



WEBINAR SERIES

Engaging Younger Members in Today's Technological Shifts

Presented by:
Association Technology Solutions

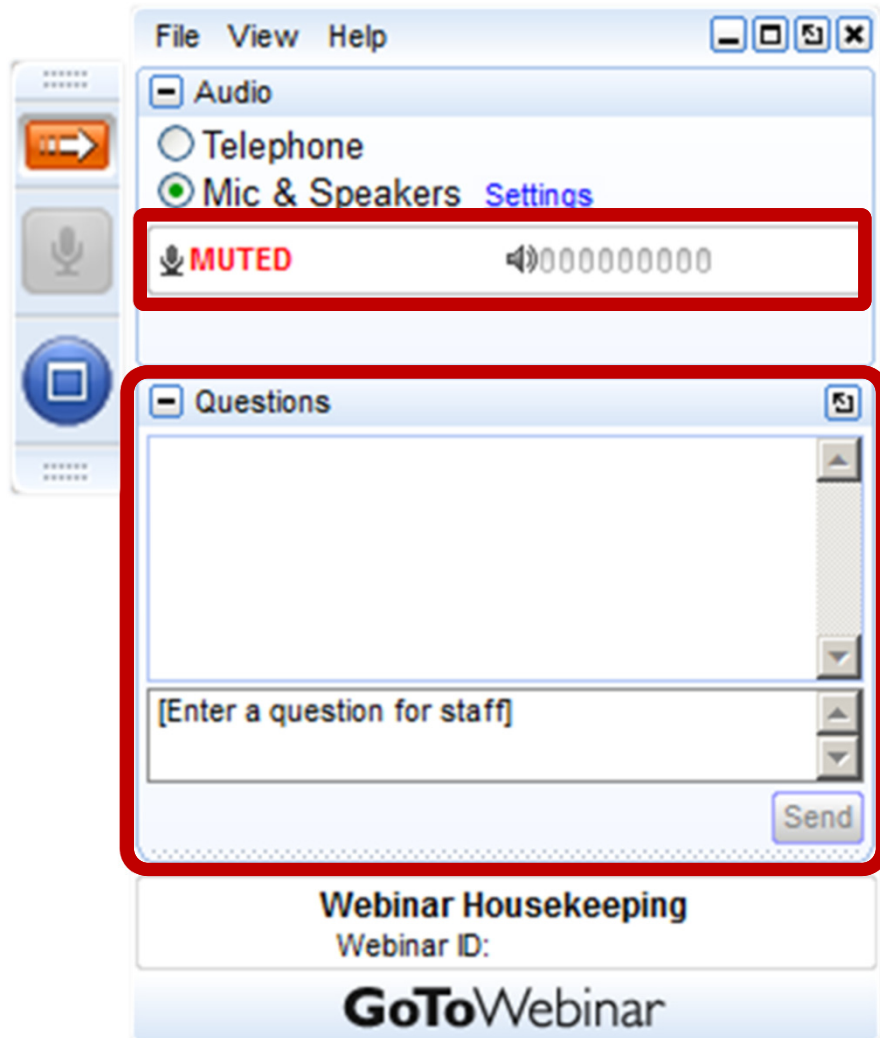




ABOUT ATS

- Serving iMIS community since 1995
- Full-service Authorized iMIS Solutions Provider (AiSP)
- Application development to extend the functionality of iMIS
- ASI's Client Sales Leader of the Year and Chairman Circle for 2020





- Attendees are muted to reduce background noise
- Remember to ask questions via the **Questions** panel
- Questions will be answered during Q&A after presentation is complete



