

# putting the butts in the seats

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why events are so good for subscription sales!

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Access Intelligence, llc

Chemical Business Media division

**chemweek.com**

**CHEMICAL  
ENGINEERING**



# A case study

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- The MIX audio entertainment network
  - Magazines
  - Websites
  - Bookstore
  - Events



**BABY  
ELEPHANT**

**PRINCE PAUL, NEWKIRK  
& BERNIE WORRELL  
STOMP THE YARD**

**HOMEGROWN  
SYNTHS**

**ROLL YOUR OWN SMOKIN'  
SOUNDS**

**M.I.A.  
BANNED IN THE  
U.S.A.**

**UNKLE  
MEN O' WAR**

REMIXMAG.COM



» VHS or Beta • Northern State • New Order • Z-Trip

# Driving subs with events

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- Remix Hotel events
  - 4X/year
  - For DJs producers, and wannabees!
  - Sponsors use hotel suites as booths
  - Attendees free to roam, talk to vendors, party, dance and watch their peers on stage



# Event buzz = subs!

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- Registration and subscription generation separate
- Few attendees were subscribers or promoted to order subscriptions



- Registration only
- Registration plus paid order
- Registration plus bill me order

# and then we ...

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- What we changed in 2006
  - New ordering systems
    - Kable to ESP
  - VIP packages
    - 100% payup
    - Drives pre-registration and attendance
    - Tiered pricing



kicked ass!

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- **289%** increase in direct customer revenue
- **67%** increase in attendance

