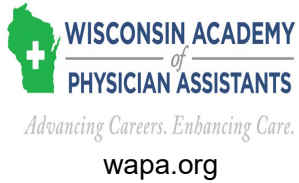


CASE STUDY on Crisis Communications



amcinstitute.org



Organization Profile/Overview/Logo

- 501(c)6 representing Wisconsin PAs
- 2 CME conferences held annually
- 200-400 attendees/conference



Associationacumen.com

AMC Profile/Overview

- Full-service
- Accredited
- Guiding organizational evolution

Challenge

- Transition WAPA's CME conference scheduled for early April to a virtual meeting in a 3-week timeframe
- Ensure value & integrity of content is maintained to deliver value promised to members

Actions Taken

Step 1 Assemble & empower task force to make timely decisions in uncertain circumstances

Step 2 Implement targeted communication strategy with frequent updates in all media channels

Step 3 Set direction based on dialogue between members & decision-makers

Step 4 Seek feedback and show gratitude

Goals

- Maintain members' trust as source for education & CME
- Retain registration revenue and meet member dues goals

Results

- Exceeded budget for event registration
- At 91% of dues revenue and 244 new members as of end of August
- Doubled hours of CME content

Insights/Learnings

- Experience transformed organization's ideology on virtual education
- Communication tone & frequency is critical in maintaining member relations in times of crisis

"I was very happy how quickly everyone was able to change the in-person conference to a virtual conference. The variety of topics was great, allowing PAs in many specialties to benefit from the meeting."