



ASSOCIATION TV[®]
USE VIDEO STRATEGICALLY



YOUR VIDEO PLAYBOOK

This playbook introduces associations to implementing video strategically and guides you through where to start, which programs drive the best results, and how to fund your video programming.

Ultimately making video
Profitable, Purposeful &
Predictable for your
association.



WORKERBEE.TV

INTRODUCTION

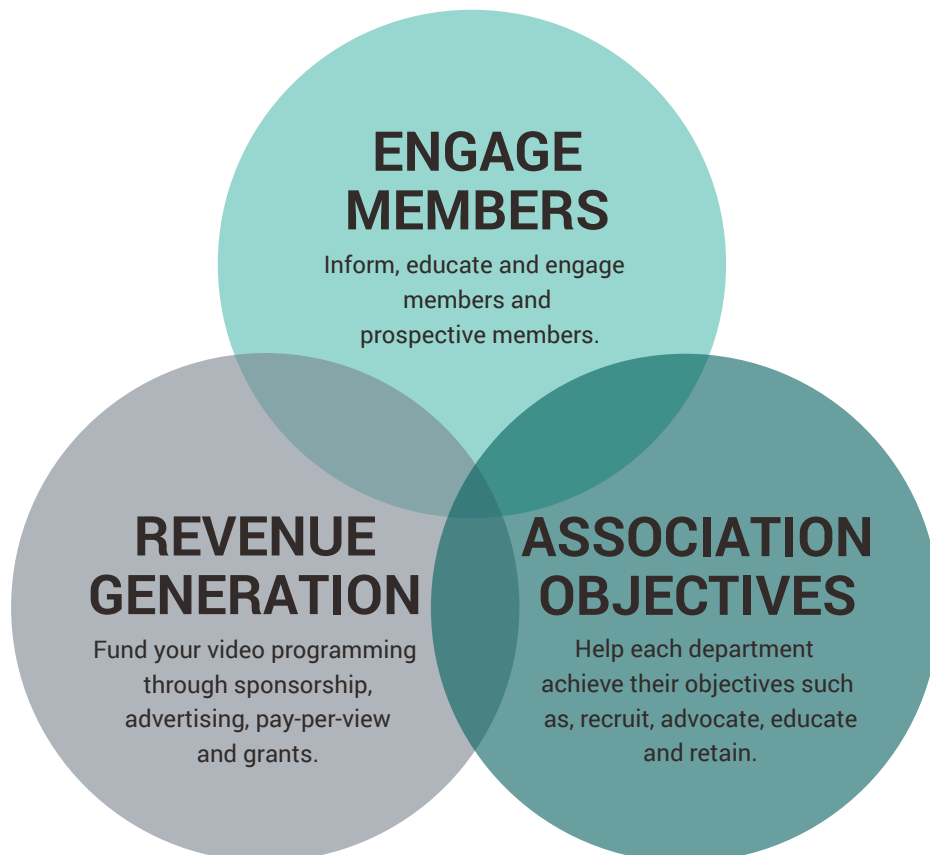
YOUR VIDEO PLAYBOOK

At Association TV® we help associations use video strategically, making it profitable, purposeful and predictable.

Video is a medium that works across all departments in an association to inform, educate and inspire its members and prospective members. Because each department may be using video a little differently – or not at all – your team could be left asking questions such as:

- Where should I start?
- What programs are best for us and our members?
- Who should own the video strategy?
- How do I finance the cost of video?

This playbook is designed to answer these questions and help you take the first step towards a strategic video plan. Each video should be measured against three success criteria: to Engage Members, assist in the achievement of Association Objectives and Generate Revenue – to make your video programming sustainable.



PLAYBOOK

INSTRUCTIONS

Follow the steps outlined in this playbook to aid you and your colleagues in identifying the types of video content that will engage members, and meet association goals and financial targets. The pre-populated responses throughout this playbook are shown as an example to demonstrate how your answers will lead to a balanced and strategic video model.

Enter your own information online and have it generate your associations personalized video content calendar and financial model at www.association.tv/playbook.

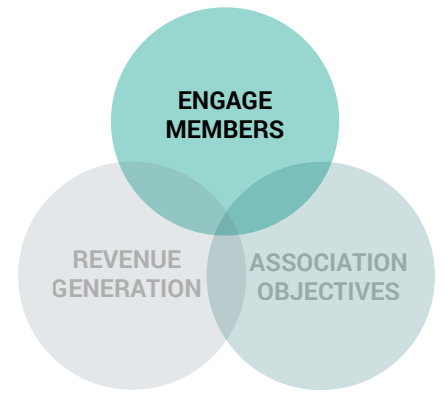
This exercise should take less than 30-minutes to complete. At the end you will have a first draft that can help you identify and prioritize content based on strategic objectives. We hope this simple three-step process helps demystify questions you have on where to start and what to do. This playbook will help you leverage the power of video to inform, educate and inspire your members!

