

**WELCOME!**

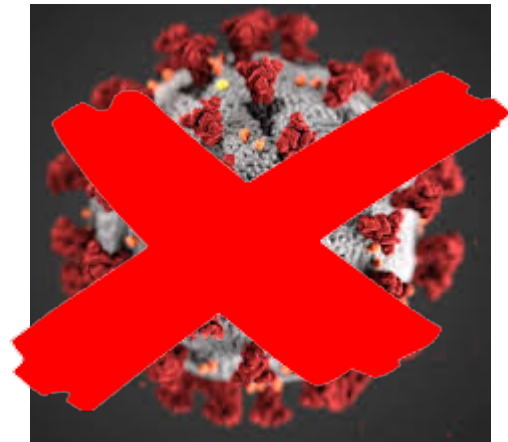


**WEF/MA Leader Workshop**  
**February 16, 2021**  
**2:00 – 4:00**

# It's Not a Challenge....It's an Opportunity

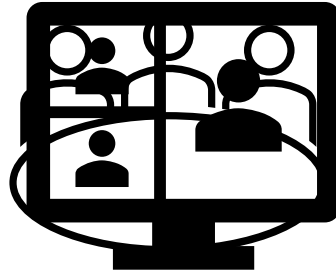
What a year it was.....

The COVID effect was unavoidable

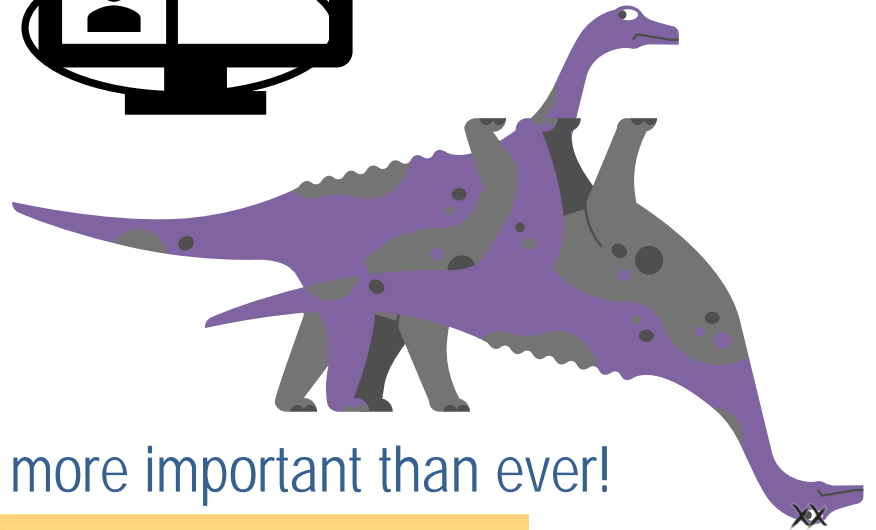


# COVID Impacts...

In-person events all pivot to virtual



Historical revenue streams no longer reliable



The need for rainy day funds more important than ever!



# ZOOM MEETING BINGO

Dog Starts Barking	Uses The Word Pivot	<del>Video Freezes</del>	<b>G</b> Muted While Talking Away	<b>O</b> Joins Late & Wants A Recap
Touches Their Face	<del>Disappears Into A Virtual Background</del>	<del>Talking to the camera while interrupting</del>	Coughs & People Freak Out	<del>"Can you see my screen?"</del>
<del>Touches Own On The Webcam</del>	<b>I</b> Bed Head	<b>N</b> Interrupting	Someone eats something	Mentions Tiger King
<b>B</b> Phone Alarm Rings	Private Message Sent To All	<del>Kids Run Onto The Screen</del>	No Pants!	Fixing Hair/ Makeup On Webcam
Obvious Texting On The Side	Yawn	<del>Awkward Backdrop</del>	Eating and Drinking	Creepy Lighting

[www.thebdx.com](http://www.thebdx.com)

# ZOOM POLL #1

Zoom meeting,  
audio only



Zoom meeting  
with video



Hire Write Talent

# Share What You Have Learned



# Cash Flow Forecasting

Cashflow forecasting essential when revenue generating events canceled/decreased





Historical cashflow trends not reliable indicator of cash available

Allows management to determine if programs need to be paused until cash inflows increase



