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2020 Revenue Opportunities

April 29, 2020 – Update

ACRP Conference Impact (April 16, 2020)

Registrations

	# Registrants	Amount
Total registration fees collected	664	\$545,644
Refunds requested	211	\$206,757
Total Credits		\$338,887
Reg Fee Credit req'd*	57	\$66,290
# who have not responded	396	

Exhibitors

Reallocations across all channels	\$113,575
Refunds	\$138,256
22 Undecided Exhibitors-Sponsors	\$155,930

Total Refunds: \$345k

Total Credit: \$452K

TBD: \$156k

Initiatives

- PPP Loan: \$365k
- Virtual ACRP 2020 – Revenue \$219k/ Expense \$30k
- ELKA Launch
- Site Sustainability: GoFundMe / Corporate Support
- Member Market Research Offering - May
- ACRP/Avoca Quality Congress: July-Forecast \$50k (sponsors)/Expense \$10k
- Virtual Cert Prep Workshop- August
- Virtual ACRP 2020 II - Sept/Oct: Revenue \$100k / Expense \$30k



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2020 Strategic Objectives

April 29, 2020 – Update

Improve Member and Certificants Experience / Customer Service:

Pilot New Chapter Structure

Conduct 4 Regional Conferences (2 with Chapters)? – Replace with Virtual ACRP II?

Review Certification Pricing Structure

On-Line “News Room” - Sponsorships

ACRP Recognized as Leader in Workforce Innovation and Development:

Promote Competency WISC Output (Align the Industry) Career Development

Capacity and Demand Analysis Whitepaper

Grow PWA Members to expand PWA “Careers in Clinical Research” Campaign

Certification and/or ELKA to Support Hiring Analysis

Launch “Site Sustainability” Project

- **Grow ACRP Value Proposition with Employers:**
 - Business Revenue – Total: **\$\$\$1,436k**= Advertising (\$360k)/eLearning+Classroom (\$812k)/New Corporate Pricing Structure (\$144k)/
 - Link Members to Employer in AMS (**via manual/limited basis**)
 - Develop and Promote New Organizational Support Program (PWA)
- **Data Driven Decision – Leverage Membership Survey/Internal Data:**
 - Leverage Membership Survey
- **Implement New Strategy for Development and Use of T+D Tools:**
 - eLearning for Intro until Certification/ All other for Intermediate and Advanced
 - Alignment of T+D/Cert with Competencies (Define/Align/Validate)
 - Continue Webinars: 2 per month (free and \$15/CEU)
 - Train the Trainer Product (**if initial client pays for development**)
 - Implement New LMS eLearning Platform
 - **Conduct 24 hours of “Virtual Conference”**
 - **Launch/Commercialize ELKA**

- **Develop Strategic Alliances to Grow in New Market Segments:**
 - Therapeutic Associations
 - DIA Japan
 - CTSA Grant Proposals
 - Technology Providers
 - **SCRS**
- **Staff Development – Culture of Teamwork:**
 - Reward and Recognition for “Team Players”
- **Maintain Financial Stability While Enhancing Infrastructure:**
 - ~~Net Operating Income: \$249k~~ **TBD ?**
 - **Transition to New Finance Supplier (Cordia)**