## Marketing Roundtable Notes – 2022 NLC-RISC Staff Conference

Austin, Texas

**Tradeshows/Member Conferences**

CIS (OR)

* Approximately 600 delegates
* Highly subsidized – 1 free registration and hotel cost covered
* Offers free registration for sponsors
* Includes tradeshow
* Offers hybrid – live streamed before COVID but now embedded into conference platform. Virtual question moderators for hybrid.
* Large budget – over $300k

MIABC (BC)

* Highly subsidized conference registration
* Target audience is local government staff of all areas of operation (frontline services – parks and rec, public works to senior management – finance and city managers)
* Doesn’t do hybrid. Instead offers a “Mini Virtual Conference” which runs one hour a week for a month after the conferenced – most popular sessions delivered over the course of the month.
* Approximately 350 attendees pre-covid. Dropped in 2022 but anticipate closer to 300 for 2023.
* Costs for registration and travel eligible for reimbursement through Risk Management Grant program
* Introduced sponsorship program a few years ago to help offset conference costs, approximately $40k-$50k generated.
* No tradeshow element – sponsors provided with free tickets to banquet night (# of tickets depends on sponsorship level). Members have been vocal about not wanting to be sold to.
* $150k conference budget
* Bracing for increase costs for 2023 conference. Will likely need to revisit budget for 2024.

NLC-RISC

* 30% to 60% increase in conference costs so far. Event planners a further 10% - 20% increase for future conference.

FMIT (FL)

* Looking to do annual conference however strict rules in Florida that may prevent them from subsidizing the conference

**Member Visits**

NLCM (NC)

* Travels around state to visit members
* Combines with league conference

TML (TX)

* Various regional seminars on different topics

MIABC (BC)

* Will do regional seminars – one member hosts and invites all members within a two-hour radius from host member. MIABC covers cost of lunch catering.
* Can be done most times of the year, but often is done in conjunction with loss control inspection season (April – September) to manage staff resources and cost. BC is very large (size of 3 Californias!) to travel can be difficult in fall and winter.

**Member Communications**

RI Trust (RI)

* Going back to paper newsletters
* Often e-blast content is contradictory to their RM advice on cyber (i.e. don’t click links but they send links out)

NLCM (NC)

* Sends paper postcards for events

IMWCA (IA)

* All electronic communications

MIABC (BC)

* All electronic – policies, invoices, event notices
* Use to send out physical conference program along with holiday card and small gift/swag (usually desktop calendar) to each primary contact at year end. No longer send program but do send holiday card and gift/swag at year end.

TML (TX)

* Most information on website
* Podcast series

LARM (NE)

* Personally delivers policy documentation

CIS (OR)

* Mailchimp for e-mail blasts.
* Mailchimp integrated with CRM system (Maximizer)
* Open rate about 40%

**Online Communications Services/Customer Relations Systems being used by pools**

* Hubspot (TML, MIABC)
* ListServ
* Constant Contact
* MailChimp (CIS, MIABC)
* Hubspot
* Maximizer (CIS)