

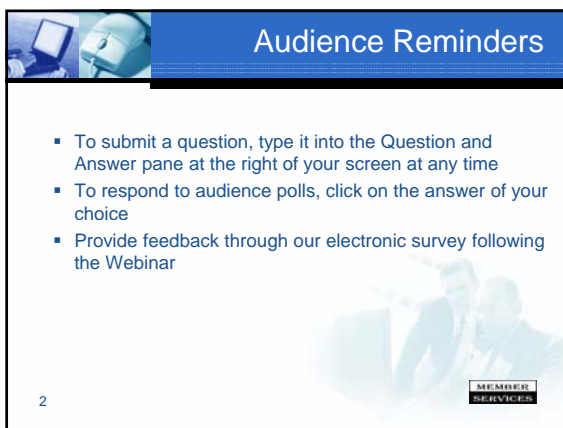


Association Webinars

A Win-Win for You and Your Members

June 14, 2011

MEMBER SERVICES



Audience Reminders

- To submit a question, type it into the Question and Answer pane at the right of your screen at any time
- To respond to audience polls, click on the answer of your choice
- Provide feedback through our electronic survey following the Webinar

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MEMBER SERVICES



Meet Our Speakers

- **Kim Kania Vaillancourt, Principal, Member Services, LLC**
Kim has over 20 years of experience in Association Management including her 11 years as the executive director of the New England Society for Healthcare Communications. She also has over 22 years of public relations, marketing, legislative affairs, educational event and strategic planning experience.

Christine Gallery, Vice President, Emerson Hospital and Chairman, NESHS Webinar Committee

Christine has been working in healthcare for over 15 years. Currently, she is the Vice President of Planning and Market Development at Emerson Hospital in Concord, Massachusetts where she has worked since 1996, and she is the current Chair of the New England Society for Healthcare Strategy (NESHS) Webinar Committee.


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MEMBER SERVICES

Agenda

1. What are Webinars
2. Member Benefits
3. Organizational Benefits
4. Case Study
5. Questions & Answers

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What Are Webinars

(WEB-based semINAR) A workshop or lecture delivered over the Web. Webinars may be a one-way Webcast, or there may be interaction between the audience and the presenters.

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Why Provide Webinars?

- Interactive Tool to Engage Membership
- Cost Effective Member Benefit
- Convenient
- Green
- Network Communications Tool
- Dynamic/Real-Time/Flexible
- Recordings allow for at own pace/on your own time learning

Member Benefits Directly Impact Organizational Growth

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Benefits to Membership

- Cost Effective
- Efficient - Time Saver
- Convenient – Just in Time
- Continuing Communication & Educational Opportunities
- Access to Regional and National Speakers
- Recordings Available on Demand
- Networking Opportunities
- Additional Organizational Involvement

Increased Member Satisfaction Leads to Member Growth and Retention.

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Benefits to Organization

- Opportunity to Provide Thought Leadership
- Increased Member Satisfaction
- Membership Growth and Retention
- Increased Visibility
- Potential Revenue Stream
- Increased Website Traffic
- Market Intelligence
- Increased Committee Participation by Members
- More Bang for Your Organization's Buck
- Measurable ROI

Keeping your members engaged increases member satisfaction


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Case Study

The New England Society for Healthcare Strategy



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Case Study

- NESHS is an organization within the healthcare industry dedicated to providing career and professional development opportunities to the Society's members throughout the New England region. Our goal is to enable practitioners in healthcare strategy, development, and implementation to enhance their competence and effectiveness.

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Case Study

NESHS Member Statistics

	Membership
2011**	236
2010*	235
2009*	251
2008*	234
2007*	212
2006*	195

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* November of Each Year ** March of 2011
January 2006 Transitioned from Teleconferences to Webinars

Case Study

Membership Profile (Spring 2010 Survey Respondents)

56 Completed Surveys Massachusetts – 69.6% Connecticut – 8.9% New Hampshire – 5.4% Vermont – 7.1% All Other – 9.0%	Years in this Profession 8 Years or Less – 28.6% 9 – 25 Years – 42.9% More than 25 Years – 28.6%
Type of NESHS Member Individual – 44.4% Corporate – 55.6% Student – 0%	Years as NESHS Member 1 or Less – 20.4% 2 – 4 Years – 35.2% 5 – 8 Years – 16.7% More than 8 Years – 27.8%

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Case Study

The NESHS Experience with Webinars

- 82.1% of the survey sample had participated in a Webinar over the last year. (73% participated in 2007)
 - 47.8% participated in 1 – 2 Webinars
 - 32.6% participated in 3 – 4 Webinars
 - 19.6% participated in 5 or more Webinars
- Membership Rating on Value of Webinars
 - 26.1% Highly Valuable
 - 65.2% Valuable
 - 8.7% Somewhat Valuable
 - 0% Not Valuable

16 2010 NESHS Member Survey

Program Development

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Questions & Answers

Christine Gallery Kim Kania Vaillancourt

- To submit a question, please type it into the Questions Pane on the right of your screen.

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Educational Sessions

Webinar Development: 101
Committee & Administrative Support, Platform Selection, & Funding
1 Hour Session

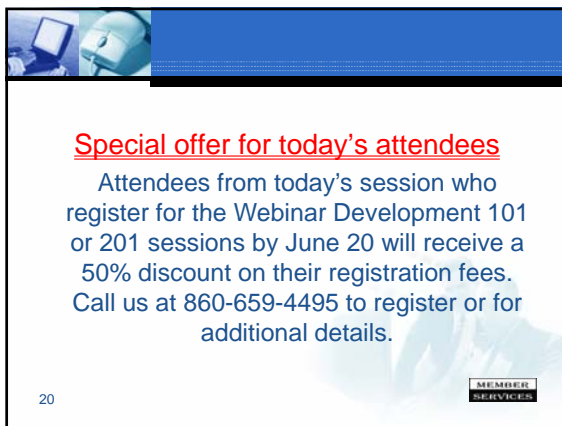
Webinar Development: 201
Educational Line-up, Follow-up, Marketing, Registration & Participant
Communications
1 Hour Session

Webinar Development: 301
Technical Production, Implementation, Measurement & Reporting
8 hour session

Call for Details or visit us at:
www.MemberServicesLLC.com

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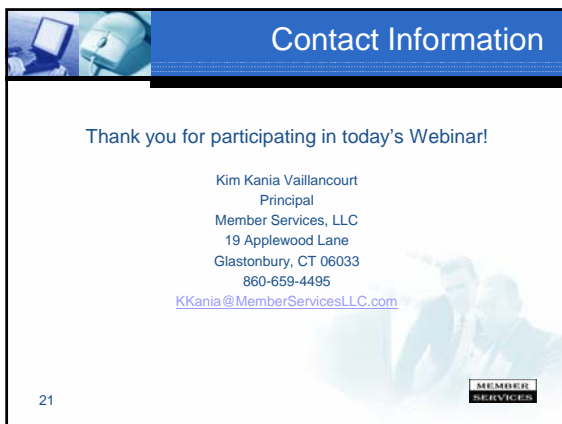


Special offer for today's attendees

Attendees from today's session who register for the Webinar Development 101 or 201 sessions by June 20 will receive a 50% discount on their registration fees. Call us at 860-659-4495 to register or for additional details.

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Contact Information

Thank you for participating in today's Webinar!

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