works as Assistant Vice Chancellor/Director of HR for the University of Wisconsin-Madison. He lives in Madison,



Sponsor pages keep traffic within Buyers Guide



Blackboard for Government
ONLINE TRAINING AND DEVELOPMENT



Traditional face-to-face government training programs are often fraught with logistical and budgetary hurdles. T&E costs rise while retention dwindles.

Blackboard partners with government agencies to provide job-relevant, media-rich content and efficient, cost-effective online learning any time. In a vast government sector with tough mandates, it pays to reach remote employees while improving their knowledge retention.

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VIDEOS

Blackboard for Career Colleges



Blackboard Learn for Outcome



Information

Blackboard for Government

www.blackboard.com/Markets/Government/Ov

[Webcasts](#)

[Videos](#)

Last Updated October 11, 2013 10:06am E

Categories

[e-Learning Courseware](#)

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[Government](#)

Sponsorships

[Leading in the Learning Function as a Business Partner](#)

[Connecting LMS With Web Conferencing for Successful Training](#)

[Growing the Next Generation - A Succession](#)

Buyers Guide drives audience - supplier connection

START
HERE

The most comprehensive directory of learning and development providers in the marketplace. Complete with video, white papers, LinkedIn connections, blog posts, and feeds by listing companies.
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BUYERS GUIDE DIRECTORY » E-LEARNING SERVICES

Displaying 1-17 of 17



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A.D.A.M., a business unit of Ebix, is the most credible source of healthcare information and medical education for academic institutions, healthcare organizations, hospitals and the pharmaceutical industries.



Allen Interactions

Learning For A Change

[1120 Centre Pointe Drive Suite 800 Mendota Heights, MN 55120 USA](#)



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We offer solutions to help you improve organizational performance and address whatever challenges you face — from team building, leadership and coaching, and conflict management to career development, selection, and retention. Perhaps that's why millions of individuals in more than 100 countries use our products each year. They include people at Fortune 500 companies and businesses of all sizes, as well as educators, government agencies, and training and development consultants. CPP's world-renowned brands include the Myers-Briggs Type Indicator® (MBTI), Strong Interest Inventory®, Thomas-Kilmann Conflict Mode Instrument (TKI), FIRO® (FI, FO, BS), and California Psychological Inventory™ (CPI™) instruments.

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PRODUCTS (5)

Myers-Briggs Type Indicator®
Improve the performance of your people, teams, and organization with the world's most trusted personality assessment. Much more than just a product, the Myers-Briggs® (MBTI) assessment is a powerful versatile solution that has helped millions of people around the world better understand themselves and how they interact with others. It has also helped organizational leaders address their needs, from team building, leadership and coaching, and conflict management to career development and retention.

The good news is that addressing these needs doesn't have to be complicated. In fact, only the Myers-Briggs assessment supported by easy-to-use, insightful reports, and it's also backed by people who can help guide you through the entire assessment process.

But there's another reason the Myers-Briggs personality inventory is a good choice. It's a highly reliable solution that can be used often.
More information » www.cpp.com/products/mbti/index.aspx

Thomas-Kilmann Conflict Mode Instrument (TKI)
Reduce conflict and help your people work together more effectively. The Thomas-Kilmann Conflict Mode Instrument (TKI) is the world's best-selling assessment for understanding how different conflict-handling styles affect interpersonal and group dynamics.

It's also a fast and powerful tool that can go beyond conflict management to support your team-building, leadership and coaching, and retention goals.

The research-backed TKI offers a practical way to intake safe and low-emotional dialogue to resolve conflict. That's why it's ideal for use in so many different situations. It can also improve organizational productivity by helping people gain insight into their own and others' behavior—which in turn helps them make better choices about outcomes.

More information » www.cpp.com/products/tki/index.aspx

The FIRO® Assessments
Help people understand their individual communication style and improve performance. Built on the 50-year history and reliability of the Fundamental Interpersonal Relations Orientation (FIRO) model, the FIRO® assessments help people understand their behavior—and that of others—in interpersonal situations.

As an integral part of your leadership and coaching, team-building, and conflict management initiatives, the FIRO-BI and FIRO-BG assessments can be used in a variety of settings and in combination with other solutions to improve organizational performance.

