Program Partner – Virtual Registrations Proposal

**Objective**: Provide more value to all program partners, regardless of level, by allowing more participation through virtual registrations. Also, make it an easy to manage solution for CASSS as well as the Program Partner.

**Proposal**: Based on feedback from some program partners and with COVID preventing teams from gathering in groups in an auditorium or conference room, we needed to think about an add-on for registrations to events. We also need to think about any one program partner dominating any of our meetings by virtue of their ability to pay.

Currently, with Genentech as the example, here is what they currently receive for their $35K partnership for WCBP:

* 15 in person registrations (this likely will change if its not hybrid)
* 30 virtual registrations
* In addition, their total contributions are closer to $235K for all programs

Looking at all program registration fees and taking an average of that amount, it comes to $1500.

Our proposal would allow a program partner to add an unlimited number of virtual registrations at $1500 ea, across ALL programs for which they participate in (Genentech is almost all programs, AstraZeneca is about 8, and so on).

For example, Genentech adds 50 virtual registrations at $1500 for a total of $75K. CASSS issues a comp code that would be a 100% discount, since they are paying a lump sum for this block of registrations.

They can use up to 50% (25) towards WCBP. The remainder can be spread amongst other programs as requested.

Alternatively, they can use their comps for any program they wish and we don’t limit it.

**Management of Lists/Comps**

A few ideas here, and welcome for others input as to what would work best.

* Track on Karen’s spreadsheet, tracking emails
* Use survey monkey to capture individuals’ basic info and to select which meeting they want to attend. This could be created for each program partner and their “group” of meetings. If we are able to download a spreadsheet it might make it easier to track how many for each meeting.
* One promo code would be created in YM for all partners (not separate for each). Code sent to those who registered on SM.
* Special registration form in YM?
* Outside Registration with EventBrite?
* Other ideas?

**Financials**

I don’t know if this requires work for Catherine with moving $$ around in the GL accts for each meeting. If they paid $75K, and $37.5K goes to WCBP registrations and the balance goes to other meetings, that might be a challenge to manage.