

**Focus: The EW Conference**

Marketing and Operations Plans 2023

# Goals:

**SALES GOALS:**

120 paid attendees

* 2019: 127 paid attendees
* 2020: 160 registered attendees, 83 different companies
* 2022: 106 registered attendees

25 booths sold, $60,000 in sponsorships

* 2019: 23 paid, 10 VGM – 33 total
* 2020: 25 vendors, 31 including VGM
* 2022: 29 vendors, including 4 VGM
* Goal: $60,000 in sponsorships and attendee participation fees

Ruth Addison Award: 20 Nominees

* 2021: 11 Nominees
* 2022: 13 Nominees

**MARKETING OBJECTIVES**

Key targets: Leadership, billing & reimbursement/operations, compression, mastectomy, mother/baby

**Marketing Goals:**

* Create leads for follow-up calls to be made by Outbound Communications and EW Team
* Generate awareness of Focus Conference and Ruth Addison Award
* Increased web traffic on focus.essentiallywomen.com
* Registrations

# Targeted Audiences:

**GROUPS TO TARGET:**

* EW Members – All members
  + Secondary audience: VGM only with mastectomy purchases to encourage participation and EW membership
    - Are you interested in building your women’s health business?
    - Put in Connect – want to boost your women’s health business? Attend Focus
      * Oct-Jan: Event Calendar
      * Oct-Nov: Post about Focus and why they should attend
* Vendors
  + Contracted with EW
  + Contracted with VGM
  + Select non-participating

# Dates

Feb. 3-4: Pre-conference

* ABC Class

Feb 4 (1-4 p.m.): Pre-Conference

* Billing & Reimbursement 101 Course with Ronda Buhrmester (intake, best practices, billing codes, modifiers, clearing houses, submitting claims)
* Lunch is not included

Feb. 4-6, 2023 at the Sheraton Sand Key Resort, Clearwater Beach, FL

Feb. 4: American Breast Care Reception from 6-9 in Beach/Gulf Room at the resort

* Attendees only
* No specific RSVP from EW, but include on our website
* Marketing comms to tell people what to expect

# Pricing

* Full Conference Registration: $275 per person
* On-Site Registration: $350
* Billing & Reimbursement Pre-Con: $50
* On-Site Billing & Reimbursement Pre-Con: $75
* Tradeshow Only: $100

# Special Offers

* Early Bird (Sept. 26-Nov. 30): $225 per person
* Early Bird Buy 4 Get 1 Free (Sept. 26-Nov. 30) $180 per person
* Buy 4 Get 1 Free (Dec. 1-Jan. 20) $220 per person
* Early Bird New Member BOGO $112.50 per person
  + Offered to new EW members Feb. 1. 2022 to Jan. 20, 2023
* New Member BOGO $137.50
  + Offered to new EW members Feb. 1. 2022 to Jan. 20, 2023

# Hotel Information

Sheraton Sand Key Resort

1160 Gulf Blvd, Clearwater Beach, FL 33767

Rate: $239

Cutoff for reservations – On or before Jan. 10, 2023 (real date is Jan. 12)

Rate is available Feb. 1 – Feb. 11

Hotel Reservation Link:

Registration Opens: 9/26/22

# Rooms Utilized:

* Palm/Bay/Island II: Exhibit Hall
* Beach/Gulf: General Session, ABC Reception and Dinner
* Bay/Island II: Preconference Friday and Saturday
* Conch Room on 6th Floor for meeting space
* Coastal Room: Office
* VGM to coordinate ABC Pre-conference and reception/dinner

# Marketing Tactics

* Email
  + EW and VGM members who do mastectomy (ABC Purchasers)
* Personal Email
* Email Signature
* Calls – from EW
* Calls – Outbound Communications
* Websites: essentiallywomen.com and focus.essentiallywomen.com
* VGM Website – Event VGM
* VGM Connect – Event and October Blog
* Social Media Posts– 1 per month beginning October
  + Feature a presenter or topic each month
* Facebook Event
* Mailed Prospectus – October
* Newsletter – Each Month beginning September
* eProspectus (digital version) - November
* Postcard – first week of Jan
* Blogs – 1 per month beginning October
  + Feature a presenter or topic each month
* Buckslips with quarterly statements – Q3 and Q4

# Messaging & Positioning:

Focus Conference will be positioned as:

* The best show for education, networking and hospitality
* Major benefit of membership
* Place for members to recharge and gain valuable knowledge to do business better
* Premier education
  + Two Keynotes
  + Earn CEUs, scientific and business
  + More scientific sessions (once approved)
* Exhibitors, exhibit hall
  + An innovative show – see the latest technology
  + See what’s new and take advantage of show specials
* New this year:
  + Pre-conference session with Ronda
  + Cocktail reception for Exhibit Hall Grand Opening on Sunday evening
  + Topics include mastectomy, billing & reimbursement, menopause and breast cancer, patient perspectives and best practices
* Pricing breaks
  + Early Bird Full Conference Registration: $225 per person
  + Early Bird with Billing & Reimbursement Pre-con: $275
  + Full Conference Registration: $275 per person
  + Registration with Billing & Reimbursement: $350
  + On-Site Registration: $350
  + On-Site with Billing & Reimbursement: $425
  + Tradeshow Only: $100
  + Buy 4 get 1 free
* Attendee Comms:
  + Flip flop party? Remind of temps, don’t wear heels on the beach
  + Program or email to include recommended restaurants

# Implementation/Frequency:

1. Press release
   1. **Late September:** Registration Open and Speakers Announced
   2. **October:** Nominations for Ruth Addison Award Open
   3. **November:** Finalists for RA Award
   4. **December:** Keynotes Announced
   5. **February:** RA Award Winner
2. EW Calling Campaigns: **Ongoing topic Sept through Feb.**
3. Buck Slip – Q3 (mid-Sept) and Q4 (mid-Nov)
4. Flyer: One – to be distributed by EW, ABC, VGM Insurance, VGM RAMs and MAMs - **October**
5. Mailed Prospectus and eProspectus: **November**
6. OBC Calling Campaigns: **Early November and Early January**
7. Email campaign
   1. **Sept 27–** Save the Date
   2. **Late Sept –** Registration Open
   3. **Sept 27 – Dec 31:** Emails on first and third Tuesday (8 emails)
      1. **Sept 27, Oct 4, Oct 18, Nov 1, Nov 15, Nov 29, Dec 6, Dec 20**
      2. **Sept-Feb** RA Award
   4. **Jan:** Emails on 1st, 2nd, and 3rd Tuesdays (3 emails)
      1. **Jan 3, Jan 10, Jan 17 (last chance)**
8. Social
   1. **Sept through Dec:** 2nd and 4th weeks of each month
   2. **January through Conference:** Weekly
   3. Facebook Event
      1. **Sept through Dec:** 1 post on the event page per month
      2. **January:** post details as needed, goal: two posts in January
9. Discussion Board - **Monthly**
10. Blog – **Monthly in EW Newsletter beginning Oct.**
11. Hero/Banner Ad on EW Website, Focus website – **Sept-Feb**
12. Email Signature – **Sept-Oct:** Register Now early bird registration, **Nov-Feb:** Register Now, Book your room before room block is full
13. Events Calendar on vgm.com – **Sept-Feb**
14. Connect Events Calendar in VGM Connect

# Other Marketing/Collateral Needs

Focus Conference PowerPoint (Sept for Oct distribution)

Exhibitor/Sponsorship Packet/Flier

Focus Conference Program

Nametags

Signage

VGM Staff shirts for party

Focus Conference Staff apparel

# Focus Education

Focus 2023 Education Steps

* Create a list of potential speakers (July/August)
* Create Microsoft Form to gather speaker submissions (August)
* Solicit applications to speak (August)
* Select speakers and sessions (August/September)
* Confirm speakers and determine date and time of each session (August/September)
* Obtain photos, bios, session learning objectives, overview paragraph (August/September)
* Provide presentation background (October)
* Submit Conference for CEUs (October)
* Assist with developing room monitor schedule (Nov)
* Main contact for Keynotes (Dec, Jan)
* Communicate Focus Details (Nov, Dec, Jan, Feb)
* Obtain final presentations and handouts (December/January)
* Arrange presentation needs (December/January)
* Place session PowerPoint files on session laptops (Feb at Show)
* Responsible for A/V in education sessions