The online FIRO-BI and FIRO-BG assessments are easy to use and administer.

Information
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Last Updated: December 2, 2013 10:22am EST

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Assessment Tools
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Certification
Coaching
Leadership
Organizational Development
Performance/Inquiry/Insights/OD/PI/MS
Retention
Succession Planning
Teambuilding

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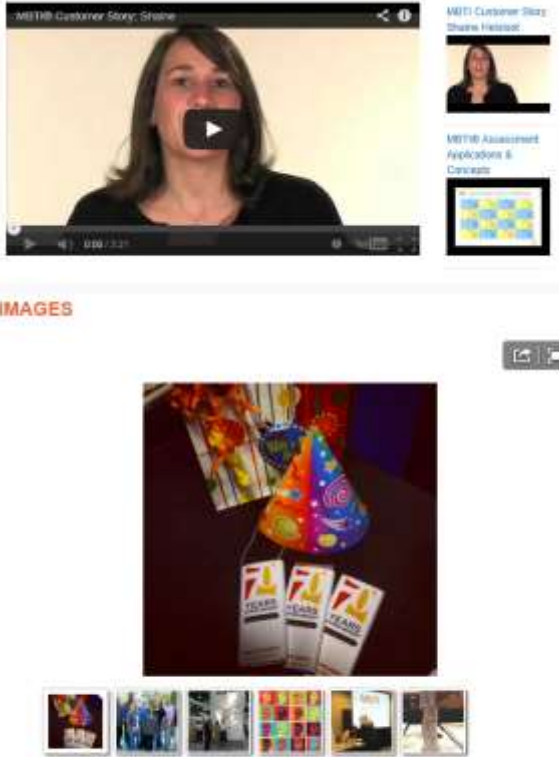
Tweets
@CPPinc
myersbriggs publisher @CPPinc separated myth from fact about the #myersbriggs personality assessment in his/their #myersbriggs #myersbriggs
@CPPinc
Are you in the gap? Here are a few ways that can help reduce your stress in just 2 minutes and on 1st 8/10

Contacts
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CPP Inc.
Mountain View, CA
CPP Customer Relations
CPP, Inc.
Mountain View, CA

VIDEOS

MBTI Customer Story: Shoshie
MBTI Customer Story: Shoshie
MBTI Assessment Applications & Concepts

IMAGES



DOCUMENTS

Find Aids: What Can Work Best for your Personality Type? - T+Q Magazine
July 22, 2013 4:45pm

Five Signs of a Bad Manager - T+Q Magazine
July 22, 2013 2:04pm

It's a Milelong Thing - T+Q Magazine
July 22, 2013 2:08pm

How to Retain for a Second Career - Chief Learning Officer
July 22, 2013 1:54pm

Adapted Report: Assessments 2012—Predicting Productivity and Performance

BLOG: CPP BLOG

MBTI Step 2™ E-II Fact Action versus Reflection: Did You Know? November 28, 2013 4:30am
People who report Action may see people who report Refl. |

MBTI Step 2™ E-II Fact Orientation versus Intuition: Did You Know? November 26, 2013 11:45am

MBTI Step 2™ E-II Fact Expression versus Containment: Did You Know? November 21, 2013 4:30am

MBTI Step 2™ E-II Fact Initiating versus Responding: Did You Know? November 19, 2013 4:30am