If you would like any help throughout this process, we would be happy to assist you - just email info@workerbee.tv

Review this completed workbook as an example, then visit: www.association.tv/playbook to complete and produce your own personalized content calendar that can advise a compelling video strategy and generate revenue.

SECTION ONE

SOURCES OF VIDEO CONTENT



While you complete this exercise think about how you want your association to be perceived by your membership. Likely you want to be the source for information and education, helping members with their career goals and primary needs. With this in mind, you need to develop content that members will appreciate, so that they continue to look to your association for updates on trends, best-practices and industry insights. Video content is easy to consume, and can be everything from short-form educational updates to online learning, continued education and accreditation.

The objective in this section is to help identify key sources of high-quality content and member needs where the use of video can elevate your ability to inform, educate and inspire members and prospective members.

LEADERSHIP-DRIVEN CONTENT

Board members, chapter leaders, and internal staff can - or perhaps already do - generate content that speaks to relevant topics such as, industry updates, economic outlooks, government or legislative updates and other news that matters to members. This first section asks, "What content can you leverage from the leaders within your organization?"

Populate the section below with as many ideas as you can, utilizing the leadership in your organization or information you already have on hand

The sections throughout the playbook have already been completed as an example - fill in your own association playbook at www.association.tv/playbook

| TOPIC | # PER YEAR |
|------------------------|------------|
| CEO Updates to Members | 4 |
| Industry Updates | 2 |
| Research Report(s) | 1 |
| Advocacy Updates | 3 |

| TOPIC | # PER YEAR |
|------------------------------|------------|
| New Member Services Notice | 1 |
| Year in Review | 1 |
| Recognition & Key Milestones | 2 |

EDITORIAL CONTENT

Your association likely already has high-quality member driven content in the form of a magazine, newsletter or e-newsletter, journal or blog. How many issues do you publish each year for the following:

| | | | |
|---|--------------|--------------------------------------|--------------|
| Journal | <u>0</u> | Blog | <u>24</u> |
| Magazine | <u>8</u> | Newsletter/E-Newsletter | <u>32</u> |
| What is the circulation of your magazine? | <u>1,000</u> | What is the size of your email list? | <u>3,500</u> |

EVENT-DRIVEN CONTENT

Events, chapter meetings, conferences and educational seminars attract experts and thought leaders in your industry. Why not leverage these attendees and speakers into educational content that will impact your members careers?

Thinking of the keynote speakers, full sessions, break-out sessions and panels, how many sessions at a typical event could benefit from being filmed and shared out with your full membership online?

Please indicate the number of key sessions at each event that could be shared with your full audience:

| | | | |
|-------------------|----------|--------------------------------|----------|
| Annual Conference | <u>6</u> | Courses & Accredited Education | <u>5</u> |
| Webinars | <u>4</u> | Other | <u>0</u> |
| Chapter Events | <u>0</u> | Other | <u>0</u> |

What is the total number of exhibitor companies that attend your events? 30

SPONSOR-DRIVEN CONTENT

How many key sponsors do you typically have for event(s)? 16

Are sponsors allowed to speak at events, publish reports or advertorials? Yes

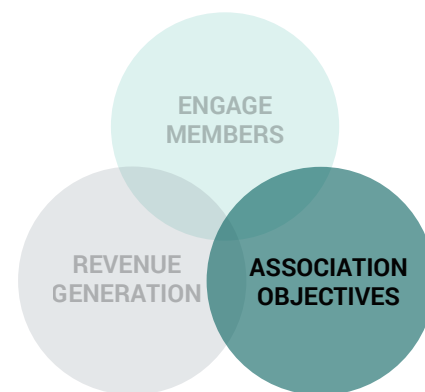
Identify sponsors that can speak as experts on one or two topics, insights, future trends or case studies that would be valuable to your membership:

| SPONSOR NAME | TOPIC(S) |
|-----------------------------|---|
| <u>Enter Sponsor Name 1</u> | 1 <u>Best practice on topic x</u> 2 <u>Insights on industry issue y</u> |
| <u>Enter Sponsor Name 2</u> | 1 <u>Future trend analysis on topic z</u> 2 <u>Speaking at the event</u> |
| <u>Enter Sponsor Name 3</u> | 1 <u>Case study on technology a</u> 2 <u>Best practices on process b</u> |
| <u>Enter Sponsor Name 4</u> | 1 <u>Industry trend analysis on topic c</u> 2 <u>Speaking at the event</u> |



SECTION TWO

ACHIEVING DEPARTMENTAL OBJECTIVES



Every department has different objectives. Video can help reach your objectives by leveraging an easy to consume medium to cut through the clutter and achieve your goals. Some common areas where video can help include:



Engage & Grow Membership



Generate Non-Dues Revenue



Increase Event Impact



Market Your Association



Enhance Learning & Accreditation



Improve Communication & Advocacy

ASSOCIATION INFORMATION

This section is used to identify the types of video that can help each department meet their annual objectives.

| | |
|--|-----------------------|
| Type of membership, corporate or individual? | <u>Corporate</u> |
| Number of members? | <u>900</u> |
| Number of chapters? | <u>0</u> |
| What territory do you serve? | <u>USA (National)</u> |
| Do you allow advertising on your website? | <u>Yes</u> |
| Can you access grants to support your programming? | <u>Sometimes</u> |

DEPARTMENTAL VIDEOS

Assuming unlimited time and resources - what videos do you think would be beneficial to achieving your departmental goals? Indicate the number of videos per year for each type, by department below:

PER YEAR

MARKETING & COMMUNICATIONS

| | |
|------------------------------------|----------|
| Announcements | <u>1</u> |
| Awards & Contests | <u>2</u> |
| Publication Promotion | <u>1</u> |
| Corporate Partnerships | <u>0</u> |
| Other <u>Launch video platform</u> | <u>1</u> |
| Other _____ | <u>0</u> |

EDUCATION, LEARNING & EVENTS

| | |
|-------------------------------------|----------|
| Attendee Acquisition | <u>1</u> |
| Sponsor & Exhibitor Acquisition | <u>0</u> |
| Event Promotion | <u>1</u> |
| Event Recap | <u>1</u> |
| Other <u>Learning program promo</u> | <u>1</u> |
| Other _____ | <u>0</u> |

MEMBERSHIP

| | |
|--------------------------|----------|
| Member Recruitment | <u>2</u> |
| Member Retention | <u>2</u> |
| Member Services/Benefits | <u>1</u> |
| Announcements | <u>2</u> |
| Other _____ | <u>0</u> |
| Other _____ | <u>0</u> |

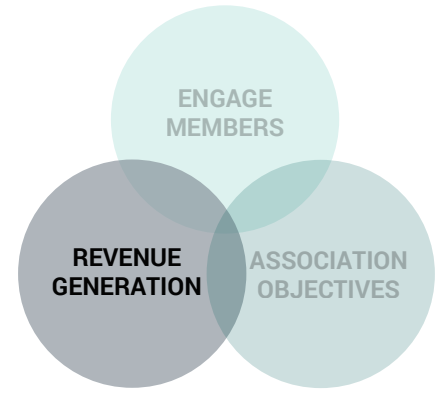
ADVOCACY, GOVERNMENT AFFAIRS & LEGISLATION

| | |
|---------------|----------|
| Fly-in/Event | <u>1</u> |
| PAC | <u>1</u> |
| Updates | <u>5</u> |
| Announcements | <u>0</u> |
| Other _____ | <u>0</u> |
| Other _____ | <u>0</u> |



SECTION THREE

FINANCING YOUR VIDEO CONTENT CALENDAR



For years, associations turned to magazines to provide members with regular communication, education and updates and leaned on advertisers to provide member value and generate profit. Video is the new, mobile-friendly vehicle to deliver a consistent frequency of content to your members while supporting your programming with sponsorship, advertising or pay-per-view revenues.

However, not all content should be supported by advertising or sponsorship. Content monetization varies from association to association. For example, a member recruitment video perhaps should only be branded by the association, with no advertising support.

This section helps you identify the best way to monetize your content, with the appropriate non-dues revenue model including, sponsorship, advertising, pay-per-view, grants or funded by the associations budget.

How many videos does your association release per year? 10

What percentage of your current video programming is funded in the following ways?

| | CURRENT SITUATION | IDEAL MODEL |
|-------------------------------------|-------------------|-------------|
| Dues, Departmental or Event Budgets | 80% | 20% |
| Sponsorship and Advertising | 0% | 60% |
| Pay-Per-View | 0% | 10% |
| Grants or Other | 20% | 10% |
| TOTAL | 100% | 100% |

If the IDEAL MODEL above was achievable and scalable, would it increase your use of video?

- Not at all
 Very little
 A fair amount
 Significantly

CONCLUSION

NEXT STEPS

We hope this example playbook has helped you consider opportunities within your association to leverage the power of video to inform, educate and inspire your members.

Review the playbook report and calendar and financial implications for our association example on the following spread. It illustrates how the answers provided can construct a balanced, annual video content calendar that can be self-funded through sponsorship, advertising and pay-per-view revenues.

