



# The Association Revenue Recovery Plan

*Reimagine the fundamentals of your  
economic model*

May 28, 2020

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# Panelists



**Chris Busky**  
Infectious Diseases  
Society of America

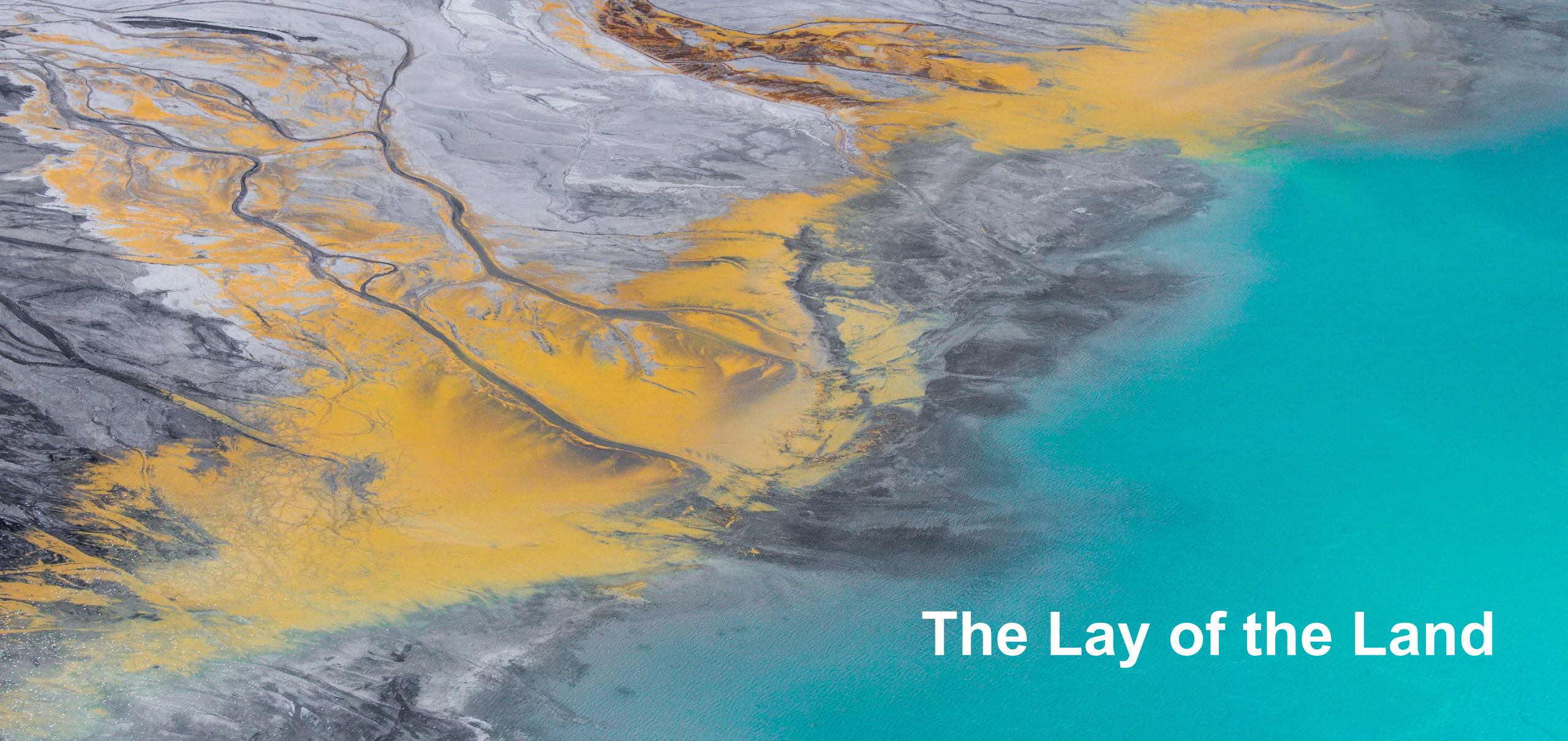


**Richard Hunt**  
Consumer Bankers  
Association



**Don Neal**  
360 Live Media

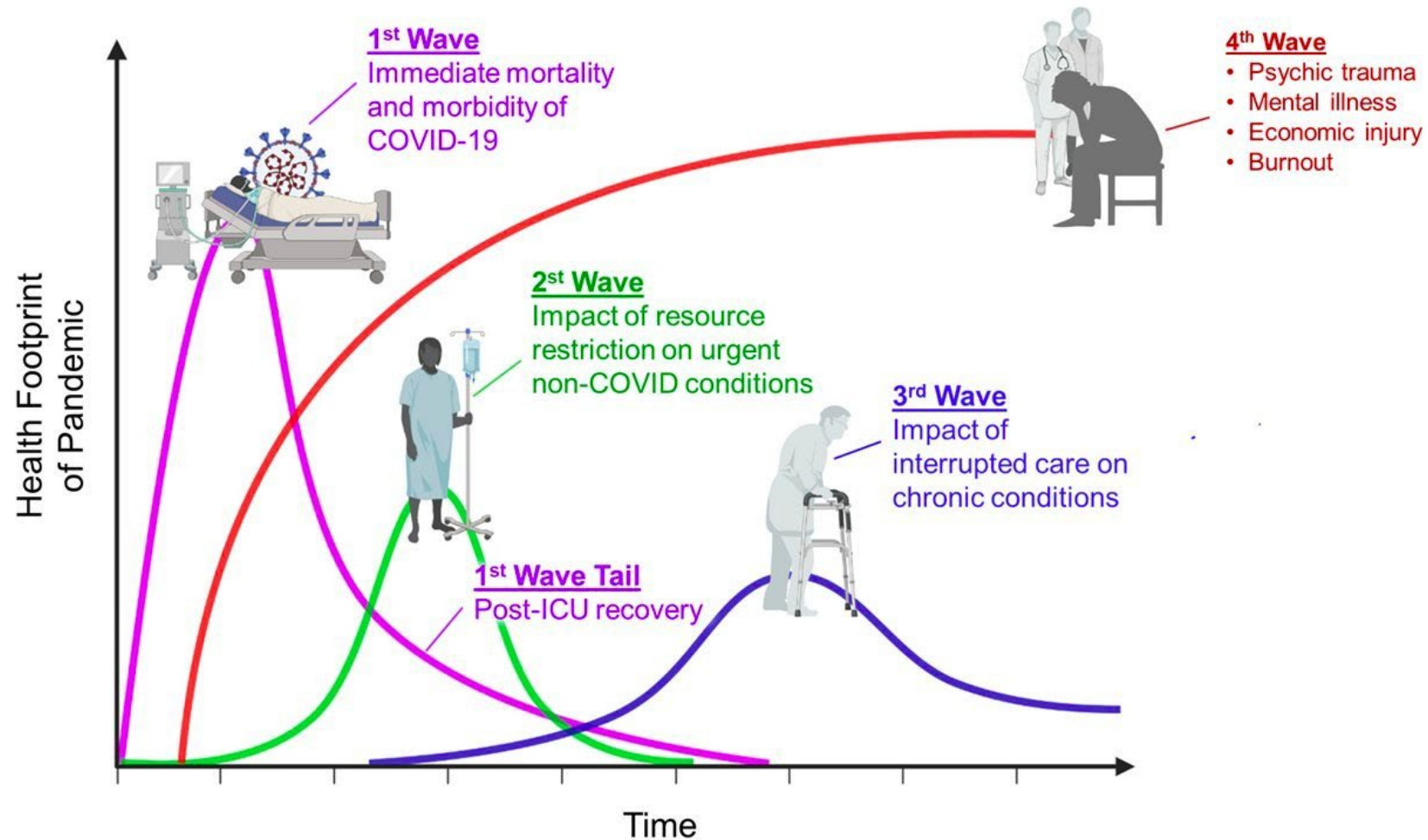




# The Lay of the Land



# The Impact of a Pandemic on the Healthcare System





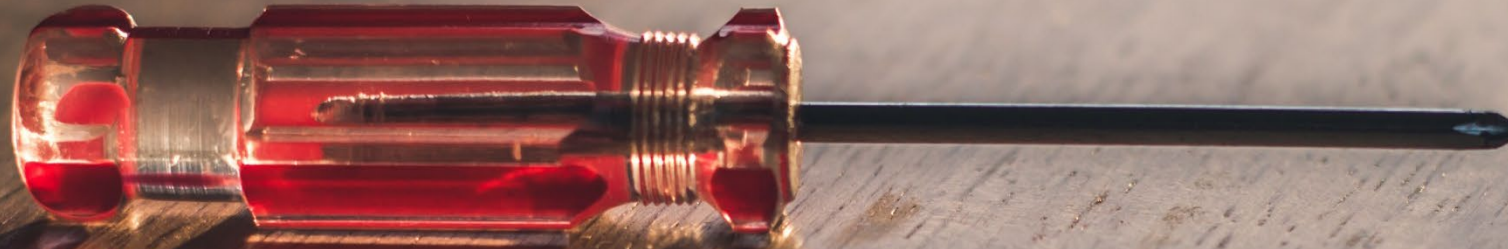
# Liquidity Cash Flow De-risking



# Four Elements of Revenue Recovery

1. Clear goals and objectives, board and staff support
2. What value will you provide in exchange for new sources of revenue?
3. Source of revenue
4. Plan to implement/operationalize





# New Revenue Models

- Virtual Hosted Buyer
- Sponsored Webinars
- The Association as a Media Company
- Exhibitor-to-Exhibitor
- Subscription Services
- Underwriting
- Paid Thought Leadership
- Hosted Fireside Chat
- Virtual Focus Groups
- New Product Sampling/Testing





**Now What?**