HOSTED BY



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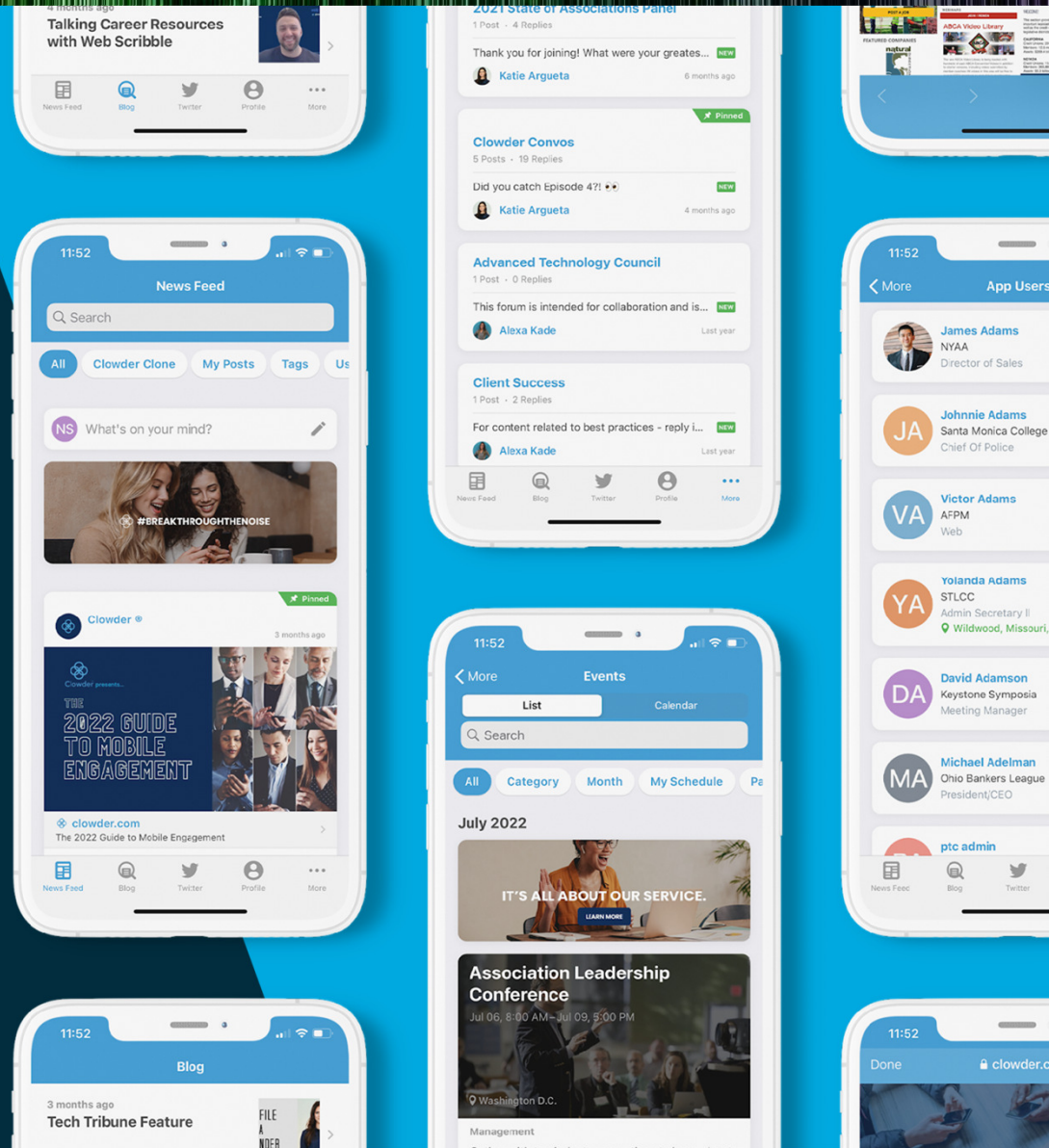


iMIS Mobile

Powered By



ClowderTM
Mobile engagement year-round





ABOUT ATS





WE'RE ALREADY DOING IT

The Misconception

Monthly Usage

- Ages 18-24: 112.6 hours
- Ages 25-34: 102.4 hours
- Ages 35-44: 93.6 hours
- Ages 45-54: 75.5 hours
- Ages 55-64: 69.3 hours
- Ages 65+: 51.4 hours





- **88%** of the time people spend on their mobile devices is spent on apps.
- Almost **50%** of people open at least one of the apps on their phone more than **11** times a day.
- **70%** of all US digital media time comes from mobile apps.
- The average smartphone owner uses ten apps per day and **30** apps each month.

