Raise member dues

Put in a cost for the conference—is it a media conference or is it the media consortium annual meeting—be careful about this.

Create money-making event that people would pay to come to about how to work with media, or something like that, and then a separate media consortium meeting.

There is a gap in the market—NCMR and Netroots Nation price out a lot of folks who are interested in that.

NO brainer marketing compnonest

Have a keynote speaker of a larger name that would draw a crowd—pay $20 per head or a lecture series like city arts and lecture at 92nd St. Y. Invite top names to guest lecture as a benefit to the Media Consortium.

Series of webinars using some of the key names and areas people are working on. We could gain significant audiences at a modest price.

Auction stuff

Membership drive—not too hard to talk to other magazines.

Be clearer about membership benefits

Knowledge share—esp for small organizations

Video of 5 impact stories, along with a pitch—we could even do a kickstarter.

Working together on the same story quarterly

Database Project

Leveraging your initial creative project—exploding your kernel

Impact stories raise the bar

More touch points through the year

Opportunities for collaboration and how to take the connections out of the room—how to continue the connections

Segmentation of contact lists—editors, reporters, tech, etc. Use Google +??