# Okay, But How Do I Forecast?

**AND NOW THE WEATHER**  

Use your bank balance at end of prior month

**ADD** Registrations

What cash was coming in at this time last year? Memberships

**ADD** Insurance

Are we expecting any one-time payments? Payments PPP funds

**SUBTRACT** Conference Facility Deposits

What were we paying out last year at this time? Travel Expenses

Do we expect to pay them this year? Utility Payments

**SUBTRACT** **IT WILL BE SUNNY UNLESS IT RAINS** Loan Repayments

Are there any new payments coming up? Increased Insurance Premiums

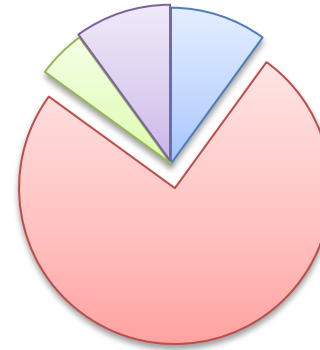


# Cashflow Forecast Sample

	September	October	November	December	January	February
Cash at Start of Month	150,000	100,450	72,470	43,770	19,370	26,640
Cash Inflows (Hist. Avg.)	63,000	53,000	53,000	26,000	79,000	63,000
<i>Discount factor</i>	75%	70%	60%	60%	60%	60%
<b>Estimated Cash Inflows</b>	<b>47,250</b>	<b>37,100</b>	<b>31,800</b>	<b>15,600</b>	<b>47,400</b>	<b>37,800</b>
<b>Other:</b>						
One-time Cash Receipts						
Loan Proceeds						
<b>Estimated Cash Balance before outflows</b>	<b>197,250</b>	<b>137,550</b>	<b>104,270</b>	<b>59,370</b>	<b>66,770</b>	<b>64,440</b>
<b>Cash Outflows</b>						
Payroll	5,000	5,200	5,000	5,000	5,200	5,000
Operating Expenses (Hist Avg.)	153,000	99,800	111,000	100,000	99,800	153,000
<i>Discount factor</i>	60%	60%	50%	35%	35%	35%
<b>Estimated operating expense outflow</b>	<b>91,800</b>	<b>59,880</b>	<b>55,500</b>	<b>35,000</b>	<b>34,930</b>	<b>53,550</b>
<b>Other:</b>						
Conference Registration Refunds						
Other Special Payments						
Loan Repayment						
<b>Estimated Cash Outflows</b>	<b>96,800</b>	<b>65,080</b>	<b>60,500</b>	<b>40,000</b>	<b>40,130</b>	<b>58,550</b>
<b>Cash at End of Month</b>	<b>100,450</b>	<b>72,470</b>	<b>43,770</b>	<b>19,370</b>	<b>26,640</b>	<b>5,890</b>

