

CASE STUDY on Delivering Virtual Conference Sponsor Value



amcinstitute.org



Organization Profile

- Institute of Management Consultants USA
- 500 members



www.amcsource.com

AMC Profile

- AMC Source
- 15 team members/15 clients

Challenge

- Demonstrating virtual conference sponsor value.

Actions Taken

Step 1 Sponsor benefits collateral development.

Step 2 Personalized phone campaign.

Step 3 Social media outreach.

Step 4 Committee/board engagement.

Goals

- One \$1,000 sponsor
- Two \$500 sponsors
- Six \$250 sponsors

Insights/Learnings

- Personalized outreach yields best results.
- Strategic virtual benefits can maximize impact, providing increased ROI.

Results

- Ten \$1,000 sponsors

“We are thrilled and pleasantly surprised that the virtual conference sponsorship revenue more than tripled revenue garnered from the in-person experience.” Juan Negroni, CMC, Chairperson