

JUNO

HOW DO YOU JUNO?

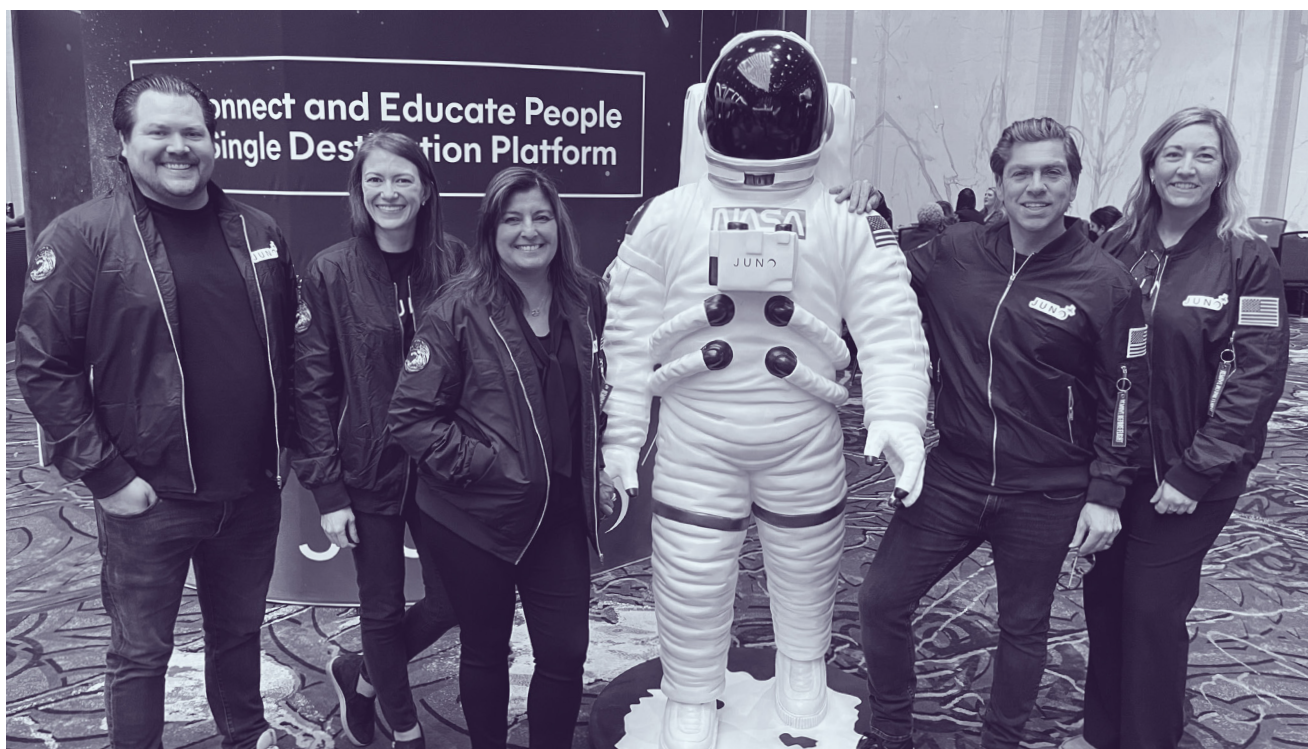
A Flight Plan to Launch a Single Destination Platform for Events & 365 Community

Imagine an online space where learning, networking and experiences happen in one location. Imagine your platform where community members can lean into and learn from one another year-round through forums and video chats. Imagine that same space where your annual hybrid or virtual event experience(s) can live and breathe, served up in live event feeds through a companion mobile app so your audience, wherever they are, never misses a beat.

As technology continues to be adopted into every possible aspect of life, people are using the tools available to connect and learn every single day. With the additions of virtual options that were born out of the pandemic, membership

associations now have the technology to connect their community members through one customizable, 365-day-a-year **Single Destination Platform**.

Giving your members one single place to attend events while engaging in learning courses, networking opportunities and an AI-generated custom experience year-round can feel overwhelming. Let's break it down, into the what, why and how. Whatever your community goals are for 2022, we've developed a Community Flight Plan (at the end of this document) to outline your goals and map out a trajectory towards success.



The JUNO Flight Squad stand ready to support your mission.

