



# Digital Strategies that Support In-Person Events

James A. Parker, CEO  
Digitell, Inc.

*40 Years Experience Creating Educational “Revenue Generating”  
Products from Conferences and Seminars*

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# Why Offer A Digital Option?

A Digital Strategy is a Must for Your Organization, Especially Post Covid and Here is why!!!

- Pivot In-Person Event if it Needs to Be Canceled
- Audience Expectations of Online Access Have Increased Dramatically
- 84% of Your Audience Not Attending Your Physically
- Increased Revenues and Engagement
- Excellent “In-Person Event” Marketing (12-18% Conversion Rate)

“Your Content Is More Valuable Today Than Ever Before”

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# 3 Proven Digital Strategies Utilizing Your Existing Conference Content

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## Option #1 **On-Demand Access**

- Record Your Event Education\* and Offer an On-Demand “Complete Conference” Education Package *(For Pay or Sponsored)*

\*Least Expensive Option to Meet Digital Audience



Case Study: Sponsored Conference Recordings  
Wound, Ostomy and Continence Nursing

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## Option #2 **Live Access**

- Add a Live Stream (Hybrid\*) Component to your On-Demand Packages
- Virtual Rebroadcast of Your Event
- Excellent Sponsor & Exhibitor Opportunities

\*Proven Model to Drive Significant Revenue



Case Study: Online Live Events  
National Association of School Psychologists

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## Option #3 Year-Round Engagement\*

- Year-Round Digital Program for Maximum Engagement & Sponsorship Opportunities
  - Complete Conference Rebroadcasts
  - Best of Conference “Top 10” Rebroadcast
  - Monthly “Sponsored” Rebroadcasts
  - Specialty Content Products and Packages
  - Free Access for Marketing and Lead Generation



Case Study: Year-round Engagement  
American Nephrology Nurses Association

\*The Most Profitable Option with the Maximum Amount of Engagement

# The “User Experience” is Key To Success of Any Strategy

“ I hope virtual + in-person becomes the new norm ”

-- *Sean Mahoney*  
*Virtual Attendee*

“ THANK YOU for an amazing conference!! So easy to navigate from home!

-- *Ina Ponder*  
*Virtual Attendee*

When Your Digital Strategy is Executed Correctly, The Value of a Digital Program far Exceeds the Cost to Deliver One!!

The ROI of a Digital Strategy includes the following,

- Increased Access to Education
- Industry Engagement
- Revenues and Profits
- Increased Membership
- Sponsorship Opportunities
- Ability to Pivot Strategy
- International Expansion
- Exposure of Organization

..... And User Data That's Priceless!

Thank You for Participating in Today's Discussion!





# Questions and Answers

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