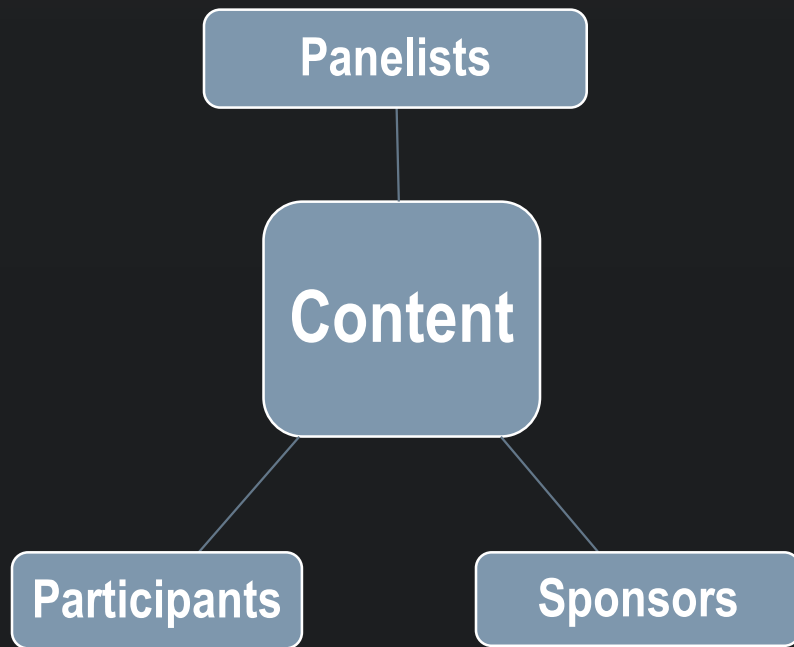
Beyond "Shark Lessons": How Knowing Your Personality Type Can Help You Have a Great Extracurricular Experience November 15, 2013 8:00pm

Interesting Articles on Type and Relationships November 14, 2013 4:11pm

150 CPP, Inc. employees on LinkedIn
Log in with LinkedIn

See how your LinkedIn network connects you to CPP, Inc.

Network model reduces workload



- Division of labor:
 - Host
 - Moderator
 - Presenter
 - Sponsor Sales
- 6-10 hours per webcast
- People = Email
- Sponsor = Web address

73 administrators... 1 interface

Edit: Rick Borry » Association for Talent Development ^(View)

- Basics
- Appearance
- People
- Content
- Webcasts**
- Buyers Guide
- Sponsors
- Listings
- Reports
- Email
- Network
- Configuration

Webcasts

NEW! Please add applicable [CoP](#) and [Col](#) tags to each webcast in the notes.

Also add your Community of Practice (CoP), the Moderator, Marketing Manager, and if the webcast is Member-only or Public. For ASTD-hosted webcasts, enter "regina@webvent.tv" as the host.

After you have confirmed the Date, Time, Title, Description and Presenter's photo and bio, confirm that Webvent assigned a value for "Webcast Site" under Registration, and had your copy edited, then you can change the status to "Active" to make the webcast live on the event calendar. Active webcasts are added to astd.org/webcasts.

All webcasts need to be submitted to editorial before being made active!

Please contact [Regina Harris](#) (572) 899-2559, [Rick Borry](#) (214) 329-9116, or [Jennifer Wilhelm](#) if you have questions.

- [Webcast Presenter Terms & Conditions](#) - have your presenters read this and agree, then check the box "Agreed to Terms & Conditions" below the biography of each presenter.
- [Download the standard ASTD Webcast PowerPoint Template](#) - give this to your presenters, and use it for the introduction, sponsor, and closing slides.
- If your Presenters have questions, please refer them to the [Presenter FAQ](#) first.

A standard "Recording now available" post-webcast email will be sent to all registrants at 11am ET on the day following the webcast, unless you enter a custom text message in the Notes, or indicate in the Notes that you plan to send a custom email through ASTD Marketing.

After a sponsored webcast, we will send the registration list to the NMP account manager, who will then deliver content according to the sponsorship contract. (Do not send email lists to the sponsor directly.)

Upcoming Webcasts (91)