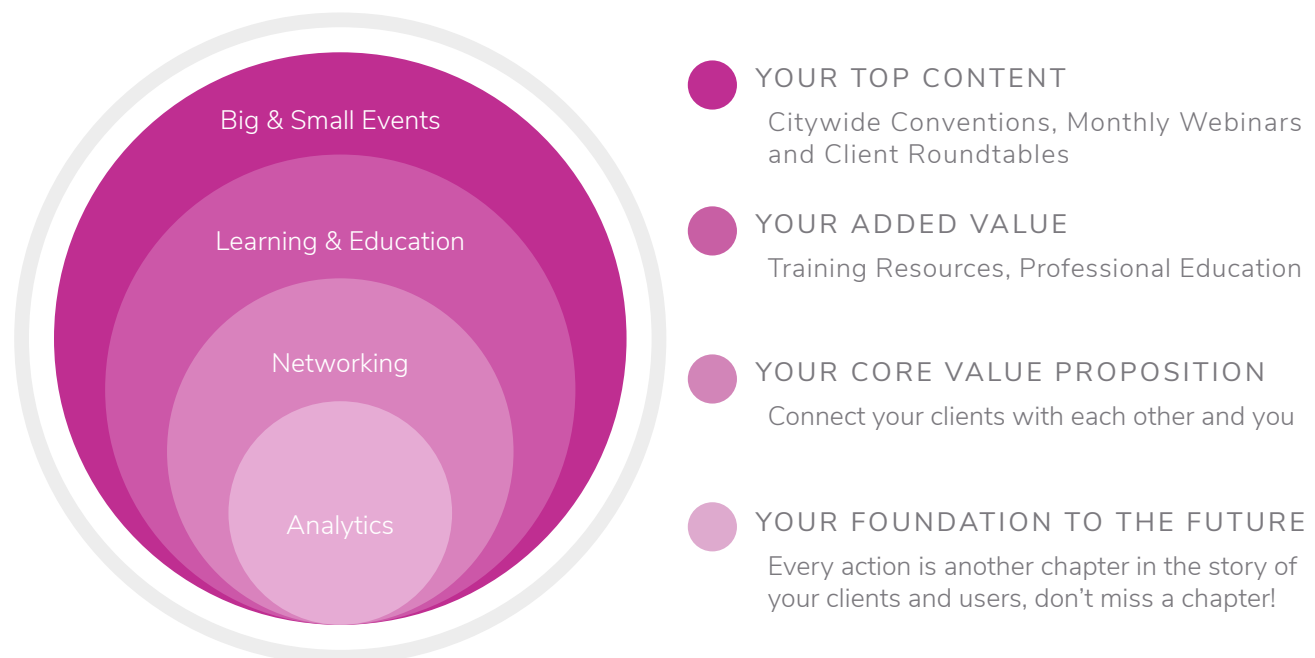
A Single Destination Platform to Connect & Educate

A Single Destination Platform (SDP) is one online place for big and small events, education and credentialing, networking, analytics and more. An SDP is one place for your community to connect, learn and grow together.

Whether it is a big event of 20,000 people or an educational roundtable for 15, it can be on one platform. Maybe there is a new learning course or members need to get credentialed, that can be there too.

Most importantly, community. Forums and networking and those vital community connections are all in the same place. As community members grow and learn together, the platform will also learn and drive an AI engine that recommends the right content to each individual for their own personal growth.

What are each of the elements that should be included in a Single Destination Platform?



Events Big & Small



A Single Destination Platform is not designed to replace your annual event venue. Its function is to help boost your event potential, house your virtual connections and continue those event conversations far beyond the annual event experience.

With an SDP, your event can be extended to a 24-hour experience of custom learning, networking and growth. And when the event day is over, through live event feeds, members will use that space to post pictures from the event, share takeaways, and message

fellow community members to meet up later, extending the life of your event. Your annual event content will be housed on the same platform as on-demand resources so your users can connect and learn on their own time.

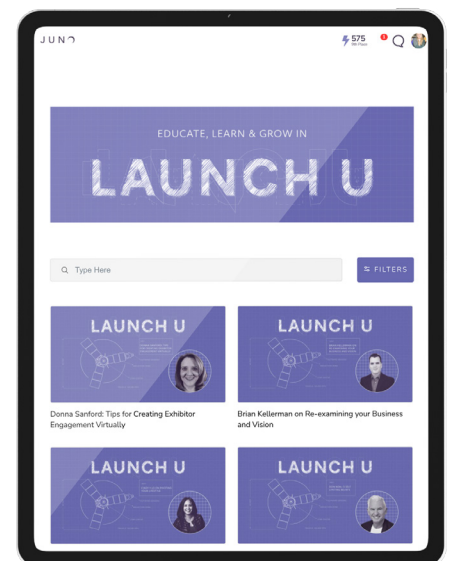
With the help of one future-focused platform partner, event planners can focus on improving their platform year after year, rather than starting over and learning how to plan their event with another software system for every iteration.

Learning & Credentialing

Learning management systems and credentialing are key to any association. When your members are learning, they are growing and can contribute more to the entire community of members.

With an SDP, LMS and certification courses can be created and configured for community members year-round. Extend this service to those who work for the association as well as community members who need your guidance to strengthen their personal goals or businesses.

Learning with an SDP also comes with community-wide connection opportunities. Throughout the year, your members can gather in educational virtual environments to learn together, share information and collaborate to advance new ideas and solve problems.



Connections & Networking



Networking is vital to any community because when members are connecting with each other on a daily basis, there is an established need to lean into the community for help, opportunities or to simply to meet new people. Your people need one space where 1:1 video conversations and group meetings with their fellow members are easily accessible

Let's face it, when your members are no longer at your annual event, or if you don't

have a space for 1:1 or group networking, they are using other platforms to connect. Your community needs a year-round place where everyone can get together, rather than just a few times a year.

Your SDP should have AI machine learning and recommendation engines that can curate suggestions on who people should meet or sessions they should watch based on declared and discovered interests for a purely custom experience.

