

Case Study: Transportation Research Board (TRB)

Annual Meeting with 11,000 attendees and over 3,500 presenters. Domestic and International representatives of federal, state, and local government agencies, universities, and industry professionals come together in Washington D.C. to engage in the world's largest exchange of information among transportation researchers and practitioners.



Category: Knowledge Center

Bottom Line: Created a knowledge center to house more content making it accessible to a larger audience

Website: [Transportation Research Board](#), [TRB Knowledge Center](#)

How do I reach a wider audience?

With a vast amount of Annual Meeting content (2,250 technical papers and 3,500 oral and poster presentations), the Transportation Research Board (TRB) wanted to find a way to deliver more content to a larger audience in a more convenient way. TRB had previously been providing attendees and sponsors with a compendium DVD of only the technical papers. But what they weren't doing was making all of their content accessible to a travel-restricted, worldwide audience in an ecological way.

Making *more* content *more* accessible to *more* people

TRB needed to find a new way to present their content. They needed a place where they could not only share technical papers, but also oral and poster presentations and audio/video recorded sessions to their attendees, sponsoring organizations, and those professionals from public agencies who were suffering drastic budget cuts making traveling to the meeting not feasible.

Partnering with Omnipress to create a knowledge center

TRB came to Omnipress and together we established an online knowledge center that contains all of their 2011 Annual Meeting content (technical papers, presentations, and recorded sessions). The site offers various levels of access and price points for users while providing content in a variety of segments. With ecological concerns in mind, a minimal number of DVDs were produced for sponsors and those interested in purchasing them, and a DVD download image was placed on the website for others who still wished to receive the technical papers in DVD format.

Knowledge center as a home for content and new marketing strategy

With the knowledge center, TRB was able to visibly track access to content and further understand which content bundles were appealing to their audience. What they found?

- In three months, their knowledge center averaged **11,440 visits/month in four different continents (98 countries)**.
- The average knowledge center visitor spent nearly **8.5 minutes visiting an average of over 11 pages!**
- TRB found that some audience members (primarily researchers) still needed the tangible DVD as it was downloaded **2,100 times** off of the knowledge center.

Not only was the new knowledge center allowing content to be more searchable and accessible, but it now serves as a huge marketing tool for their Annual Meeting which is the place to be for those involved with transportation. Establishing the knowledge center laid the foundation for making content available by fee in the future.

About Omnipress

Omnipress provide associations with new ways and practical solutions around educational content for their meetings, training and publications. Our focus is on making content accessible, useful, relevant, timely and cost effective. Services include:

- ▶ Online abstract and final paper collection
- ▶ Meeting materials in print and on CDs and flash drives
- ▶ Online knowledge centers
- ▶ Online event communities

For more information, visit www.omnipress.com.

For more information on knowledge centers, visit www2.omnipress.com/knowledge-centers.