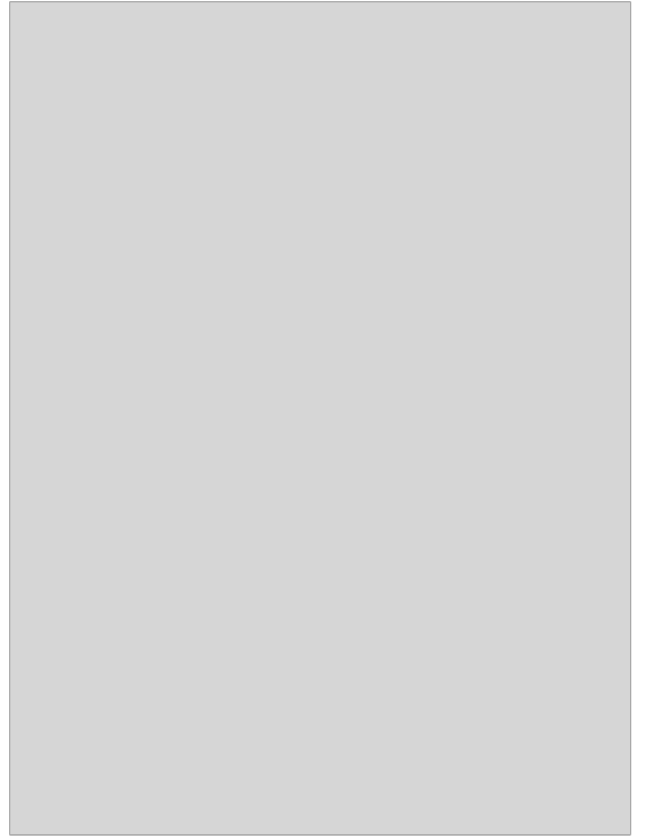
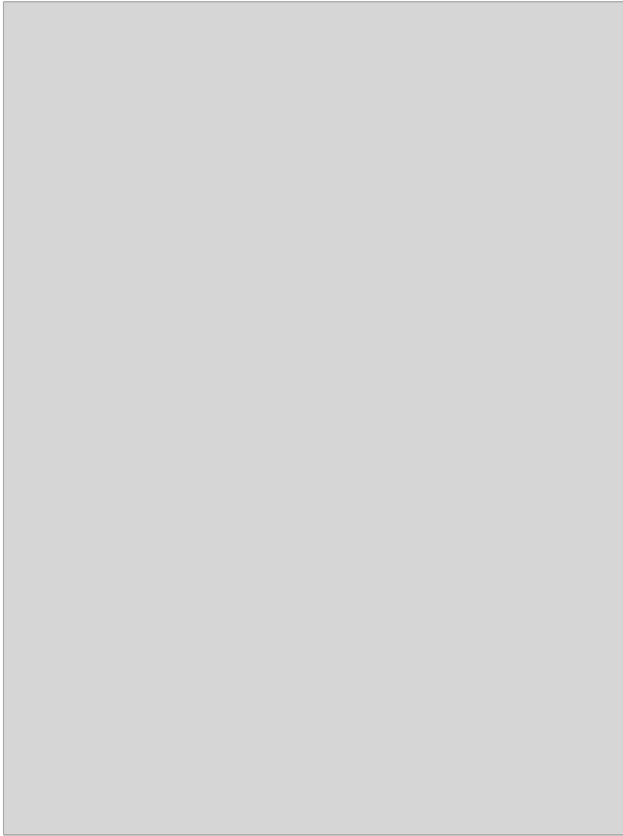
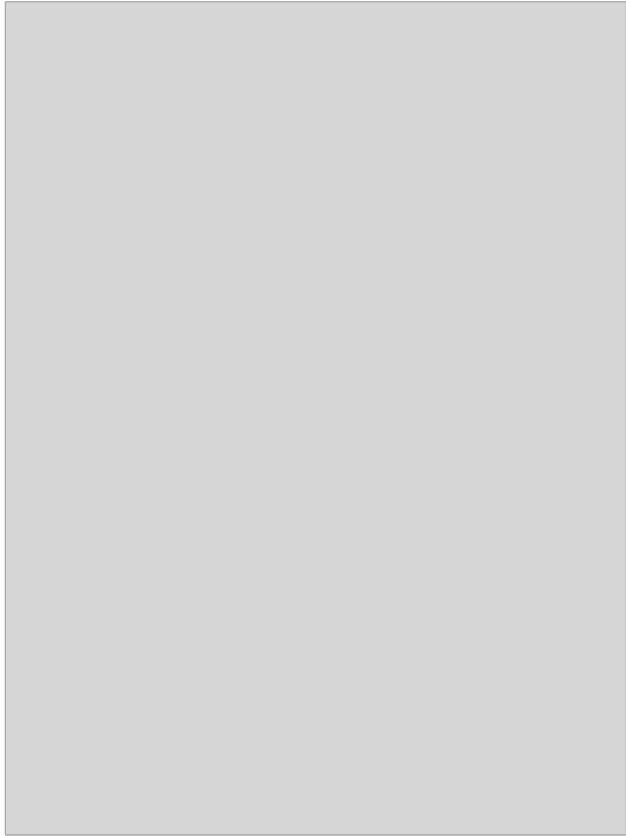


