



# How Improved Association Member Engagement Can Lie With AV

# Repurposing Your Annual Meeting Video Content Can Help Drive Membership Growth



Compare your association from two years ago to today. The changes and challenges are likely still top of mind.

Through the turmoil caused by COVID, associations found their worlds upended. They had to adapt to a raft of new realities of cancelled or postponed face-to-face meetings, then pivot to virtual gatherings, and then again to hybridized events.

Along with that came operational changes and challenges, new technologies, and meeting the ever-shifting needs and expectations of members. All these impacted an association’s bottom line.



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Driven by what members want and are willing to pay for, associations are experiencing changes in their revenue streams and income sources that sustain their organizations. That could—and should—change priorities in how organizations deliver expected experiences to attract and retain members.



## More than a meeting

While an annual meeting is the most visible among association activities, it is not the totality of member attention. The content planned for what is generally the highpoint of an organization's year can have far more utility. Sadly, once an event is over, all the recorded video is usually transferred to archived drives and disks. Where it sits, idly aging out of usefulness.

That content should be seen as a strategic asset, repurposed to help with all aspects of association engagement to deliver growth, retention, and member value. Fortunately, this won't take a wholesale shift in resources. You already have an ally in creating this content: your AV and event staging partner.

AV companies have themselves evolved through a pandemic rethink. They rapidly improved and transformed their technology to better deliver live streaming; built off-site presentation and production spaces; became skilled in a wide variety of streaming platforms; and enriched their counsel by constantly listening and asking questions in a quest to meet customer needs to deliver a whole new set of possibilities, including:



## Revenue

Membership dues compose the largest chunk of association income. But over the years, subscriptions have steadily become a lower percentage of an association's overall money picture. While still the single largest income stream, non-dues sources have taken on greater percentages.

But, in the end—especially coming out of Covid—all revenue is important. Renewing proactive membership growth while keeping active members more engaged, is a leadership focus. The content associations offer to keep membership rolls healthy, and dollars coming in is more vital than ever, and that depends on ...



## Value

What truly matters is the value members get from all the support, products, and services an association provides. That value is directly attributed to how it helps solve members' problems and challenges. Data derived from web analytics, past transactions, demographics, and content consumed gives clues about what members are interested in and willing to pay for. Looking forward, surveying members about issues and trends deliver insight on what content should be developed to deliver on ...



## Experience

Content plays a role in generating an experience, just like people, environment, and physical events do. It focuses on building trust by identifying member's problems and solving them with your information. You basically provide your customers with valuable content and promote your products, increasing customer loyalty and conversions at the same time.



## Common Content Mistakes

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Content is one of the best investments an organization can make, but often it isn't leveraged enough. Here are common content missteps to avoid.

### 1. Not creating reusable content

Avoid one and done. A quality piece of content requires a lot of time and resources. So, maximize its ROI by repurposing that content on different channels later. It's mostly a matter of repackaging the information into a different medium.

### 2. Overlooking promotion

Spend more time promoting your content than creating it. Make sure to put it in front of your target audience multiple times via social media, blogs, email, and other channels.

### 3. Publishing randomly

Posting for the sake of posting isn't a plan. Create and share your content with specific goals in mind on a regular schedule. Deliberately think about what you want to achieve and help members know when to expect it.

### 4. Weak messaging

Don't let the content type overshadow your message. Plan what you want to accomplish with the content first. Lay out the information and messages and then decide on the vehicle. Example, while a digital eGuide would work best, you may decide that a video would work better for that message.

### 5. Ignoring member needs

Proper research is vital for your content marketing strategy to identify the topics members are interested in. Get to know their pain points to understand the issues they care about and deliver relevant content that can help them.

## The engagement arrangement

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At its core, member engagement aids all aspects of your association—retaining and recruiting more members, growing event registrations, and increasing member satisfaction.

That's achieved via your content.

But many organizations think of content as the communications and marketing **about** its offerings. The work product **is** the content, and associations could do much, much more with those valuable resources, especially the vast amount of content generated by its signature events. Many of these will use some level of video in their development and presentation.

This is where the relationship with an organization's AV partner can deepen and deliver even greater value in areas where associations need it the most. AV and event staging companies are the logical bridge to not



only capture event video, but to harvest and produce different video segments for multiple uses later.

