

## 2010 SOS Submission: Eastern Pennsylvania Member Pricing



**Submission Date:** November 8, 2010

**Chapter Name:** Eastern Pennsylvania

**Chapter ID:** CH2073

**Chapter Location:** Lehigh Valley, PA

**Chapter Membership Size:** Medium (101-300)

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**Chapter Title:** Vice President of Communications

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**Description of Effort:** As a way of increasing attendance at our recent Annual Conference, we made a conscious decision to offer "Member Pricing" not just to members of our Eastern PA Chapter. We felt that, given the current economy, that if someone were a member of any ASTD local chapter, or a National (but not local) member, we would extend the discounted "Member Pricing" to that person.

**Need Addressed:** Increased attendance, added value to membership, and leverage of the ASTD name.

**Does this effort align with your chapter mission?** Yes

**Does this effort align with ASTD's mission?** Yes

**Target Audience:** Anyone who works in our industry and may be interested in attending programs.

**Costs/Resource Use:** Cost = \$ 0.00. Our pricing for our annual conference took into account that the majority of attendees would be members. We also did some strategic marketing (taking a cue from Bob Pike) and also created some options where it was cheaper for totally new folks to join the chapter and get the member price, than paying the full non-member price!

**How did you implement?** It involved just updating our EventBrite page for the event, indicating in the description for the Member pricing that "Discount applies for any ASTD local chapter or National membership." Let me put some prices to this for clarification - we had 3 main levels to attend:

Full Day Conference: \$ 199.00

Members Full Day Prepay (Save \$100!) -- \$ 99.00

Members full day price, includes continental breakfast and lunch and save \$100! Discount applies for any ASTD local chapter or National membership!

Membership Special! Full Day Sessions Plus One Year Membership - \$ 154.00

Special offer includes full day sessions, one year Eastern PA chapter membership, plus continental breakfast and lunch. A \$100.00 savings!

**What were the Outcomes?** FINANCIAL: 14 of the 48 who attended our conference took advantage of the Member pricing (and were not members of our Eastern PA Chapter). That's almost 30% of those who attended. We had some people from the Philly chapter attend, since we're about 60 miles north of there.

MEMBERSHIP: Even better - we also had 3 of the 14 people (21%) take advantage of the Membership Special and also joined the Eastern PA Chapter!

PUBLICITY: Our chapter is all about helping other chapters and helping ourselves. We felt it was a no-brainer to offer any ASTD member willing to drive to our area the discounted rate.

**Lessons Learned:** We made a conscious decision to offer "Member Pricing" not just to members of our Eastern PA Chapter. We felt that, given the current economy, that if someone were a member of any ASTD local chapter, or a National (but not local) member, why not let their membership apply to our program? Our rationale is that if you're a member of ANY local ASTD Chapter, or even a "National not Local" member, that was good enough for us! --- Come to our event and we'll be glad to give you the "Member Pricing!"

We also kept a handle on costs, so that we weren't reliant on non-members generating the funds to cover our expenses for the event.

Bottom line: we're sure that we had non-Eastern PA members attend who might not otherwise have come. We saw this as a win-win situation.

**Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice:**

The initial thoughts go back to seeing Bob Pike at ALC last year, and his marketing creativity. The more options you can give people, the easier it is for them to come to your program. His notion that we were undervaluing what our programs were worth also hit home. We actually did have one attendee who paid the full \$ 199.00 price, too!