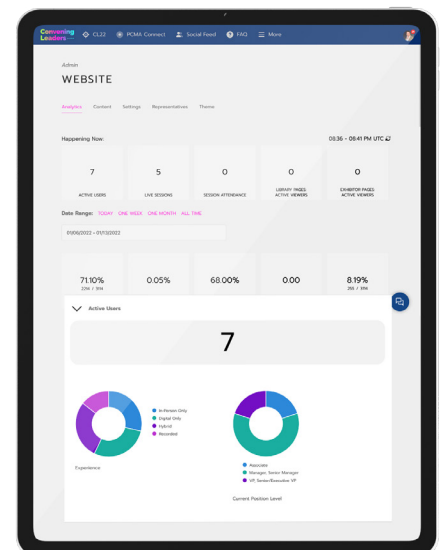
Analytics

The data available through an SDP can be a game changer for associations. Most associations without an SDP use different platforms for every aspect of the event or community, which means collecting and analyzing important data from all those disparate sources can be a chore. You need to know how aspects of your event are performing and also create metrics to improve upon next time.

With an SDP, analytics can be collected across the platform. Beyond event sessions and credentialing courses, Forums and Discussion Feeds can

gather information and feed into data analysis of your consumer behavior. That means organizations can implement best practices and baseline metrics to plan out the right experiences for the annual event, new platform content and other community experiences within the platform.

Analytics can show your organization exactly what your users are watching, reading, learning and absorbing and even what areas of the event or platform need more attention. The best part: all of that data comes from one place, which makes your own growth that much easier.



Time for your Community Flight Plan

For those scrambling to plan virtual and in-person events plus wrangle content into on-demand libraries, upload training sessions, provide members direct access to one another, and glean insights from meaningful analytics – focus on what's most important: bringing people together.

An SDP eliminates multiple platforms, providing one space for communities to innovate, learn, and connect while serving the needs and vision of the members and the whole. At the end of the day, what makes a Single Destination Platform work is all of the people who make

up that community. Save time, money, headaches and human energy. Gain engagement, brand trust, members and revenue with a Single Destination Platform.

Your members can generate content, ideas and even designs. Think of it as one platform, one ecosystem for your community to thrive, live and grow.

Focus on the next step – a tactical plan. Use these next two pages with your team to get started on a tactical Community Flight Plan so you are READY TO LAUNCH!

LAUNCH NOW!



JUNO

2022 COMMUNITY FLIGHT PLAN

1. NAME:

2. ORGANIZATION:

MISSION

3. ORGANIZATION MISSION STATEMENT:

4. MY VISION FOR COMMUNITY IN 2022:

THE DESTINATION

5. WHAT ARE 5 ONLINE COMMUNITY ENGAGEMENT IDEAS?

6. WHAT WILL YOUR AUDIENCE GAIN FROM MORE ENGAGEMENT?

TAILWINDS

7. WHAT ARE 5 OUTCOMES TO GAIN?

8. WHAT HAS HELPED GROW, ENGAGE & RETAIN IN THE PAST?

HEADWINDS

9. WHAT ARE 5 CHALLENGES TO OVERCOME?

10. WHAT HAS BEEN AN OBSTACLE IN THE PAST?

DEPARTURE AND ARRIVAL

11. LAUNCH DATE:

12. CHECK-IN POINT:

13. STAGE ONE ARRIVAL GOAL:

"The moment you doubt whether you can fly, you cease forever to be able to do it." - J. M. Barrie, Peter Pan

FLIGHT TEAM

14. WHO INTERNALLY WILL RIDE THIS SPACE LAUNCH WITH YOU?

15. WHO EXTERNALLY WILL SUPPORT YOUR FLIGHT AS MISSION CONTROL?

KEY LEARNINGS

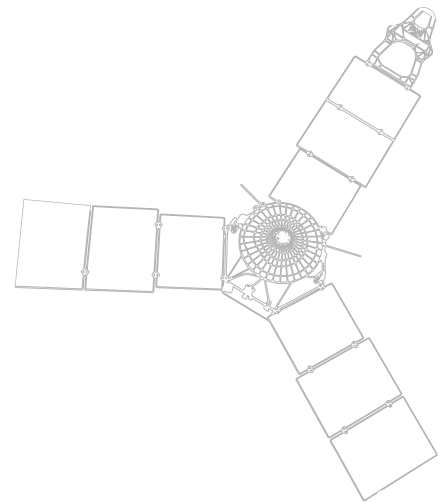
16. WHAT ARE 5 THINGS YOU'VE LEARNED TO SUPPORT YOUR COMMUNITY MISSION?

MISSION INSPIRATION

17. LIST 5 AFFIRMATIONS THAT WILL HELP YOU AND OTHERS:

IDEA EXCHANGE

18. LIST 10 IDEAS YOU'VE HEARD FROM SOMEONE ELSE IN SUPPORT OF YOUR VISION:



"All adventures, especially into new territory, are scary." - Sally Ride, NASA Astronaut & Physicist

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**CONNECT & EDUCATE YOUR COMMUNITY
ON A SINGLE DESTINATION PLATFORM**

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