

Kick-off Call (August 31, 2020)

Problem	Possible Solution	ID Recommendation
“Own the business” “hit numbers” “re-invent products” “not a book, we are a subscription...a journey..a service offering..”	Move from Annual to Monthly "Subscription	Provide both an annual subscription at a Discount and a Monthly higher rate, cancel anytime subscription, but have amazing customer service to handle cancellations. Or leave it alone, the customer service issues might not be worth it.
-Education and Higher Learning very interested in DES	TBD	Education is the most lucrative of online learning right now, perhaps consider a new product for Digital Learning for Educators (K-12-College) or a Secondary Product to Connect DES with Homeschooling (Parent/Child)
-user experience, self-paced and content revision will be worked on now by the team	TBD	Right now its probably best to focus on user experience, removing all immediate obstacles that are causing complaints and handling customer service issues, as the content is being reviewed then revised. Focus on the Live course vs. Self-Paced as the complaints will be louder that way, and with Self-Paced there is a bit more time. I also suggest a lower pricing for Self-Paced since the Peer-to-peer knowledge exchsng is lessened.
-Not a real workbook exists...its just notes and repeat of the slide	X	Delete/Remove Workbook" to decrease complaints
-Needed are updated supplemental resources and webinars	X	Do not recommend additional Webinars right now..since they have to be re-evaluatedand updated anyway...what does supplemental look like at this time? Might be a quick design fix.
-quizzes has typos and irrelevant questions to material	X	Typos need immediate fix, irrelevant questions need to be pointed out by a student or a peer and removed immediately. 100 Questions is alot...too much. I would cut that way down.
-Fix Learner Guide First - tied to workbook - supplemental = quizzes	x	Fix Quiz First, remove Workbook, Update Supplemental then edit Learner Guide Last
-600 graduates only of DES??	x	Not sure if thats from DES...
Questions	Possible Solution	ID Recommendation
-Recertify?	Cancelled	I liked the re-certification but only relevant to major UPDATES to the course and global event trends. Maybe not "re-certify" but add new levels to products (DES 2.0)

	-how is it a VALUE to them?	TBD	Ask your best students the value they have received and get stories of transformation.
	-what can we do now in a matter of weeks to help the self-paced and enrolled students in learning 350 in class now..	TBD	Described above, remove workbook, fix quiz asap. The rest of the content will need at least 30 days of review and beginning revisions, Line 6
	-what is the recommended learner journey?!	TBD	Once I complete my own Student Journey, I will be able to tell that!! But I like the learner journey to have more characterization, perhaps think about the use of story-telling via Videos, Vyond or Storyline..show 3 Case Studies of DES Characters and how they use their knowledge from the DES Certification to launch their event post Covid! Things need to reconnect to the times...
	Concerns	Possible Solution	ID Recommendation
	Bringing the DES community together, and back to PCMA	TBD	I heard that the students are creating their own chapters and such and FB to share value. That is concerning...how can you ring the community RIGHT back to PCMA? Is there a FB Group for graduates?
	-they are feeling separate from PCMA separate	TBD	Same issue, how can a MENTOR / Networking process be formed between more experienced PCMA members and newish DES / non PCMA /soon to be PCMA Members? I recommend more internal networking monthly zoom calls.
	-overlapping classes Sept vs. Nov in middle of design	X	We must focus on the Sept edits for now so all is prepared best/better for the November rollout of classes.
	-first 3 years of program..many didnt do any digital events at all...	TBD	Create a Virtual Summit of all students who HAVE NOT done a digital event with the best software so they can overcome this obstacle and help market it internally, alongside mentorship from more established PCMA members in the spotlight.
	20 hours are a waste of time...webinars are horrible...remove!!	Cancelled	This criteria has been determined to be removed (20 hours)
	PCMA was anti-virtual stance...no ADVANCED courses as needed for Event Pros	X	After doing the class today, the information did seem very beginner. I would highly appreciate another ADVANCED product with much more strategic worksheets, specific tools, activities in class and more tangible direction resources for production.

	2021-2022, Shariff thinking PCMA needs to be a membership to monthly subscription...but we need an attractive digital product first..	x	Explained above, Line 1
	Module 4 was too condense...split into 2 courses =15 seconds lose interest..	TBA	Split it for November course then.
	make microlearnings = 3 minutes (auto-digestable)	x	On it! for november Course then.
	-source files missing = rewritten content and transcribed (Sourabh)	Nick will support in collecting the files via software	x
	-alot of students making an organizational event for corp instead of own events due to covid	x	Ask for footage / article for PCMA site, promote their efforts, share their testimonial via video! Youtube needs more STUDENT videos and newer stuff!
	alot have zero ROI after taking our class	x	Do you train them on how to find sponsors or fundraise? Perhaps this can be its own digital product and course. They should be able to produce \$ after the course; offer to sponsor their first event or get a sponsor match for them to boost their confidence!
	Sometimes the financial roi is keeping their job	x	Determine the LEADERSHIP Capabilities or Engagement Levels of students...this can be its own resource chart of sorts.
	-couldnt get grounded in content (ana) you want the quality of content to be noticed	x	Agree, we will work on this as a team.
	Ideas	Possible Solution	ID Recommendation
	-DES means something...HR is looking for that designation....how is salary higher...(Mona)	Cancelled re-certification + CE	Great choice! We need more GRADUATES with certificates in their hands to work of mouth get more students enrolled! Remove barriers to success, make it easier for them. But also perhaps match HR of events organizations with volunteer, DES-in-Training peers for charity or local events to build the cred and relationship
	-3 levels...Starter \$99 (will sell alot in Europe & Asia) / Regular / Advanced Course = revenue streams (Sourabh) ...linking Starter to the main course...	Starter at \$99 determined as focus	I agree with the levels, its more comfortable to match to clientd exact needs...it more "CUSTOM". The \$99 Startr pck is like the Walmart method, Asia and Europe will appreciate the lower pricing due to dollar conversion rate.
	-Certification extra hours = why?	Cancelled	x

	-Only share What we have done to what we know with certainty what will happen	X	Be certain in the moment, not "when" covid is over..etc. etc. Focus on the upcoming Holiday season.
	-Retest their knowledge?	TBD	I would not say "retest" I would say make certain products that get improved with updates 2.0 oe 3.0 etc
	-Remove the Recertification??	Cancelled	This should streamline communication and sales overall, at least until Covid is over.