

Global Conference, TED2013, Expands Audience Universe with Virtual Attendance

TED Monetizes Content with Live Webstream

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One thing that caught our attention about the marketing of [TED2013](#), which was held a few weeks ago in Long Beach, Calif., was the strong promotion of the event's virtual attendance product, [TED Live](#).

Hybrid events such as TED, which combine a "live" in-person event with an online participation option, are growing in popularity as they can provide a new revenue stream by enabling people who would not otherwise attend in-person due to travel/budget issues, scheduling conflicts, etc. to attend virtually.

As virtual attendance offerings are still a relatively new area for most shows, strategies are still very fluid here so it is especially beneficial to see what others are doing. This month we share with you a little about what TED is doing, and some thoughts to consider about other packaging/pricing options.

The organizers of TED offer one standard virtual attendance product which they sell as part of a TED Live annual membership. If you sign-up for TED Live, you get...

- (1) Access to the live, unedited feed of the entire TED event plus another conference in June called TEDGlobal. "Every session. Every speaker. Every performer."
- (2) Ability to view the content as much as you want after the event.
- (3) Other benefits including social networking with the TED community.

They use a variable pricing model segmenting based on type of user, charging \$995 for the home user and primary/secondary school segments, and \$2,500 for the college/university and small business segments.

All options enable only one computer to access the webstream, though the number of seats allowed varies depending on the purchaser segment (10 seats for the home user segment, and 50 seats for all other segments).

They also offer custom pricing for bulk users.

As you consider TED Live's pricing, note that the standard registration cost to attend TED2013 alone was \$7,500, and the "live" event was sold out.

Here are some additional tactics for you to think about as you shape your event's hybrid strategy...

- (1) Offering a specific slice of content i.e. keynotes for free, and monetizing through sponsorship.
- (2) Packaging/pricing based on content i.e. selling sessions a la carte.
- (3) Creating a combo option for people who attend the "live" event and buy the virtual product too.
- (4) Charging different fees depending on when people register for virtual attendance i.e. before vs. after event.
- (5) Using virtual content access as added-value to stimulate registration at the "live" event by certain target audiences i.e. first time attendees, international visitors, etc.



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