Add Webcast

Date and Time (EDT)	Host	Presenter	Title	Sponsors	Registered	Status	Added By	Notes
July 31, 2014 2:00pm-3:00pm	Regina Harris	Roy Pollock Andrew Jefferson	What's New in Training Effectiveness?		1426	Active	Jenna Smith	Webex link is ready. Moderator: Jenna Smith SH_4/17/14
August 5, 2014 12:00pm-1:00pm	David Frankel	MJ Hall Sarah Singel Jana Bozarth	Member Challenge #3: What is Going on in Social Learning?		7	Active	David Frankel	ASTD FORUM VSESSION
August 6, 2014 1:00pm-2:00pm	Regina Harris	Pete Seith	Death By Mismanagement: The Devastating Impact of Micromanagement	SPONSOR READY	509	Active	Ron Lippeck	Webex link is ready. Management CoP SH_4/10/14
August 7, 2014 2:00pm-3:00pm	Regina Harris	Wayne Turnel	Moving From the Classroom to VILT With No Drama		91	Active	Juana Lorenz	Webex link is ready. Juana will moderate SH_7/15/14
August 11, 2014 2:00pm-3:00pm	Regina Harris	Ron Kaulman	Global Best Practices in Building Service Cultures	SPONSOR READY	195	Active	Laleh Patel	Webex link is ready. SH 6/9/14
August 12, 2014 2:00pm-3:00pm	Regina Harris	Norman Behar Roy Makela	Maximizing the Effectiveness of Sales Training	Sales Readiness Group	175	Active	Ben Ledyard	Webex link is ready. SRG agreement is back - they are working on topic ideas. ROXY IS MODERATOR. COE
August 13, 2014 2:00pm-3:00pm	Regina Harris	Robert Whitple	Building Trust and Transparency in Your Organization		434	Active	Ron Lippeck	Webex link is ready. sjc
August 14, 2014 2:00pm-3:00pm	Regina Harris	Katie Hurst	On the Right Track: Designing Training Programs That Last	OpenSesame	285	Active	Ben Ledyard	Webex link is ready. Network hybrid - contract is back from client. Ben is working with Juana. Juana...

PROGRAM EXECUTION

Find content... everywhere

- Book authors
- Conference speakers
- Consultants
- Thought leaders
- Sponsors
- Award winners
- Partners
- International
- Academia
- Industry research



Build your audience

- Regular e-mail program
- Segment audience
 - International
 - Government
 - Sales Training
- Co-promotion
 - Presenters
 - Partners
 - Sponsors
- Track Results

ASTD WEBCAST CALENDAR

Register for upcoming webcasts or view session recordings anytime at www.astd.org/webcasts.

All sessions are recorded. Recordings are posted to the original webcast page within three business days of the live session.

10 Ways to Ruin Your E-Learning: A How-To Guide in Reverse

July 22 at 2:00 p.m. ET

Speaker: Ethan Edwards



In many professional areas, it is usually a good strategy to look to common practices in the field as a guide - maybe not for the most cutting-edge ideas, but at least for reliable models to follow. Unfortunately, in e-learning this can often be a recipe for disaster.

Join Ethan Edwards, chief instructional strategist with Allen Interactions, on a journey uncovering the 10 most common design practices that are sure to ruin your e-learning.

REGISTER NOW

PM Blasphemy: When Not to Do PM the Official Way

July 23 at 2:00 p.m. ET

Speaker: Lou Russell



In 1969, the Project Management Institute (PMI) was founded. Project Management specialists were building large buildings, roads, bridges, some of the first computers, and lunar modules. AT&T telephone operators still plugged wires into boards to transfer calls. Paper memos slowly communicated work to be done. Multitasking was unheard of! The PMBOK (Project Management Body of Knowledge) established a standardized and control-focused approach to completing projects, in the same way ADDIE standardized the new field of training.

Flash forward to 2014: Our work is filled with interruptions, un-ending work, dysfunctional multi-tasking, and highly-matrixed organizations. To be successful, we have to look at our project artifacts and tools in a new way. Join Lou Russell to learn about short-cuts that help "accidental" project managers organize and adapt to chaos.

REGISTER NOW

ROI of Public Speaking

July 29 at 2:00 p.m. ET

Speaker: David Dec



This event will teach the public speaker how to show their clients the benefits of hiring them for a public speaking event using tried and tested methods of ROI. Participants will be able to answer one or all of these questions:

LEARNING CIRCUITS

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Learning Circuits Newsletter

Join us for our [LearnNow Conference](#) July 17-18, in San Francisco.

This Month From Learning Technologies

- [Why Do We Continue to Perpetuate and Promote Ineffective E-Learning?](#)
- [Media Competencies for Learning Professionals](#)
- [Five Reasons Why Executives Should Care About Mobile Learning](#)
- [What Does xAPI Adoption Look Like?](#)
- [Toolbox Tip: Trade In Your Bullet Points for Interactive Video](#)
- [Tech Headlines for July 2014](#)
- [Members Only: The Effect of the 'New' E-Learning on Soft Skills Training](#)

Upcoming Event

[LearnNow](#)

