MUSE International Earned Sponsorship Revenue with Virtual Event Communities

Learn how Medical Users Software Exchange (MUSE) International used virtual events and community to create member value and maintain sponsorship revenue in 2020.

KEY STATS

➡ **500+** registered attendees for MUSE International's Inspire Online Event series

➡ **$17K+** sponsorship revenue generated

➡ Positive member feedback from the event series, with a **high net promoter score (NPS) of 85**

THE DETAILS

➡ Community

➡ Communications

ABOUT MUSE

TYPE: Independent software user group
INDUSTRY: Tech
AMS: NOAH

OPPORTUNITY

After **MUSE International** canceled their annual conference in March, they needed a way to continue engaging their members and opted for virtual events.

Knowing that these events can be difficult to pull off, they enlisted the support of The Center for Association Growth (TCAG) to develop a series of virtual events that would drive engagement, create invaluable connections, and inspire members to continue learning together.

MUSE International opted for smaller, three-day events with three webinars per day that targeted specific tracks and member segments.

RESULT

Using Higher Logic **Community** as the foundation, TCAG helped MUSE International build customized microsites and communities for the events, all fully equipped with personalized registration pages and messaging. All session recordings and presentations were stored centrally on Higher Logic's platform so that they were easily accessible and searchable both during and after the events. The conferences leveraged gamification to entice and reward members for participating in events and created "Virtual Homes" for vendors and attendees to engage in deeper discussions. MUSE could even track participants' activities to further optimize and personalize messaging throughout the events.

One event alone generated $17K in sponsorship revenue for MUSE International. Using Virtual Homes, sponsors had a dedicated, completely co-branded page to showcase product offerings, promote special offers to members, and engage with event attendees. Following the event, sponsors received contact details of event registrants as well as engagement and tracking reports to identify high potential customers.

"Pivoting from an in-person, annual conference to virtual events can seem daunting. Building out a virtual event using Higher Logic made it easier. We created virtual events that engaged members, delivered value, and drove revenue with sponsorship opportunities."

BRETT WANGMAN
President of The Center for Association Growth (TCAG)