Content reuse & ROI exercises

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What is content?

- Committee report
- Association initiative
- Advocacy call for action
- Code of Ethics
- Original research
- Clinical practice guideline
- Position statement
- Industry trend analysis
- Thought leadership
- Job posting
- Scholarship announcement
- Etc., etc., etc.

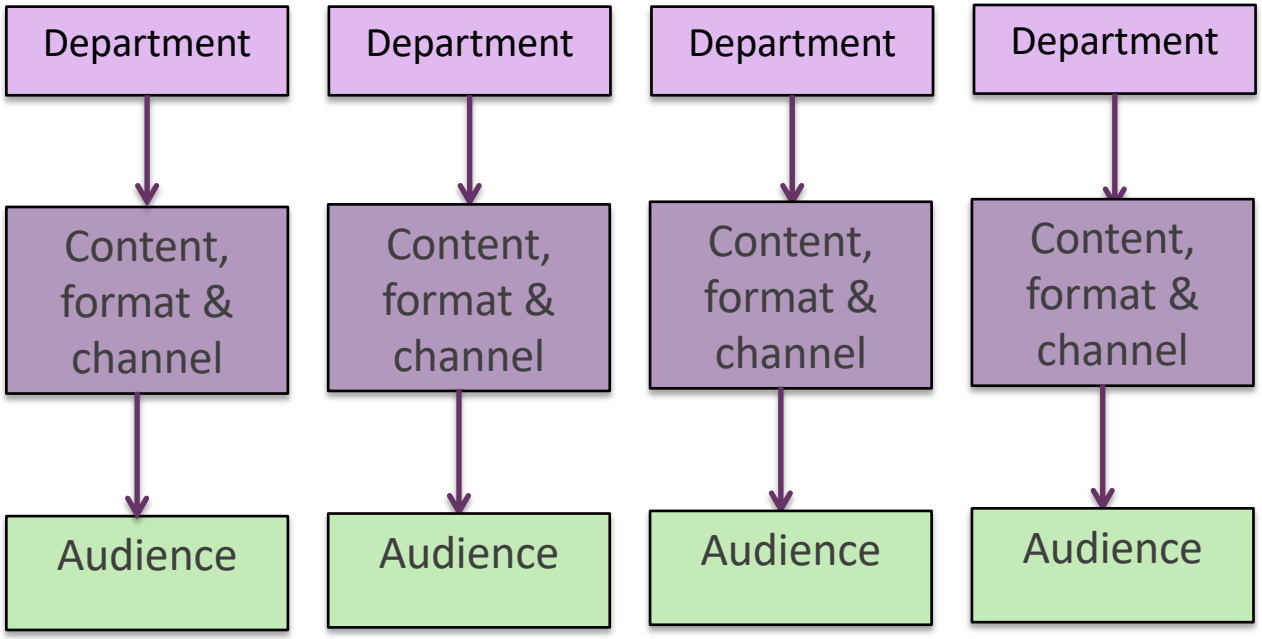
Content takes different forms

- Magazine article
- Talking points
- Research report
- Course
- Webinar
- Conference session
- Press release
- Newsletter

