

Proposal for "2020 Virtual Potpourri. The proposal assumes the following:

LA AAP will offer/ coordinate 5 "medical" webinars

LA AAP will offer the "practice management track" as an add on which will have 5 "practice management" webinars

The webinars will be available for 2 months

50 participants of medical, 25 add on practice management track

5 sponsorships @ \$500 each

Registration fees -Members: \$150 medical webinars, \$150 practice management webinars, \$270 if purchase both

Registration fees -Non- Members: \$200 medical webinars, \$200 practice management webinars, \$320 if purchase both

Budget assumes all are registrations at member rates. Non-member registration will simply add to the revenue

Expenses:

Total cost	formula	description
\$600	1 @ \$600	CME/ MOC for medical webinars
\$600	1 @ \$600	CME/ MOC for practice management webinars
\$1,000	5 @ \$200 ea.	Production of webinars by PMI
\$1,250	5 @ \$250 ea.	speaker honorariums
\$1,500	50 @ \$30 ea	admin cost for participants (hosting, processing, quizzes, reports, etc.)
\$0		Practice management track webinars
\$4,950		Total cost

Revenue:

Total revenue	formula	description
\$3,750	25 @ \$150	Registration for medical webinars only at member rate
\$6,750	50 @ \$270	Registration for medical and practice management webinars at member rate
\$2,500	5 @ \$500 ea	sponsorships at \$500 ea.
\$13,000		Total projected revenue

\$8,050	Profit over expenses
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