Build your own playbook online at:

www.association.tv/playbook



ASSOCIATION-WIDE, BALANCED VIDEO CONTENT CALENDAR

| DELIVERABLES | WORKBOOK TOTALS | VIDEO OPPORTUNITIES | TOTAL VIDEOS |
|--------------------------------------|-----------------|---|--------------|
| LEADERSHIP DRIVEN CONTENT | <u>14</u> | Produce one video for each topic. | <u>14</u> |
| EDITORIAL CONTENT | | | |
| Magazine | <u>8</u> | Take one top-story per issue and convert to video. | <u>8</u> |
| Journal | <u>0</u> | | <u>0</u> |
| Newsletter / E-Newsletter | <u>32</u> | Use 25% of content from the Newsletter and 10% of Blogs to release as videos. | <u>8</u> |
| Blog | <u>24</u> | | <u>2</u> |
| EVENT DRIVEN CONTENT | | | |
| Annual Conference Sessions | <u>6</u> | Create a video from each key session at these events. | <u>6</u> |
| Webinars | <u>4</u> | | <u>4</u> |
| Chapter Event Sessions | <u>0</u> | | <u>0</u> |
| Other | <u>0</u> | | <u>0</u> |
| Courses & Accredited Learning | <u>5</u> | Sell an upgraded video listing to 30% of all exhibitors. | <u>5</u> |
| Exhibitors | <u>30</u> | | <u>9</u> |
| SPONSOR DRIVEN CONTENT | | | |
| Thought Leadership | <u>8</u> | Convert 50% of topics to video. | <u>4</u> |
| DEPARTMENT VIDEO SOLUTIONS | | | |
| Marketing & Communications | <u>5</u> | Produce 50% of all promotional videos in year one. | <u>2</u> |
| Education/Learning & Events | <u>4</u> | | <u>2</u> |
| Membership | <u>7</u> | | <u>3</u> |
| Advocacy, Gov't Affairs, Legislation | <u>7</u> | | <u>3</u> |
| ADDITIONAL SERVICES | | | |
| Filming | | Film with an expert crew at our annual event to capture sessions and interviews | |
| Video Platform | | A video platform that integrates to the association's website and brand enabling sponsorship, advertising and pay-per-view revenue generation while making it simple for members to find, consume and act on your video content | |

Note:

This calendar, created from the data entered in the playbook, generates 70 videos. Some videos are supported through sponsorship and others are at a cost to the association. Based on averages we see in the industry, this model returns a surplus of \$38,500 in net non-dues revenue. Please consider this an example only. Your model may be higher or lower depending upon your association's specific needs and circumstances.

| Q1 | Q2 | Q3 | Q4 | TOTAL VIDEOS | FUNDED BY |
|-----------|-----------|-----------|-----------|--------------|---|
| 3 | 4 | 3 | 4 | 14 | Up to 7 sponsors |
| 2 | 2 | 2 | 2 | 8 | |
| 0 | 0 | 0 | 0 | 0 | Up to 7 sponsors per channel |
| 2 | 2 | 2 | 2 | 8 | |
| 0 | 1 | 0 | 1 | 2 | |
| 2 | 1 | 2 | 1 | 6 | |
| 1 | 1 | 1 | 1 | 4 | Exclusive, or up to 7 sponsors |
| 0 | 0 | 0 | 0 | 0 | |
| 0 | 0 | 0 | 0 | 0 | |
| 1 | 1 | 2 | 1 | 5 | Pay-per-view |
| 2 | 3 | 2 | 2 | 9 | Exhibitor paid |
| 1 | 1 | 1 | 1 | 4 | Exclusive by sponsor |
| 0 | 1 | 0 | 1 | 2 | Cost paid by dues, or supported by the profits from sponsored content |
| 1 | 0 | 1 | 0 | 2 | |
| 1 | 0 | 1 | 1 | 3 | |
| 1 | 1 | 0 | 1 | 3 | |
| 17 | 18 | 17 | 18 | 70 | ◀ TOTAL |

THIS PLAYBOOK GENERATED A BALANCED CONTENT MODEL & **\$38,500** IN NET NON-DUES REVENUE TO ASSOCIATION

With video to improve engagement, what is the additional value to your association for:

| | |
|---------------------------------------|------------|
| 2% increase in retention | \$? |
| 5% increase in new member recruitment | \$? |
| 4% increase in event revenue | \$? |
| TOTAL | \$? |



This completed playbook was designed to get you thinking of the possibilities for your association and how you can use video to inform, educate, and inspire members (and future members).

Complete your own playbook online, where it will automatically create your sample video content calendar that will help your organization be more profitable, purposeful and predictable. See how video will help each department reach your audience while informing and educating them on key topics, issues and actions that will improve their lives.

At the same time, leverage this medium to grow programming revenues with sponsorship, advertising and pay-per-view, making your video content calendar both robust and sustainable.

For assistance, or more information please visit www.association.tv or contact info@workerbee.tv

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