Gen Z spent 71% of its digital media time using smartphone apps in 2021.

<https://thrivemyway.com/mobile-app-stats/>



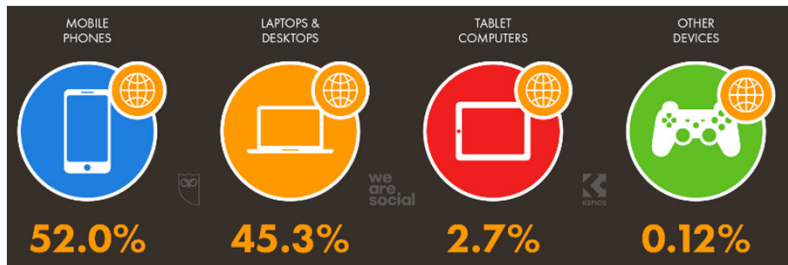
Where is the connection with younger members?

The **distribution platform** of your **content investments** (white papers, newsletters, e-books, video, events, and everything in between) has become your **most powerful tool** in this world and at the same time your **biggest potential future problem**.



"It isn't about making money off of the apps you launch. It is about not losing all the money you spent on your content and business because nobody has access to it."

Why Go Mobile?



50+% of all **web traffic** comes from **mobile devices**

90+% of time on mobile devices is spent using **apps ... app usage is up 20% since COVID-19**



50+% of the global workforce are **Millennials & Gen Z**

Average person **spends 5.4 hours on their phone ... Baby Boomers spend 5**



Improve Member Communication

Push Notifications

APR 21, 2020

LIVE at 8pm ET
#ABCAatHOME Virtual Clinic
Culture & Leadership
WATCH: ABCA.org/ABCAatHOME
7:19 PM

SEP 18, 2020

A new update is available in your app store. Stay tuned for more info on the **NEW** features you may see.
3:28 PM

SEP 17, 2020

Mark your calendar for the Virtual Annual Business Meeting on October 17. More info is in the News Feed.
4:12 PM

Chat Messaging

9:24

Messages Marketing Team

Jon Higgins
But that's fine. We play even BETTER as underdogs! 🏆
Glad you've finally seen the light Edward! 😊

Tara Lanham

Jon Higgins
Clearly, mine, like Debbie's is correct

Tara Lanham
Your message here... Send

Interactive News Feed

9:29

News Feed

News Twitter

VIRTUAL BUSINESS MEETING OCTOBER 17 11:00 A.M.

PDA Communications
Pennsylvania Dental Association 2 months ago

COVID-19 CORONAVIRUS DISEASE 2019 (COVID-19)

News Alert COVID-19 Update

blog.adapracticetransitions.com
How to Manage & Retain Staff During a Practice Tr...

COVID-19 Member Update – July 1, 2020
ADA Supports New Bill Introducing PPE Tax Credit Legislation

The ADA is supporting a new bill calling for a \$5,000 tax credit for small businesses,...

#COVID-19 +1 more
336 Views · 2 Likes · 4 Comments

Like Bookmark Share

News Feed Forums Resources Events More

Discussion Forums

11:30

What are offices doing in regar...

This is getting tough with what to do after the rest-opening and now throwing on everyone taking trips.

Like 0 Likes Reply

Dr. Thomas Kosick 2 months ago
so to be truly safe and sure... one week at the beach, two weeks self isolating at home. 3 weeks off total. Paid?

Like 1 Like · 1 Reply Reply

Dr. Thomas Kosick 2 months ago
how about paying for employees testing and getting them back to work in 2-3 days?