July 17-18

San Francisco

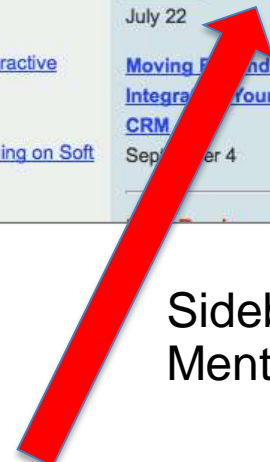
Upcoming Webcasts

[10 Ways to Ruin Your E-Learning: A How-To Guide in Reverse](#)

July 22

[Moving Forward and Compliance: Integrating Your LMS and CRM](#)

September 4



Sidebar Mention



Upcoming Events

Engage suppliers

Integrated Sales Approach

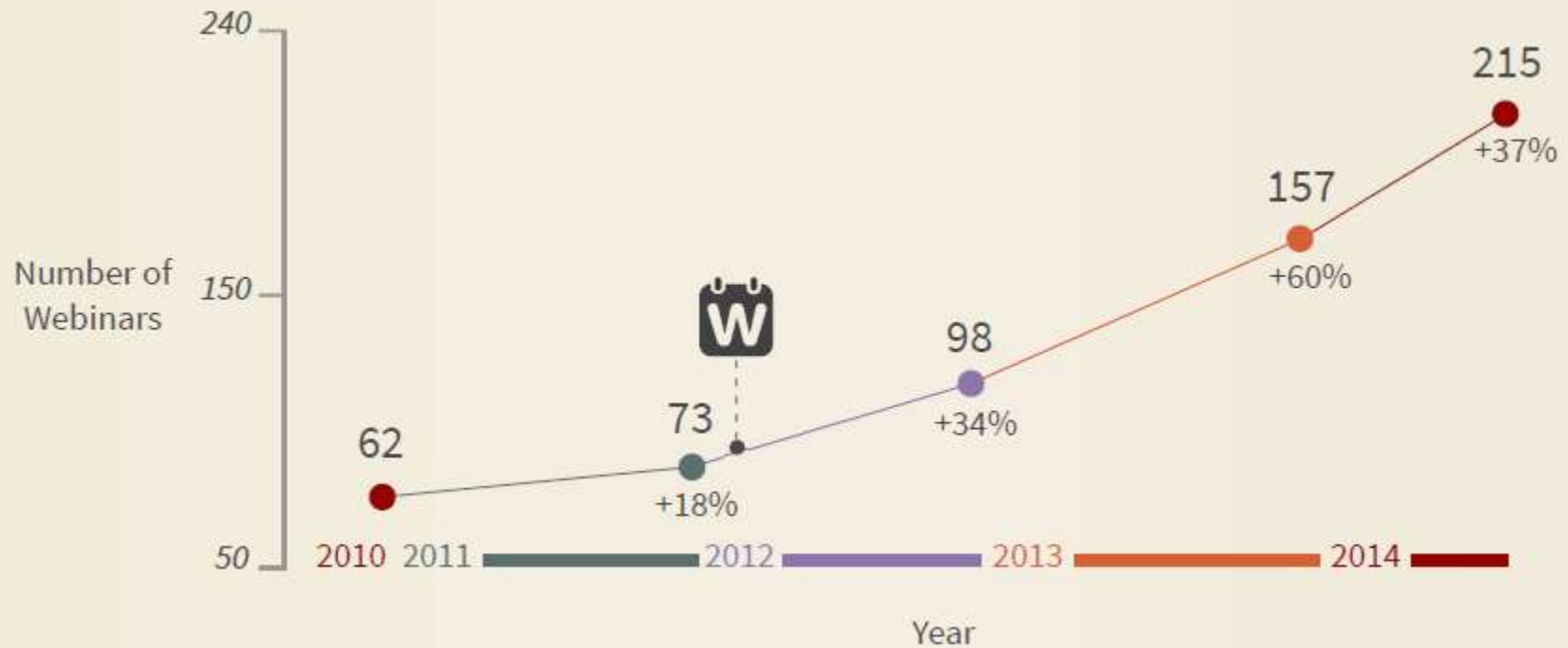
- Control your brand
- Unified messaging
- “Big Picture” strategy
- Create sponsor packages
- Know your supplier base

Potential Issues:

- Product overload
 - Sales training
 - Overwhelm sponsors
- Content-Sponsor conflict
- \$10K webinars vs. \$1K company profiles

RESULTS

Efficiency allows volume growth

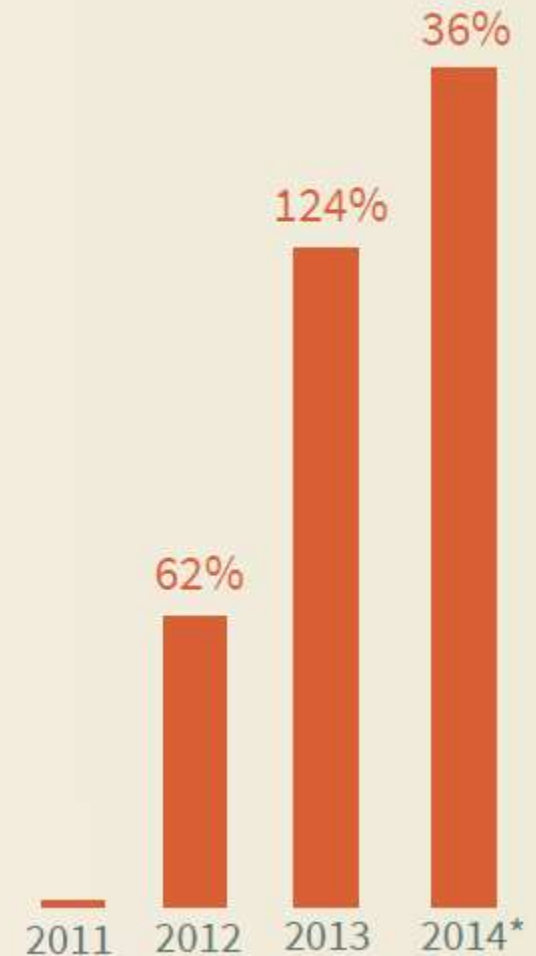


Increased participation = more revenue

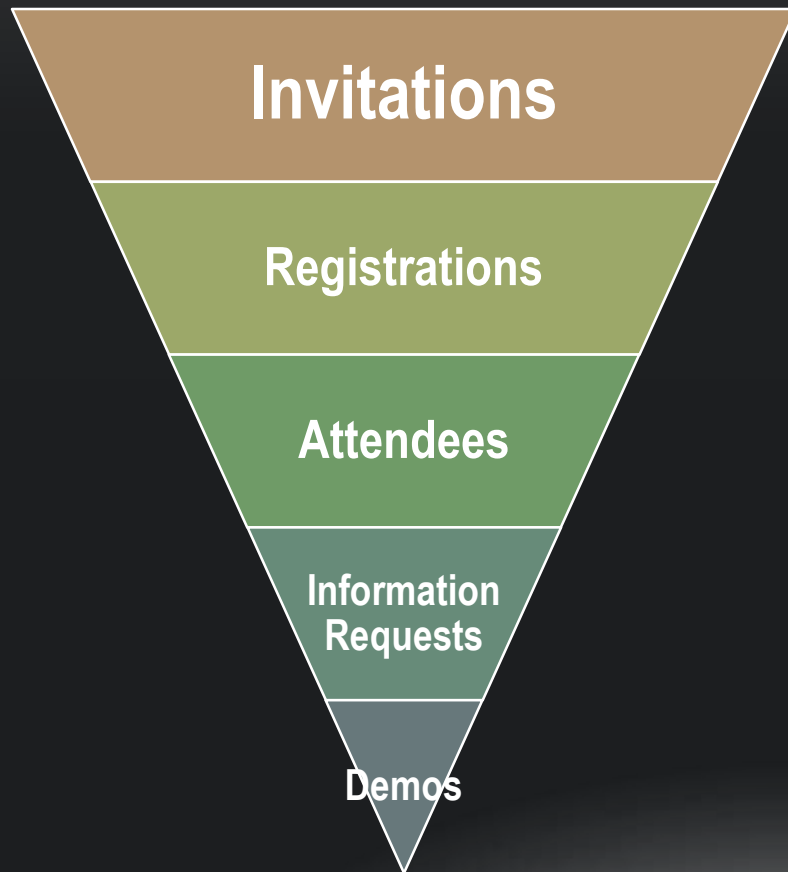
Increase in Registration and Attendance



Sponsorship Revenue Growth



Typical sponsored webinar “pipeline”



- 10,000 email invitations
- 742 registrants
- 311 live connections
- 409 total listeners
- 53 recording views
- 137 whitepaper requests
- 49 product demo requests

Co-Registration of sponsored content

- **564** registrants
- **181** downloads
- **32%** of people who registered for the webcast downloaded related content

REGISTRATION CONFIRMATION

Rick, You Are Registered!