# kicked ass!

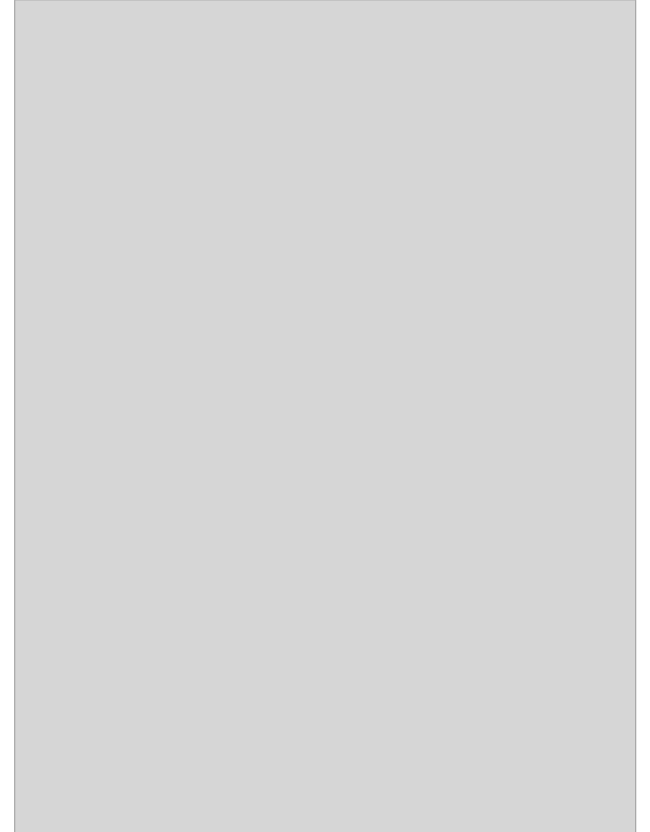
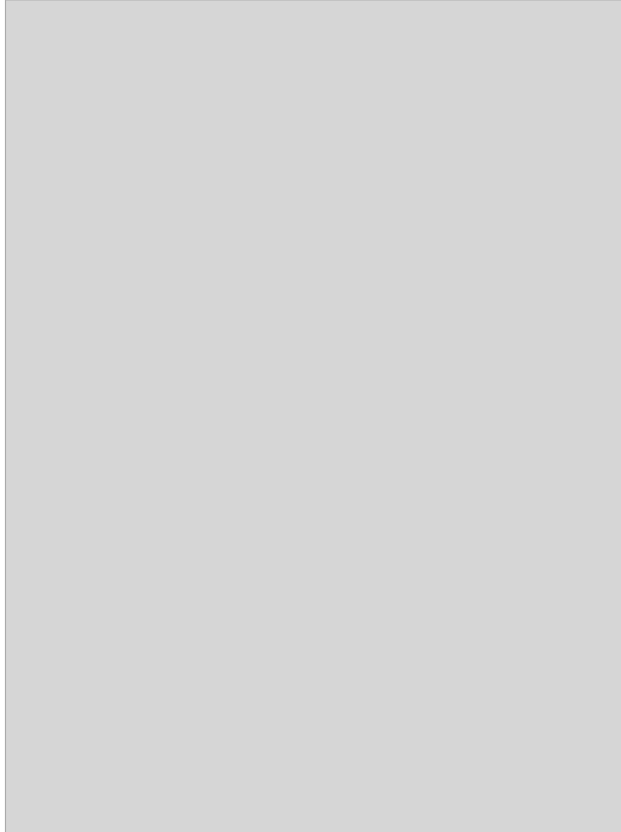
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- **41%** increase in total registrants
- **61%** increase in paying registrants (subscribers)
- **289%** increase in direct customer revenue
- **67%** increase in attendance
- and lots of demographic data, no bad-debt and even more “buzz”!

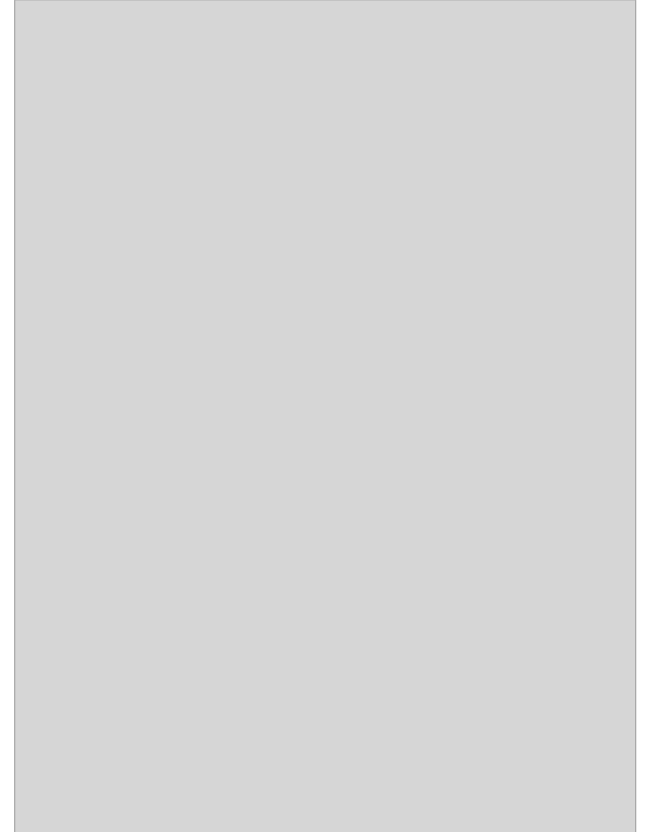




what's the secret?



what's the secret?



what's the secret?



what's the secret?