# Exhibitors and Sponsors

Steps to secure exhibitors and sponsors for Focus 2023

* Determine pricing, sponsorship opportunities (Sept)
* Prepare tradeshow rules and regs packet (Sept)
* Determine vendors to invite (Sept)
* Determine how vendors will register and collect payment (Sept)
* Solicit and select exhibitors and sponsors (Sept - Dec)
* Determine layout of the show floor and assign booths (Oct - Dec)
* Notify exhibitors and provide exhibit house info (Nov - Dec)
* Double check info from exhibitors for program (Dec/Jan)
* Obtain list of booth staff for nametags (Dec/Jan)
* **SALE OF BOOTH SPACE AND SPONSORS MUST END 12/15/22 DUE TO MARKETING DEADLINES**
* Vendor payments due 12/31/22

# Operations Activity:

**September 2022**

* Create a list of potential speakers
* Create a form to gather speaker applications
* Discussion Board Post
* Invite speakers
* Review speaker submissions
* Select speakers and sessions
* Obtain speaker collateral
* Determine vendors to invite
* Build and Open Vendor Sponsorship
* Create Attendee registration
* Build and Finalize Schedule
* Review speaker submissions
* Select and confirm speakers and sessions
* Obtain speaker collateral
* Provide presentation background to speakers
* Build and Open Vendor Sponsorship and Exhibitor registration
* Build and Finalize Attendee Registration
* Solicit Exhibitors and Sponsors
* Opportunities: Create in CRM
* EW Community Calls begin
  + New Members since 2/1/22
  + Past Attendees 2019-2022
  + Top Tier

**October 2022**

* Finalize schedule
* Submit Conference for CEUs
* Solicit vendors for exhibiting and sponsoring
* Calls
* Discussion Board Post

**November 2022**

* Solicit exhibitors and sponsors
* Finalize Exhibitors and Sponsors, shut down registration
* Notify Exhibitors and Sponsors of deadlines for commercials, any collateral need for buyers guide or sample box
* Calls
* Discussion Board Post

**December 2022**

* Any sample box items due 12/31/20
* Gather and confirm information for Buyer’s Guide is in
* Calls
* Discussion Board Post

**January 2023**

* Continue calls
* Prep Focus meeting materials
  + Note Sheets
  + Attendee lists
  + Create room monitor schedules and host trainings

**February 2023**

* Handwritten thank you notes to speakers, exhibitors and attendees
* Submit conference to ABCOP/BOC week of March 7

# Marketing Activity by Month (BASIC)

## September 2022

**Sept 14:** Save the Date Mention in Newsletter

**Sept 14:** Save the Date Social Post

**Sept 14:** Discussion board Save the Date

**Sept 27:** Email 1 Registration Open

**Sept 27:** Registration Open Social Post

**Sept 27:** Registration Open Press Release

Prep Ruth Addison Award Timeline (separate document)

Prep Exhibitor/Sponsorship Packet/Flier

Enter job for updated Focus PPT Background

Update Focus Website

Prepare tradeshow rules and regs packet

Prep Flier for Sales Use, in-hands End of Sept

Update Speaker Schedule on Website

**October 2022:**

**Oct 4:** Email 2

**Oct 12:** Newsletter - Blog

**Week of Oct 17:** Social

**Oct 18:** Email 3

**Oct 20:** Discussion Board

**Oct 27:** Important Updates

Prep OBC Script

Prospectus email and mailed

Connect submission

**November 2022**

**Early November:** OBC Campaign

**Nov 1:** Email 4

**Week of Nov 8**: Social 5

**Nov 9:** Newsletter - Blog

**Nov 15:** Email 5

**Nov 17:** Discussion board

**Week of Nov 21**: Social

**Nov 20:** Email 6

**December 2022:**

**Dec 6:** Email 7

**Week of Dec 12:** Social

**Dec 14:** Newsletter

**Dec 20**: Email 8

**Dec 22:** Discussion Board

**Week of Dec 27:** Social

Prep all signage

Nametags

**January 2023:**

**SHIP DATE: JAN 6**

**Early January:** OBC Campaign

**Jan 3:** Email 9

**Week of Jan 2:** Social 8

**Jan 10:** Email 10

**Jan 11:** Newsletter

**Week of Jan 11:** Social

**Jan 17:** Email 11 – Last Chance

**Jan 17:** Discussion Board

**Week of Jan 16:** Social

**Jan 30:** Know before you go attendee email

**Week of Jan 31:** Social

**February 2023:**

**Feb 2**: Welcome to Focus

**Feb 7:** Thank You Email to Exhibitors and Attendees with Survey

**Feb 8:** EW Newsletter