Like 0 Likes · 1 Reply Reply

Dr. Lindsey George 2 months ago
We have mentioned they should get tested when back (has not went yet) I believe the testing for Covid-19 is free. The antibody test runs \$200 I believe although. 3 weeks paid for a vacation now?, wowsers! Yet alone the scheduling conflicts to get through.

Your text here... Send

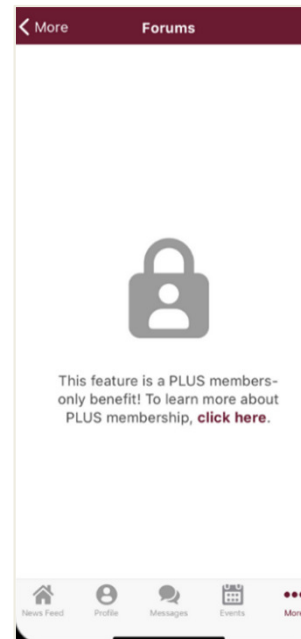
View, Like, Share, Comment



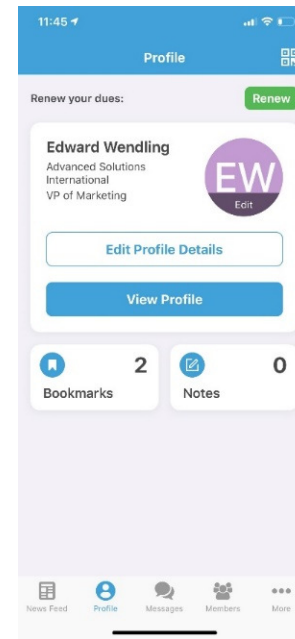
Grow Member Renewals & Recruitment

- Offer “members-only” or “premium” content
- Make renewal easy and remind via push notifications
- Connect with younger members in a format they expect
- Give your members a new benefit

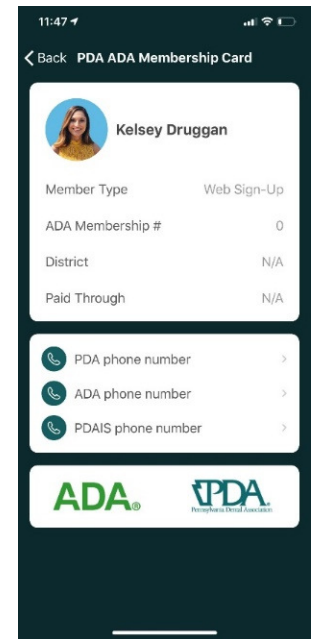
Members-Only Content



Easy Member Renewal



New Modern Member Benefit



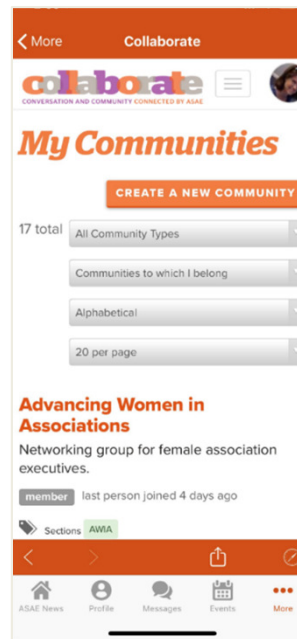


Promote Other Member Programs

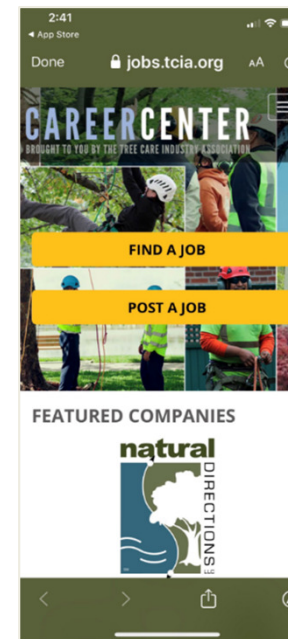
Improve convenience and accessibility for your members by linking to key resources right in your app.

