

## BTSPro Event Management Services

Presenters come to us for the following reasons;

- Lack of a proven database to introduce to their education
- Not wanting the added load of accreditation paperwork, budgets or repeat external assessments
- No time for the marketing, administration, bookings and arrangements
- Inhibited by the high cost of advertising to prospective audience
- Not having a comprehensive, secure website, allowing 24/7 access to course enrolment and presenter information
- Lacking in local market knowledge or contacts



Welcome to AAP Education. Quite simply, we aim to provide CPD to aspiring health professionals. If you think your educational services apply to this demographic, we look forward to partnering with you.

AAP Education offers 3 levels of service under the BTSPro service portfolio.

### BTSPro Basic

The BTSPro Basic service provides you with a free listing of your event on the AAP Education website, which is regularly searched and accessed by the 4500+ members and others non-members searching for quality CPD. Your course is available via the Search Events and the Upcoming Events modules.

Your event listing includes;

- Event title
- Date and start and finish times
- Picture
- Short event description
- Url to link back to your event webpage

How it works!

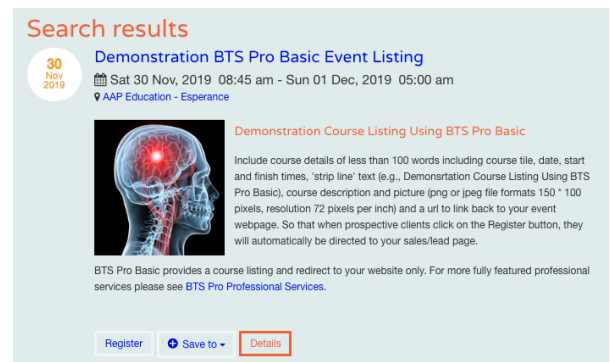
When participants click on the 'Register' button, they will automatically be directed to your sales/lead/landing page. If you don't have a website/shopping cart, then checkout our BTSPro Premium or BTSPro BYO services.

You can list your event in these easy steps:

Step 1. Create a username and password for the AAP Education site (top right-hand corner 'Log In').

Step 2. Email [AAP Education Clinical Director](#) explaining what you are planning to do. If your event is appropriate, access will be granted and confirmed by email.

Step 3. Log in (top right corner) and navigate to Courses page



Step 4. Click on menu item Submit Event and fill in details of your event. You can ignore Alias; Category is 'BTS Pro Basic'; 'Custom Registration Handle URL' is your website address for the event; please keep the Short Description to <100 words.

You can later edit the event details by clicking Edit Event and you can change the location details by clicking Edit Location.

You can check you listing by using the Search Events function in the right-hand column or under the Upcoming Events in which all events are listed chronologically.

## BTSPro BYO

Our BTSPro BYO service is designed for presenters that would like to access AAP Education's advertising, marketing, web listing, and 24/7 secure portal services to launch their event

### Accessing Your Market with AAP Education

AAP Education's secure database provides access to 5500+ interested clinicians

Quality counts and word of mouth is our best marketing tool - 95% of past AAP Education participants say they "would recommend a colleague to attend an AAP Education event".

Advertising & Social Media - we get the word out about your event using relevant social media channels, media partners, online publications and blog posts.

Expand into other health professionals. AAP Education provides events for doctors, chiropractors, podiatrists, osteopaths, massage therapists, exercise physiologists and other allied health practitioners. With our cross-sectional membership, you tap into new professions if appropriate for your event.

Presenters will arrange their own venue, insurance, accommodation, transport and catering services.

### BTSPro BYO Inclusions

1. BTSPro Basic free listing
2. Specific event listing under the 'F2F Course' listing on AAP Education website
3. Event specific webpage (content and pictures supplied by you)
4. Presenter profile under AAP Education Faculty menu
5. At least six inclusions promoting your event to AAP Education members in Dec | Feb | April | June | Aug | Oct
6. Opportunity to include one advertorial/educational article as part of event mail-out
7. Event listing on the AAP Education FB 'Events' page
8. Inclusions at other intervals as appropriate on AAP Education Twitter and Instagram

### BTSPro BYO Investment

- Upfront listing and marketing fee of \$900 (valid for one event, up to 4 locations, for 12 calendar months)
- A 25% commission for each event enrolment processed through AAP Education website.

## BTSPro Premium

The BTSPro Premium service is ideal for the presenter that wants to focus on the task of presenting. Setting up webpages, mailing out event materials, marketing, arranging a venue, catering, AV and insurance are all time-consuming examples of distracting you from preparing the main event - your quality presentation. AAP Education with experience, contacts and local knowledge can set up and do all this for you.

### Comprehensive Administration of Your Event

AAP Education provides complete organisation of your event. Starting with creating and hosting an event web listing, selecting and booking a venue, covering public liability insurance, provision of audio-visual and other equipment, meals & refreshments, accommodation and travel as necessary

AAP Education provides an encrypted website for enrolments and a PCI DSS compliant NAB Transact payment gateway for your Event payments

AAP Education arranges your Event manual printing or emailing (ematerial), sending out event reminders, electronic pre reading material distribution, Certificate of Completion or Certificate of Competency printing and enrollee's name tags.

### BTSPro Premium Investment

- Negotiated presenter fee + shared profit bonus



## BTSPro Comparison Summary

BTSPro Features	Basic	BYO	Premium
Self-managed Free Event Listing	✓	✓	✓
<b>Course Certificate &amp; Manual</b> <ul style="list-style-type: none"> <li>• Course Completion Certificate or</li> <li>• Course Competency</li> <li>• Name tags</li> <li>• Manual printed or e-manual distribution</li> </ul>			✓ ✓ ✓ ✓
<b>Advertising</b> <ul style="list-style-type: none"> <li>• Social media Events &amp; pages</li> <li>• AAP Education email newsletter</li> <li>• AAP Education Event Flyer Insert</li> </ul>		✓ ✓ ✓	✓ ✓ ✓
<b>Website</b> <ul style="list-style-type: none"> <li>• Event Specific webpage</li> <li>• Presenter Profile webpage</li> <li>• 24/7 encrypted access</li> <li>• Auto confirmation emails (tax invoice)</li> <li>• Pre-reading Distribution (option)</li> </ul>		✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓
<b>Encrypted Payment Portal</b> <ul style="list-style-type: none"> <li>• Secure online access</li> <li>• Credit/Debit cards, PayPal, EFT options</li> <li>• Refund Processing</li> </ul>		✓ ✓ ✓	✓ ✓ ✓
<b>Catering</b> <ul style="list-style-type: none"> <li>• Morning &amp; Afternoon refreshments</li> <li>• Lunch &amp; Dinner menus</li> <li>• Special dietary considerations</li> </ul>			✓ ✓ ✓
<b>Venue Arrangements</b> <ul style="list-style-type: none"> <li>• Selection</li> <li>• Insurance, Deposit, Bookings</li> <li>• Arrangement of AV requirements</li> </ul>			✓ ✓ ✓
<b>Accommodation</b> <ul style="list-style-type: none"> <li>• Selection</li> <li>• Deposit, Booking &amp; Confirmation</li> </ul>			✓ ✓
<b>Presenter Remuneration</b> <ul style="list-style-type: none"> <li>• Payment within 2/52 invoicing</li> </ul>			Negotiated Fee + Bonus option