

Redefined marketing strategy doubles registration numbers

The **Psychiatric Rehabilitation Association (PRA)** Recovery Workforce Summit took place on 1-4 June 2015 in Philadelphia, PA, USA, with 1,008 attendees, more than double the 497 participants in 2014.

The association that grows and trains the recovery workforce wanted to increase participation and engagement at their annual conference. MCI USA sought to create an experience that would reinvigorate the profession and double the number of event registrants for the following year.

MCI USA reviewed conference evaluation surveys, analysed the demographics of the member base and conference attendees, and captured feedback received from attendees and non-attendees. Results showed the association's audience preferred a personal touch. Through the lens of member engagement, the following strategies were implemented:

- **partnering** and collaborating with the local chapter
- **presenting** to local organisations about the conference throughout the year
- **rolling out** new content formats geared to the diverse demographics of attendees
- **implementing** an “ambassador” programme where board members, speakers, key partners and volunteers serve as “word-of-mouth” marketers
- **attending** and sponsoring industry events
- **personalising** outreach via telephone calls to past attendees
- **segmenting** and targeting marketing messages (email, direct mail, social media etc.) based on content.

Lasting results included over 100% growth in attendance, 89% increase in overall gross revenue, and 107% increase in revenue compared to the previous year, as well as a 10% increase in new members.

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