Examples include Online Communities, Job Boards, Certification Programs, and more.

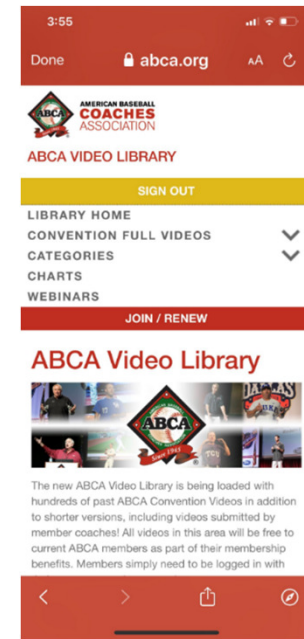
ASAE Online Community



TCA Online Job Board



ABCA Online Video Library

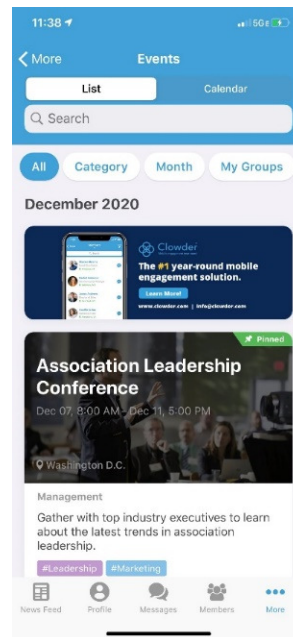




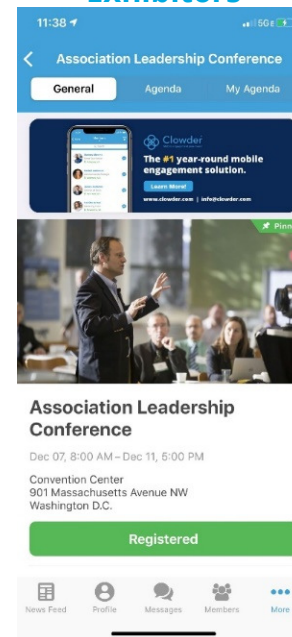
One App Support All Events

- Extend value of events year-round
- One app for unlimited events
- Offer mobile agenda, material, attendee lists for all events

