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Sustainable Revenue How-to Guide

How to integrate revolutionary research and communication tools for sustainable revenue

Societies are facing a tidal wave of pressure to adapt their revenue management and acquisition approach in research, publications, and science conferencing fields. As the world of science evolves, new technologies hold the key to sustainability in revenue.

Sustainable Approach = Revenue Security

Leverage innovation to succeed in the new reality

One of the prerequisites for sustainable revenue is having the tools to power it. The research landscape has evolved considerably in the last decade, and switching from traditional means of revenue acquisition is now the fundamental challenge for sustainability. But achieving success as an organization means adapting your approach to how you achieve sustainability. It's all about your members and how you can meet—or even exceed—their expectations.

The technology needs of the new generation of members have changed, and societies need to find innovative ways to add value to their profession and early-career research aspirations. To add to the complexity, the expectations of younger researchers differ from those of older members.

So, how do you find that balance and provide the resources they need to advance their careers while reaching your revenue targets? With the ideas in this guide, you can:

- 1) Surmount the current pressures that threaten your revenue sources and adapt to the new reality with innovative tools that enable your members to have a bigger impact.**
- 2) Provide value to all your varied members in a bid to facilitate research discoveries and retain your membership.**
- 3) Boost revenue streams by listening to your members and providing them with the tools they really need to make research breakthroughs.**
- 4) Learn how to leverage inclusivity in creating your sustainable revenue approach to meet the needs of your organization's young and older members.**



Digital transformation aids research

Changing times require adaptive approaches

1) Sustainability and Innovation

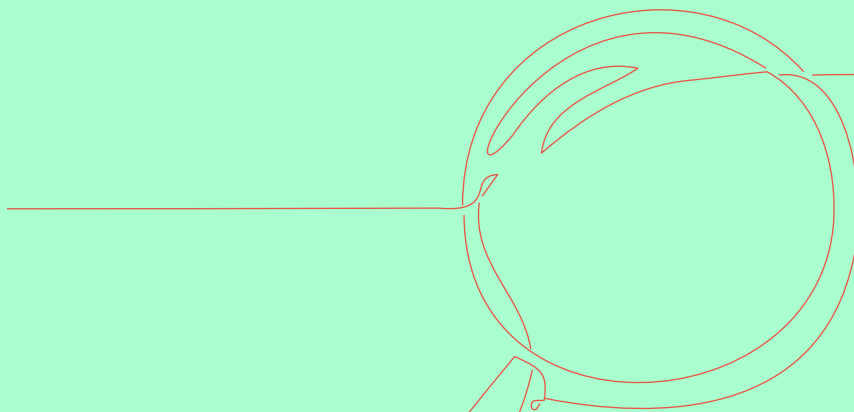
Scientific societies and associations are facing a major shift. Members join societies with hopes of advancing their careers and are asking the question: how can this society make me better? This question needs to be answered to keep them renewing membership and making research findings that matter. You can keep your members happy by integrating sustainable, innovative technologies that allow them to network, collaborate, and share their ideas.

2) Member acquisition and retention

Revolutionary new research and communication tools may clash with some of the traditional values of more experienced researchers. Additionally, the problem for young researchers is that the old ways of research isolation don't work in today's world. Building an all-inclusive and adaptive approach that connects what is and what was, is pivotal to retaining your members and attracting more. Your members will also find this healthy because taking advantage of emerging research tools will enable them to keep pace with new developments and give their work more recognition.

3) Building your sustainability solution

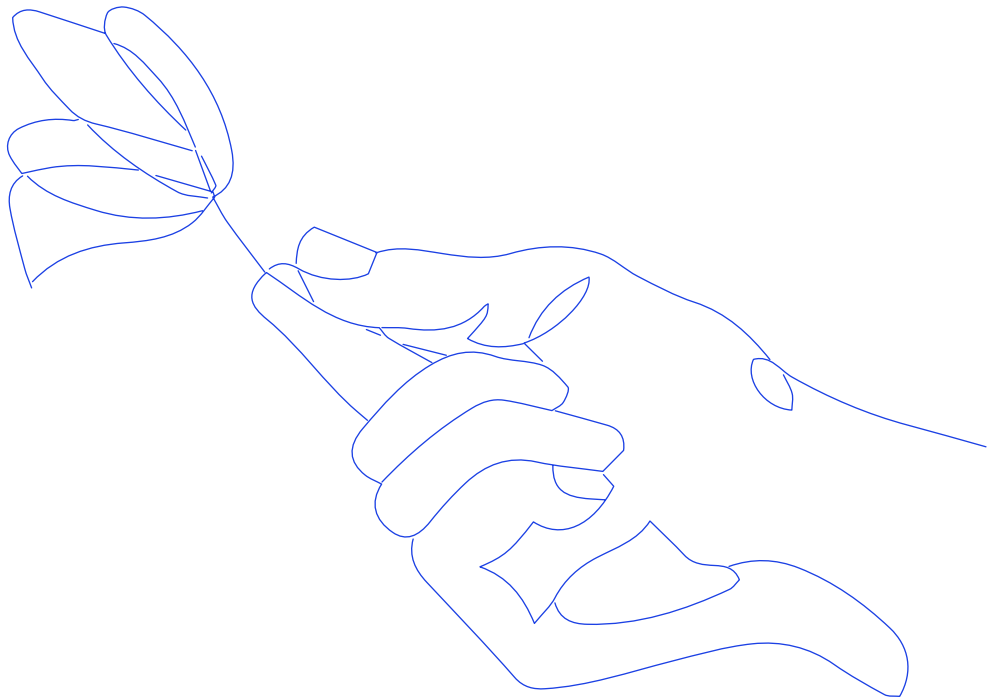
There's no doubt that as new problems present themselves and advancements in science happen, your approach to sustaining revenue sources must continuously evolve. You will constantly need to identify the current needs of your members and develop revenue-centered ways to address them. Create more seamless ways for members to share ideas online and in-person, collaborate both internally and interdisciplinarily and accelerate their early-stage research. At the end of the day, the success of your sustainable approach to revenue acquisition will rely heavily on how well you listen to your members and respond with tools and technology that make research and communication happen faster.




Sustainable transitions drive revenue acquisition

As scientific organizations adapt to the new realities affecting their revenue sources, all stakeholders must be supported in their efforts to make meaningful scientific impacts. Consider your mission, then acquire innovative research and communication tools that do not sacrifice these fundamentals while delivering value to your members and creating revenue opportunities.

Morressier is that one platform where researchers can accelerate their findings and open revenue sources for scientific and scholarly organizations.



Morressier  Status Quo? That's Latin for 'before Morressier.'