# Forecasting – It's an Art

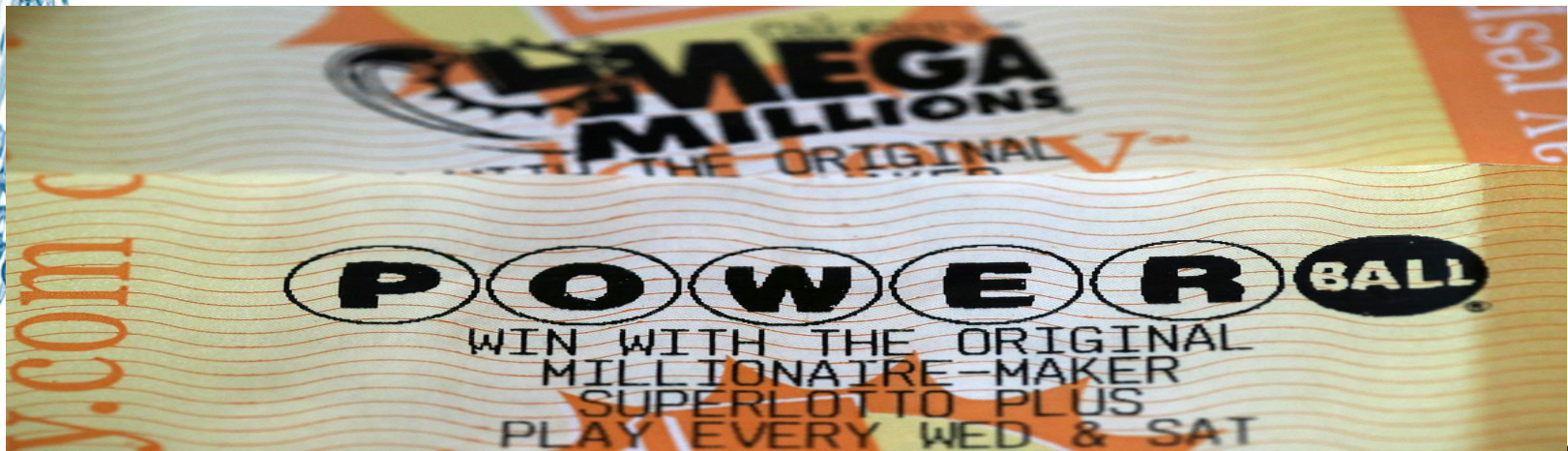
Forecasting is not a science,  
but an art



■ Science ■ Art ■ Luck ■ Experience



It is fluid, varies and can be adjusted if new  
information presents itself



# How has the pandemic affected your MA?

- What did you learn and what are you doing differently?
- How will this affect your future?

# AND NOW, OVER TO LISA RUANE ... FOR BREAKING NEWS

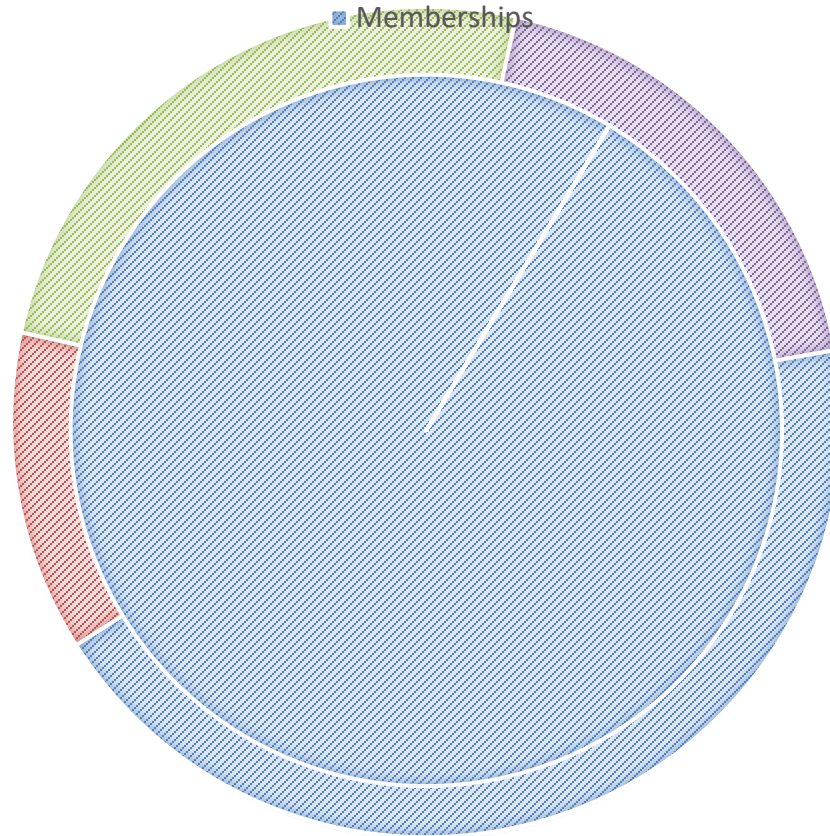


# NEED A BREAK?



# FUNDING MATTERS

■ Memberships ■ Conferences ■ Publications ■ Registrations



## Where Should Your Revenue Be Coming From?

# Revenue Diversification...

Are you relying on a single revenue source?