Download the Sponsored Content You Selected

[Whitepaper: Learning Game Design for the Mobile Era](#)

- You will use the same link to join the live Webcast (or to view the archive recording) that you used to register: <http://webcasts.asid.org/webinar026>
- You may join the live Webcast starting 30 minutes before the published start time
- You will receive audio or teleconference instructions on your screen, after you join the live Webcast
- If you miss the Webcast or cannot attend, you do not need to cancel; the archive recording will be posted within 24 hours on the Webcast page
- [Add this webinar to your Outlook Calendar](#)
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Webcast Description

Leading From the Edge
September 27, 2013 11:00am-12:00pm EDT

Instant download of sponsored content

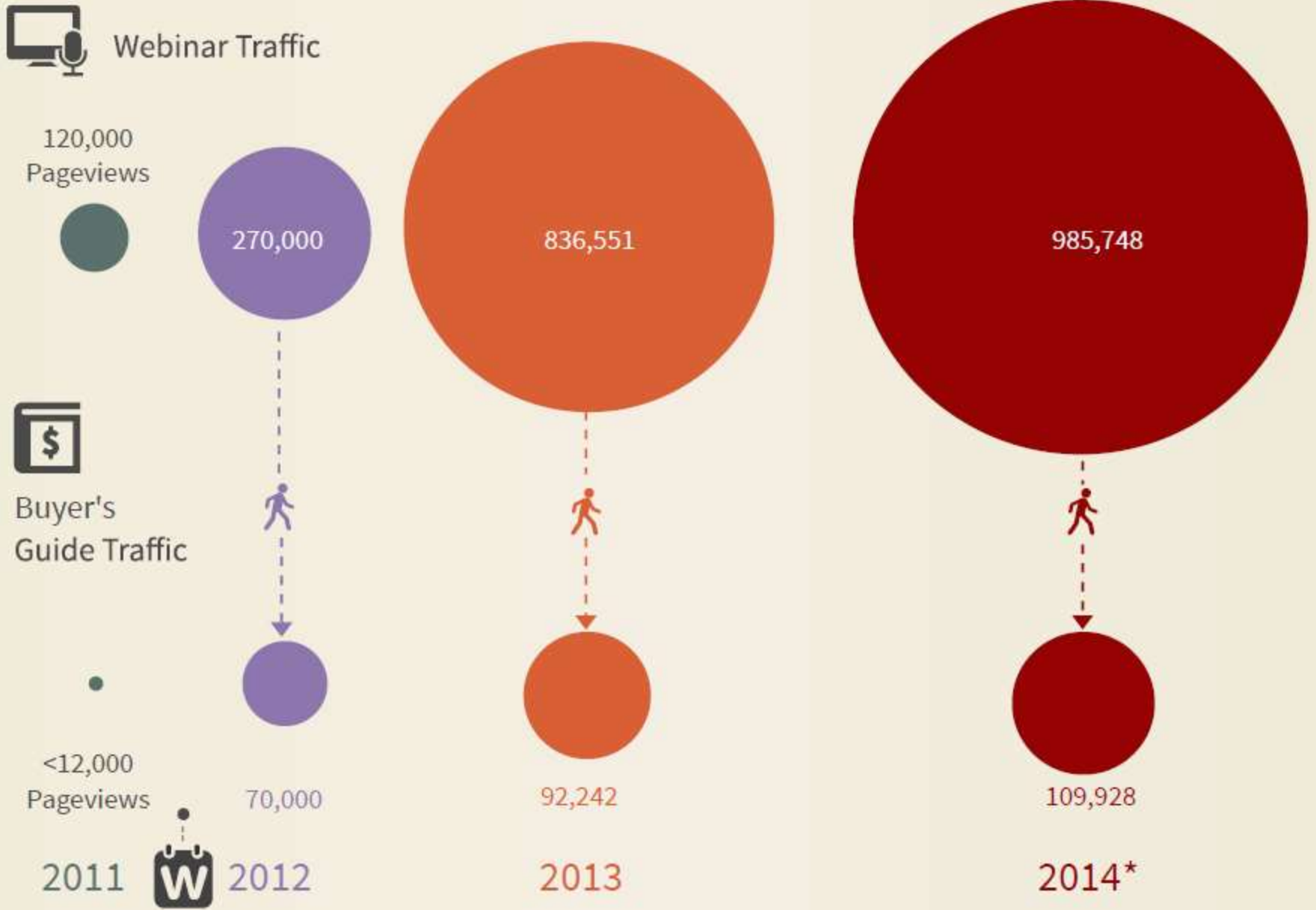
Speakers

Annmarie Neal
Founder
Center for Leadership Innovation
[annmarie@centerforleadership.com](#)

Annmarie Neal is the founder of the Center for Leadership Innovation, and the former chief talent officer at Cisco Systems and First Data Corporation. She is also the author of the recently published book *Leading From the Edge: Global Executives Share Strategies for Success*. With more than 25 years of experience working with multinational firms, she advises venture capital investors, boards of directors, and executive teams on the alignment of business strategy with innovative talent management.

Wei Wang
