

## *Turning Live Events into Lasting Revenue:* How a Medical Society Saved 60 Hours of Staff Time and Cut Errors

### THE CHALLENGE

#### Quickly creating enduring conference content.

Events and education have long been the pillars of this leading medical society's mission to provide resources for continuing innovation, advancement, and implementation of key information and care. They also host several events per year, ranging from chapter events, virtual, and on-demand events, to weeklong live annual conferences. At the same time, their library of education materials had grown to the point that they required a robust, self-service LMS that could host their conference content year-round.

They were looking for an LMS that would empower them to have one central knowledge hub for all their educational content, so they could generate year-round non-dues revenue while giving them insight on how their members engaged with their content.

However, they faced a series of challenges:

- Importing content into their current LMS was time-consuming and costly.
- They had to follow a multi-step checklist to bring all their content into the LMS.
- Their current process took ~1 hour per session, increasing manual work and errors.
- They worked with 2 separate vendors for their events and educational initiatives.

### THE SOLUTION

#### An integrated event and learning management system solution.

The medical society found that Cadmium's robust suite of event, learning, and video technology solutions were perfectly suited to their needs. They relied on Cadmium's complete suite of event technology solutions: Abstract Management, Speaker and Exhibitor Management, ePoster Gallery, Website and Mobile App, and Submissions & Review. The society first implemented the Eventscribe solutions during its annual conference, which brought together thousands of professionals from across the country.

After the conference, staff converted 72 presentations into on-demand content in Cadmium's award-winning LMS, Elevate. What had previously taken an hour per session was reduced to 10 minutes. A process that once dragged on for a month and beyond was now completed in a single week, which freed up more than 60 hours of their staff's time.

## THE RESULTS

### 60 hours saved, faster delivery, and increased revenue.

By streamlining the post-conference workflow, the medical society not only saved more than 60 hours of staff time but also eliminated errors that came with manual data entry. With Cadmium, the staff could seamlessly import presentations into the LMS in minutes instead of hours, giving them confidence that content was accurate and quickly available to their members.

The faster turnaround also allowed the society to release content while engagement was still high, making it so that they could capture audience momentum before it faded. Members gained immediate access to enduring education, while the society was able to generate significant financial returns. In the first month of using Cadmium, they more than doubled their post-conference revenue compared to the previous year.

Cadmium empowers associations to harness the power of learning experiences by providing an integrated suite of solutions that streamline event management and continuing education. We understand that learning is about transformative moments, and we're here to help associations share those moments, create community, and drive meaningful change. For more information, visit [gocadmium.com](https://gocadmium.com).