# linkage and shrinkage!

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- Linkage

- Link all your order workflows including:
  - registration, subscription, demographic collection, lead generation, pick and pack

- Shrinkage

- Streamline the ordering process
  - effective landing page design
  - context sensitive ordering
  - fewer pages/questions

# Context sensitive workflow

Audio Group | Community registration form - Mozilla Firefox

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https://www.pubservice.com/prregpage.aspx?PC=RE

Getting Started Latest Headlines

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## [come into our world]

### Electronic Musician MIX REMIX

Step 2 of 5 | Select your newsletters | magazines | cool stuff!

Start your subscription[s] now and save!

Get our e-newsletters ...  
(Roll over Newsletter Name for full description.)

Select all e-newsletters

- Remix Transmissions | Weekly
- MixLine | Every other week
- MixLineLive | Every other week
- MixLinePost | Every other week
- EMusician Xtra | Monthly
- Electronic Musician Special Report
- Remix Hotel | Every other week
- eDeals from Mix Electronic Musician & Remix | Two times a month
- The MET Extra | Random

**Remix Transmissions**  
Welcome to Transmissions, Remix magazine's weekly electronic newsletter. Once a week, you'll receive industry buzz, product news, tour info and exclusive ticket and gear giveaways, in addition to original articles that you won't find on the newsstand.

Done

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### Electronic Musician MIX REMIX

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And try our magazines for free!

Start my FREE trial subscription to \*

Electronic Musician (\$23.97/12 issues)  MIX (\$34.97/12 issues)  REMIX (\$14.97/12 issues)  All 3! - \$59.13 save 20%



\* I'll receive three free trial issues of the magazines selected above. If I like what I see, I'll pay the amount shown on my order acknowledgement. If I'm not satisfied I'll write cancel on the acknowledgement and owe nothing ... **the 3 free issues are mine to keep!**

Continue

Done

# Too many pages?

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## [come into our world]

### Electronic Musician MIX REMIX

Register here to start your subscriptions and receive your special member discounts!

Step 1 of 5 | Contact information

First Name:	<input type="text" value="John"/>	Last Name:	<input type="text" value="Rockwell"/>
Company Name:	<input type="text" value="NEPA"/>	Street Address 1:	<input type="text" value="1501 Wilson Blvd."/>
Street Address 2:	<input type="text" value="Suite 509"/>	City:	<input type="text" value="Arlington"/>
State:	<input type="text" value="VIRGINIA"/>	ZIP/Postal Code:	<input type="text" value="22209"/>
Country:	<input type="text" value="UNITED STATES"/>	Telephone:	<input type="text" value="212-204-4204"/>
Fax:	<input type="text"/>	Your email address:*	<input type="text" value="jrockwell@b2bcirc.com"/>
Confirm email address:	<input type="text" value="jrockwell@b2bcirc.com"/>	Username:	<input type="text" value="nepatest"/>
Password:	<input type="password" value="*****"/>	Confirm password:	<input type="password" value="*****"/>

**Why do I need a user ID and password?**  
Your user ID and password activates your special member discounts. You must update your information in your subscriptions in the future.

<sup>1</sup> For a full statement of our Subscriber Privacy Policy, visit our website at [www.prismb2b.com](http://www.prismb2b.com)

Done

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www.p...

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Continue

Done

www.pubser...

# Direct mail tie-ins

Mozilla Firefox

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http://www.pubservice.com/finderno.aspx?pc=err

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New York, NY 10000

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