Director of International Relations
ASTD

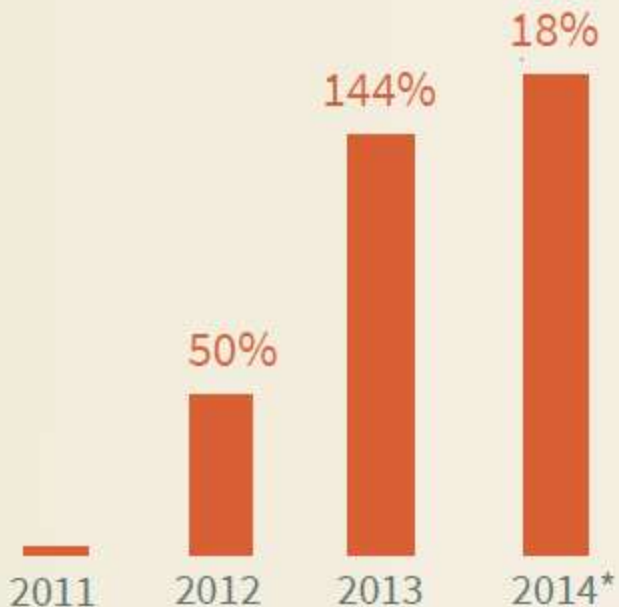
Webinar audience drives Buyers Guide traffic



Traffic increases revenue

Buyers Guide Revenue Growth

Increased traffic and exposure in buyers guide leads to increased advertising revenue.



ASTD Buyer's Guide Listing

Start Date (Month) _____ (Year) _____ End Date (Month) _____ (Year) _____

Enhanced Listing (12 months) - \$1,500

Includes: Branding graphics, Company & Product descriptions, Video, Doc Images, Social Media Integration, Contact info etc...

* 2014 values estimated based on the first 7 months actual data.

KEY TAKEAWAYS

Lessons Learned

- Single system
- Division of labor
- Experiment: test, measure, repeat
- Don't break what works
- Process & checklists
- Intentional and ongoing marketing support
- Specialized sales efforts, within unified sales approach



ASTD Webcasts & Buyers Guide:



- Brings professionals together through expert webinars
- Connects suppliers to their audience with an integrated buyers' guide
- Sales team works within existing advertiser and sponsor relationships – unified supplier engagement
- Generates 6-figure recurring revenue from sponsored webinars and buyers guide

Can Small Associations Do This?



Contact Us

- Dawn Baron – dbaron@astd.org
- Rick Borry – rick@webvent.tv
- Reference Links:
 - Webcasts: <http://webcasts.td.org/events>
 - Buyers Guide: <http://webcasts.td.org/sites>
 - ASTD Case Study Infographic: www.webvent.tv/corporate/project/astd/