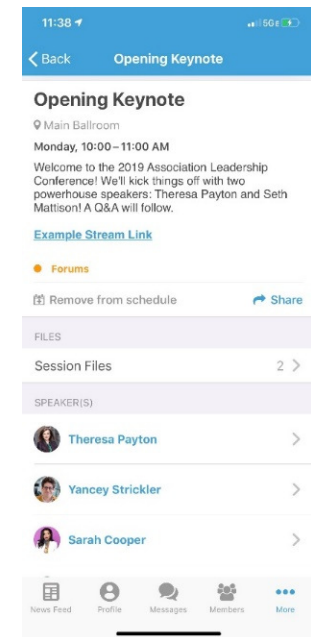
Event List/Calendar



Event Details, Attendees, Exhibitors



Session Detail, Files, Speakers





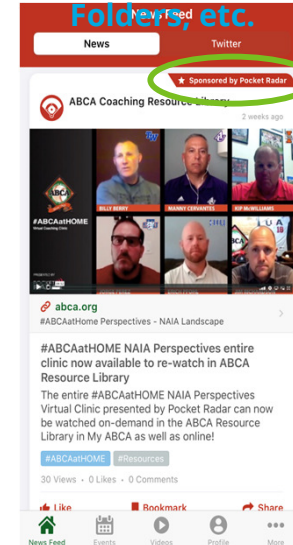
Generate Ad/Sponsorship Revenue

70% of all digital ad spend is on mobile
-2020 eMarketer

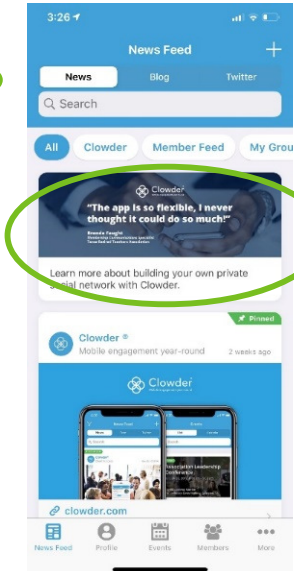
Sponsored App



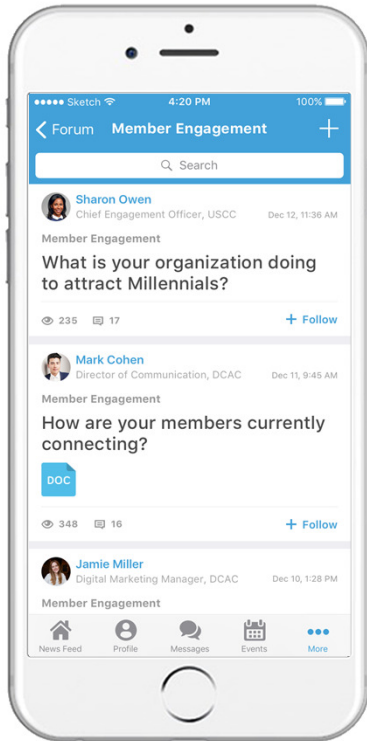
Sponsored Content, Events, Forums, Folders, etc.



Banner Ads



Why it is important to integrate



- **True native app:** iOS & Android
- **Fully customizable:** branding, navigation, & buttons/icons/terms
- **Built-in iMIS integration:** login, profile, directory, events, & target groups



Key Features



News

Keep your members in the know with a rich stream of news, polls, RSS feeds, and user-generated content.



Profile

Make it easy for your members to manage their account, schedule events, renew dues, and more.



Directory

Create a digital rolodex of members searchable by name, type, geolocation, and more.



Notifications

Break through the clutter with instant alerts to members, committees, or other work groups.



Messaging

Provide members with a modern way to communicate via one-to-one or group chats.



Forum

Offer a convenient option for your members to connect, collaborate, and share ideas.



Events

Support unlimited events with agendas, session surveys, attendee lists, sponsor info, and more.



Resources

Provide your members with a convenient digital hub for your most important and relevant resources.



Advertising

Develop a new revenue stream through digital display ads, sponsored content, and sponsored events.

Custom Navigation Links

Improve convenience and accessibility for your members by providing custom navigation links to key resources like your Career Center, Educational Offerings, and more.

Integrated Target Groups

Target and manage access to content throughout the app based on data (i.e. Chapter, Committee, etc.) in your iMIS database.

Chapters Management

Allows individual chapters the ability to manage their own news, push notifications, events, forum topics, resource folders, and advertising.

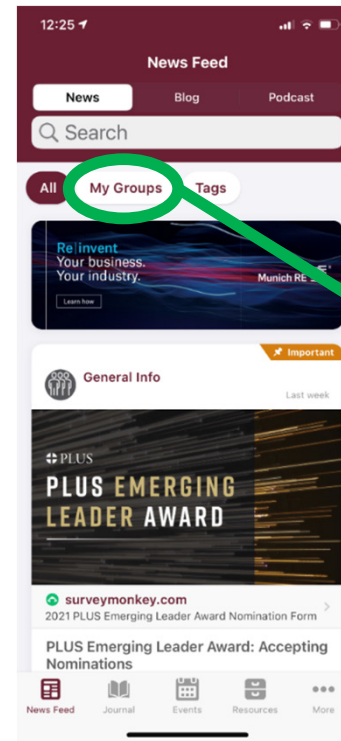




Target Distribution

Integrated Target Groups

Target and manage access to content throughout the app based on data (i.e. Member Type, Chapter, Committee, Interest Group, etc.) in your database.



- Cancel **Select My Groups** Done
- All Users
- Cyber Liability
- Directors and Officers (D&O)
- NCS
- Transactional Risk





QUESTIONS & ANSWERS



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