When you work with an AV and event staging company, you're not simply renting projection equipment, mics, and speakers. Besides creative staging elements required for unique and immersive events, veteran AV companies deliver a full range of technical event production services that include the application of professional broadcast quality video. AV providers should be seen as content producers both for the event and the use of that content afterwards.

## Plan and mine for content

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Base repurposing of content via YouTube has obvious utility, but that merely scratches the surface of what can be done with your event video. Every event is designed to convey important messages to your audience. Instead of just taping for archival purposes, you can continually deliver your primary messages numerous times.



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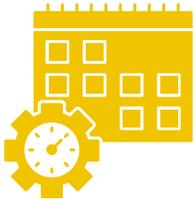
AV companies know how to make video look good as it's being recorded. Unlike on-the-fly mobile phone video (which has its own utility), professional video can be utilized for:

- Social media
- Video and audio podcasts
- Social media advertising
- Professional development and certifications
- Online mentoring programs
- Sponsored communities and events
- Explainer videos
- Website content



## Expand your planning

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In addition to all the usual production planning meetings that hash out details, be it live, virtual or hybrid, include in those conversations how and what content will be used during the show and after. Keep these pre-planning considerations in mind:

**Develop a Show Content Playbook:** Review speaker content, both live and any pre-recorded presentations. Identify marquee individuals and content in which your audiences will have high interest. Integrate that into your AV production playbook to help your AV partner grab and produce that content for immediate or later use.

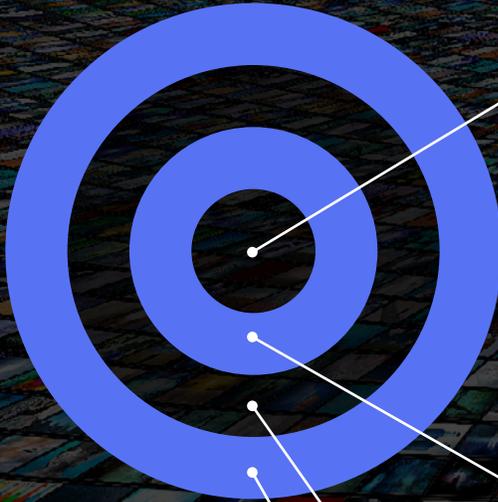
**Involve marketing, content, and community teams:** Including these organization members at the outset allows them to examine the presentation content and subsequently plan on how to integrate selected elements into their annual plans and content editorial calendars.

**Schedule a review of all show content to be presented and recorded:** Categorize it under your existing community groups. Based upon the type and degree of the content, you may discover new subgroups for which content could be suitable.





With your plan in place, you now understand how every piece of video content can be leveraged across the organization over time, from the day of the event to days and months after, and to leading up the following year's event. Think of your content in terms of "best used by dates".



### The day(s) of show

The assigned association member will be the content point person throughout the show. They'll work the Show Content Playbook and will regularly communicate with the dedicated AV person, who will capture and produce the day-of show content. The AV provider will create a daily diary of ready-to-use video content. The content can be deployed by your marketing team over social media and to targeted communities and members of the news media via email, such as newsworthy highlights from keynotes and breakouts during the run of the event.

### Weeks after

From your Show Content Playbook, your marketing team knows when and where to apply that video content (as well the text that can be gleaned from it) across your communications in the coming weeks and months to compliment planned content that leverages key messages and supplements other inbound and outbound communications.

### Months later

Don't forget evergreen content that can be applied throughout your editorial calendar.

### Next year's preshow

Your show content has yet more to give. Bits of that video content are potent reminders of what attendees experienced and can be used as recruiting fodder for the next meeting. Tap that content to coax action and response to pre-registration, registration, and speaker recruiting deadlines.



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## Help is accessible



You've spent countless hours on an annual event that you're proud of and from which your members have derived value. Large associations usually have the staffing numbers to plan and execute a post event content strategy more easily. But medium and smaller associations shouldn't be put off. Even with more modest budgets and staff, an AV and event staging company can apply its expertise to extend the utility of your event video.



The extent of association engagement influences just how deep and lasting the partnership created with members. Depending on organization size, typically thousands of people will attend your annual event to hear the messages you've worked hard to create.

In an era of economic pressure, repurposing that meeting content is critical. It allows you to continually promote those messages to reinforce the relevance of your organization and the value of their membership long after the event ends.

### Questions?

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