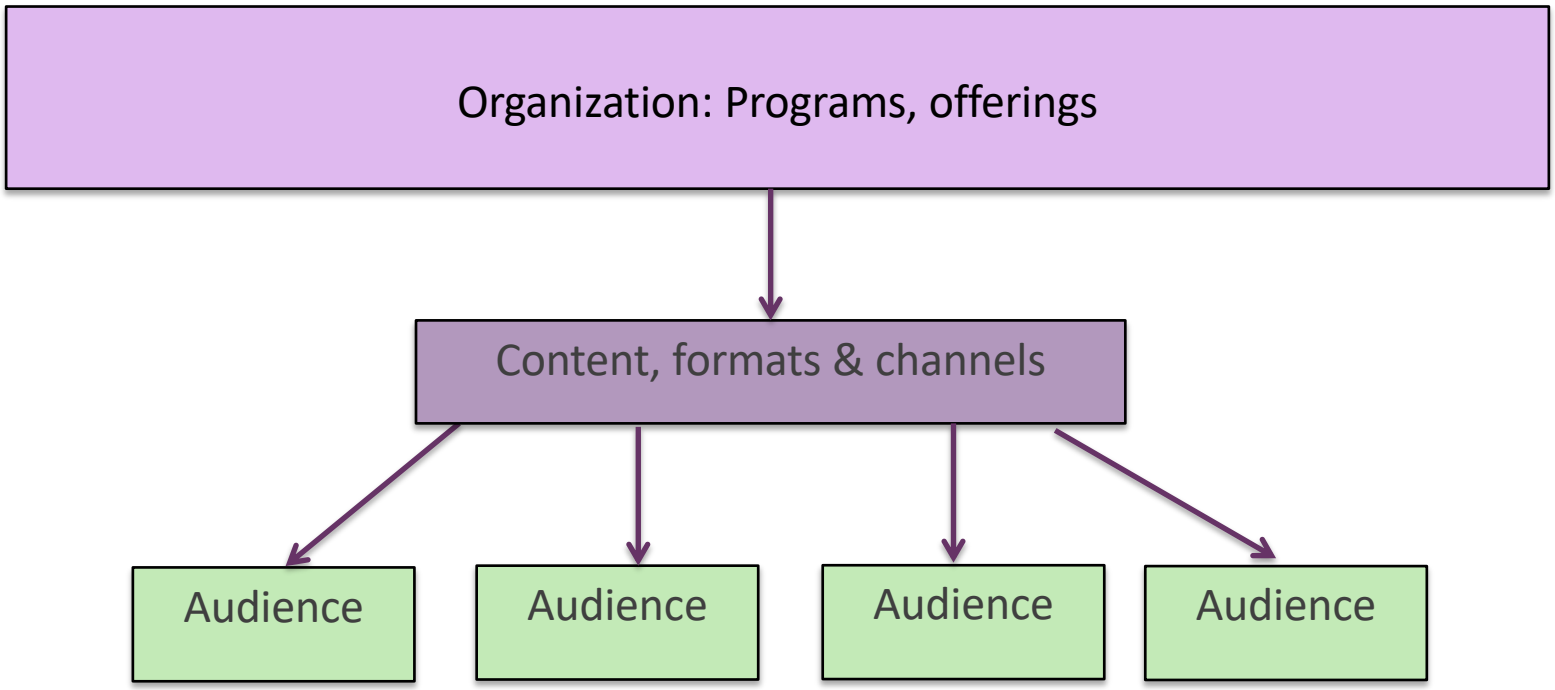
...and formats/media

- Web pages
- Blog posts
- Infographics
- Images
- PDFs
- Video
- Audio

Old thinking



New thinking



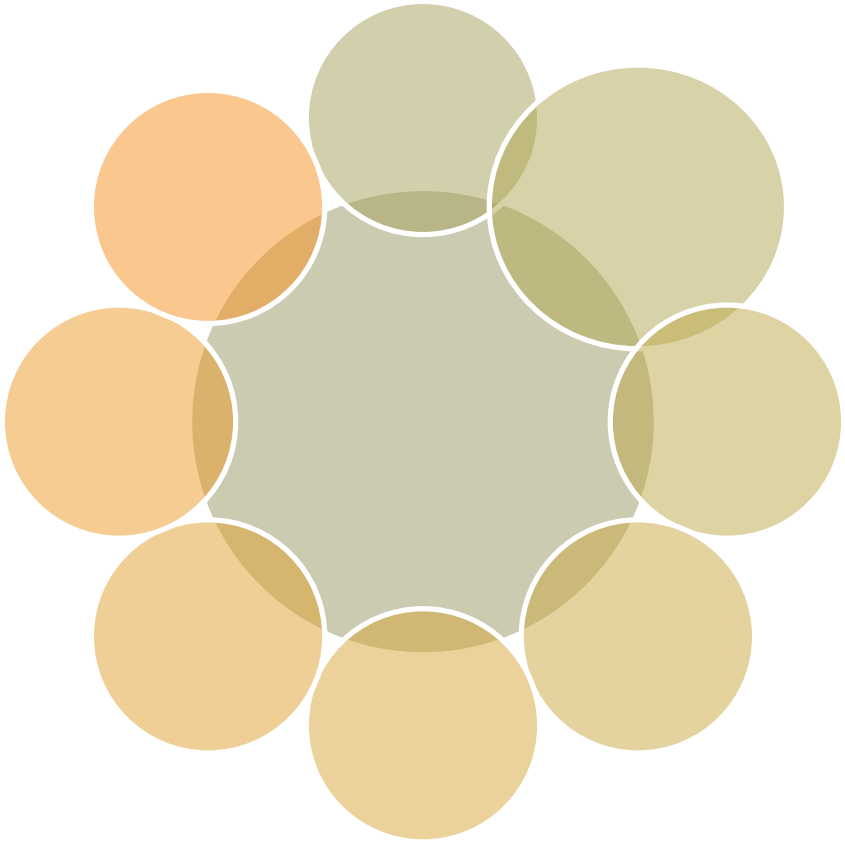
Topic exercise

- Choose a topic that you've recently created a course for
- Work backwards

Example topic:



1. _____	1. _____	1. _____	1. _____
_____	_____	_____	_____
2. _____	2. _____	2. _____	2. _____
_____	_____	_____	_____
3. _____	3. _____	3. _____	3. _____
_____	_____	_____	_____
4. _____	4. _____	4. _____	4. _____
_____	_____	_____	_____
.	.	.	.



How much are you investing?

Conference session

	Cost
Content creation	
Staff time to manage committee in developing a vision and themes, find and engage a speaker: XX hours at XX/hour	
Speaker cost	
Venue costs: space, A/V, wi-fi, video	
Food and beverage	
Marketing/promotion costs	
Total cost	$

How much are you investing?

Course

	Cost
Content creation	
Staff time to manage committee in developing a vision and themes, find and engage a speaker: XX hours at XX/hour	
Speaker cost	
Tech costs: A/V, video, streaming host	
Marketing/promotion costs	
Total cost	$

How much are you investing?

Webinar

	Cost
Content creation	
Staff time to manage committee in developing a vision and themes, find and engage a speaker: XX hours at XX/hour	
Speaker cost	
Tech costs: A/V, video, streaming host	
Marketing/promotion costs	
Total cost	$