Event insurance can help but pandemics no longer covered



# Revenue Diversification...

Are there untapped revenue possibilities?

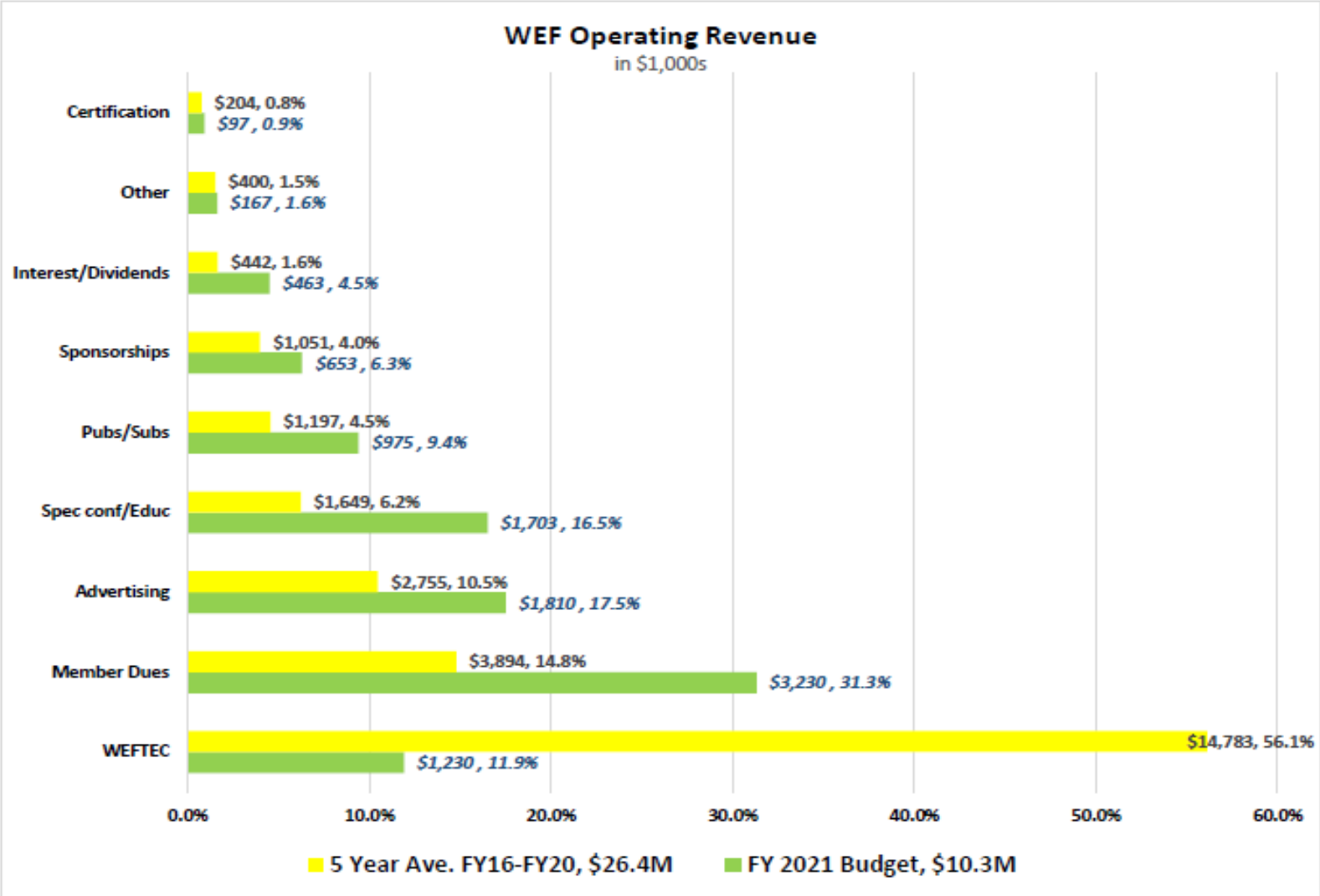


Can you take your great idea and expand it?

