

MGMA 2016 Recap!

We had a fantastic experience at MGMA's Annual Conference in San Francisco! A quick look at the numbers...

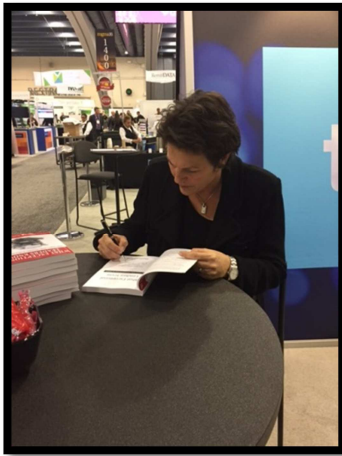
Show Objectives

Our objective for this show was two-fold; one, to build brand awareness with prospects and two, to make our clients feel like VIPs! We started this process with 6 pre-show emails driving MGMA members (list of 29,000) to our show [landing page](#). Those were supported by run-of-site banner ads on MGMA's website as well as social media coverage throughout LinkedIn, Twitter and Facebook.

Show attendance: 3000 Physicians, Practice Administrators, CEO/CFO's and billing managers

Speaking opportunities: 2 for Tracy Spears, 1 for Jason Miller

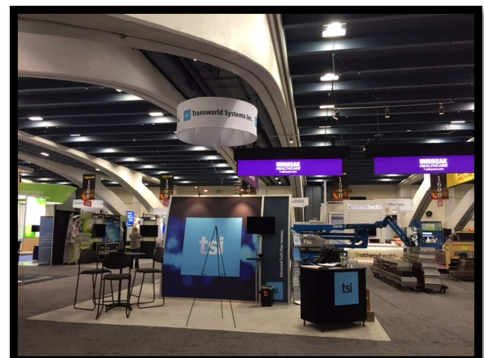
Books Autographed: 30



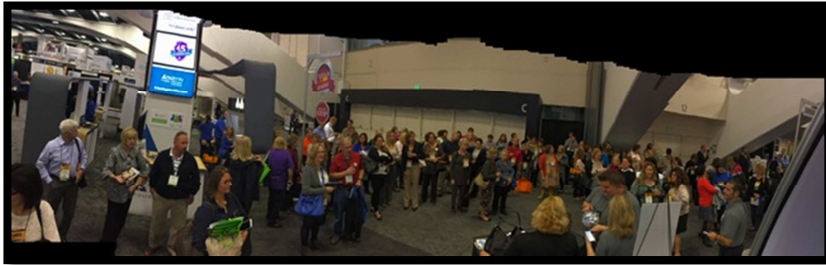
TSI Presence: 18 people – reps, CMO, Managers, VP's



(not all pictured)



Leads scanned – 573 (clients and prospects)



Prizes given away – 5 – the Coach Bag giveaway was a HUGE success!



What's Next?

During the show, there were several client/prospect meetings held and now our post show campaigns will kick off starting 11/7! Those will include a multi-touch approach. A high level view is:

- All Conference attendees will receive a “Thank You” email that will be distributed by MGMA
- All prospects will receive follow up calls from an assigned rep
- Marketing will follow up with the scanned leads via a two-pronged approach:
 - Prospect email drip campaign utilizing: Tracy’s webinar, our MGMA White Paper Content and MGMA RUR data. All sent from Pardot for tracking, but will appear and reply back to the individual rep who is assigned the prospect lead.
 - Client campaign: includes personalized thank you from CAM, MGMA White Paper content and offer for Autographed copy of *What Exceptional Leaders Know* to increase usage.

We are looking forward to our MGMA sales growing as well as MGMA client retention through this opportunity. We’ll keep you apprised of wins that come out of this show as we are expecting many closed deals by the end of this month!