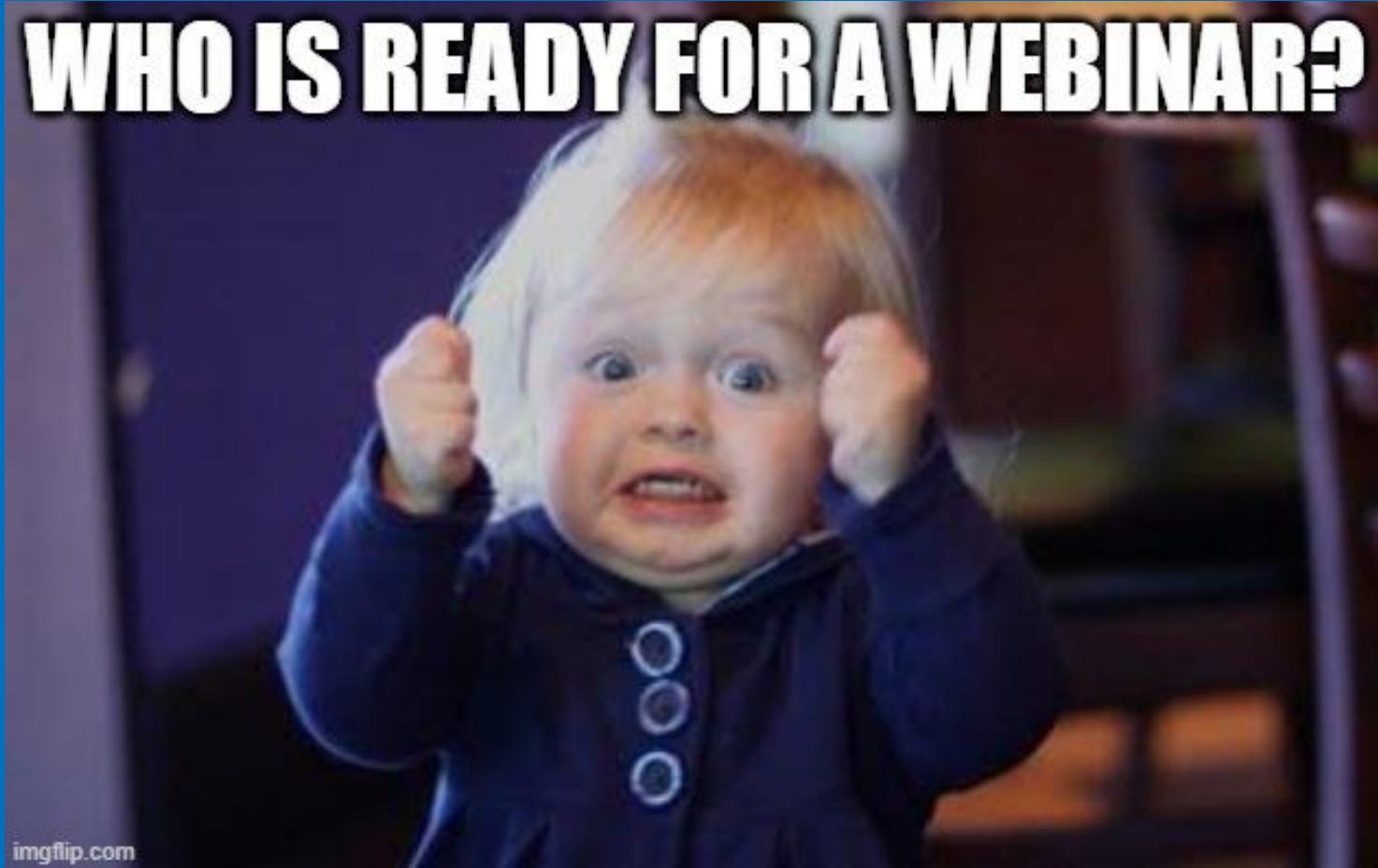


Thank you for joining us! We will begin momentarily...



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Pricing a Digital Event

A JDC Events Approach

CONNECT WITH US:    

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Housekeeping Tips

- ❖ The webinar is being recorded.
- ❖ The webinar along with a transcript of the questions & answers will be available on-demand at **www.jdc-events.com**.
- ❖ Please submit your questions at any time during the webinar via the Q&A feature at the bottom of your screen.
- ❖ Interested in learning more? Have additional questions?

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Pricing Considerations:

- Niche
- Market
- Value

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Pricing Strategies:

- Static Pricing
- Tiered Pricing
 - Special Access
 - Targeted Discounts
 - Group Discounts
- Early Bird

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Determine Costs:

- Overhead
- Labor Hours
- Embedded Fees
- Commissions





Pricing Structures:

- Single Day
- Multi Day
- By Track
- Member vs Non-Member
- Bundling
- BOGO or Bring a Friend
- Group Discounts
- Free

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Add-On Benefits

- ✓ Measurable
- ✓ CEU Credits / Certificate of Participation
- ✓ Greater Attendance
- ✓ Overall Value

THANK YOU!

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