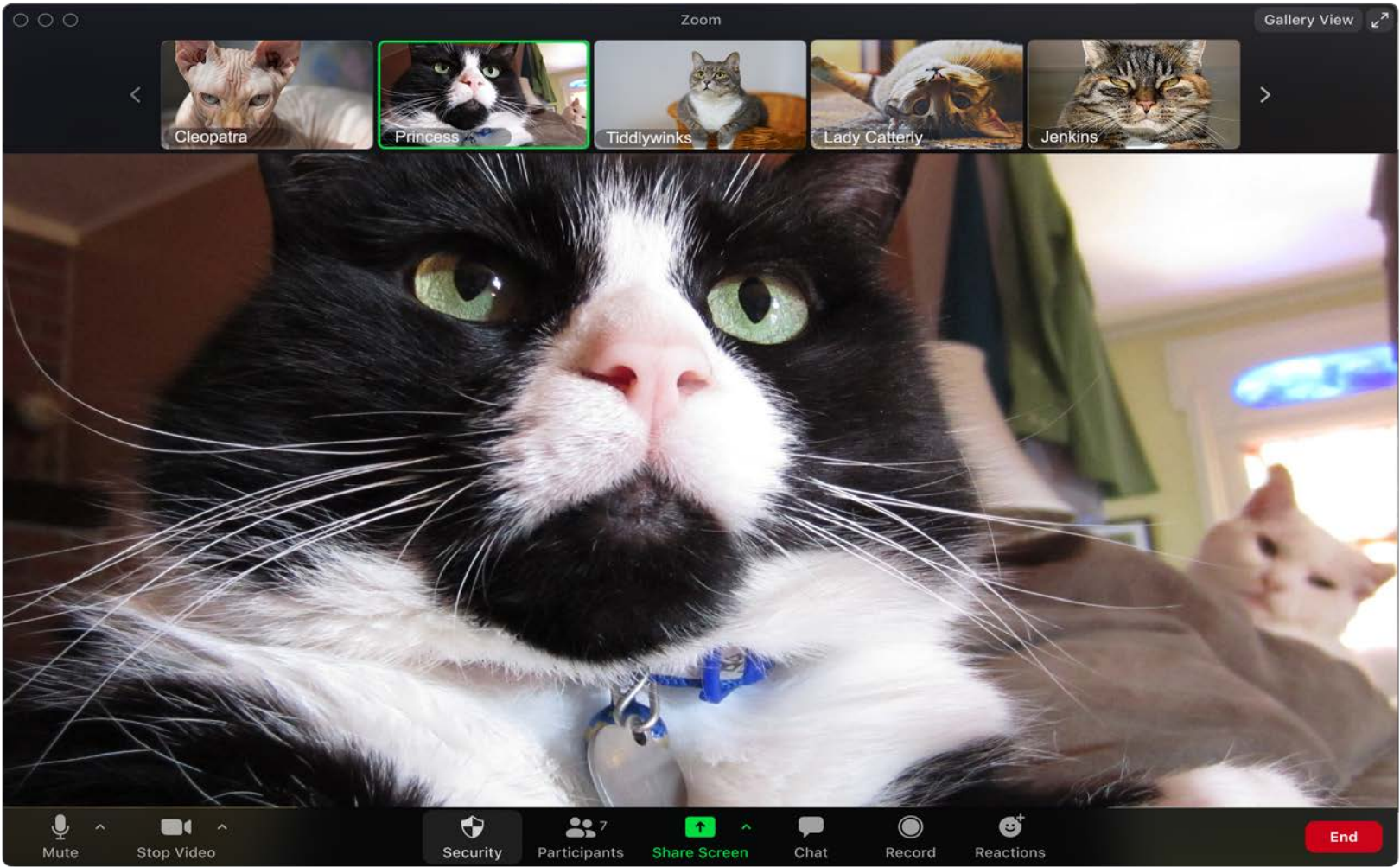




# Finding the Right Balance



# ZOOM POLL #2



# Share What You Have Learned



A vertical splash of clear water on the left side of the page, with bubbles and a dynamic, flowing appearance.

# **REVENUE GENERATING VIRTUAL CONFERENCES WITH CLARA SHEA**

# Open For Discussion



# THE END – THANK YOU!!

