**Project Addendum**

**Review of Literature and Key findings:**

*Results of best practice research and review of literature/content experts to inform NCDA initiatives for engaging and retaining millennials. Key quotations and references outlined below:*

“Who are millennials? Born between 1980 and 2000; 80 million in the U.S. and 2.5 billion worldwide; Largest generation yet and most ethnically and racially diverse; Grew up alongside technology and have a dominance of social networks; Why do they matter? 50% of the workforce by 2020, 75% by 2030; Aspire to make a difference with their work; Confident, have high expectations, achievement oriented.” – Kuhl, (2018)

“Milennials most want personal development and coaching, flexibility and balance, and transparency and purpose/impact.” – Pollak, L., (2017)

“Regardless of how successful and popular your meetings are, it’s worth considering whether they are attracting an audience you’ll need over the long term: younger attendees who may want something different from what your event currently delivers.” – Burtka, (2016)

“Young workers enjoy a more customized approach, says Cassie Thompson, event services manager at the association management company Smith Bucklin, who was named International Association of Exhibitions and Events 2015 Young Professional of the Year. Some ways to customize conference offerings include creating an agenda specific to young professionals and offering a first-time attendee orientation geared toward them, she says.” – Burtka, (2016)

“Next-gen attendees are likely to appreciate ‘short bursts of content,’ such as how to create a great LinkedIn profile, Thompson says. Ballman warns that presenters may resist efforts to shorten sessions. But his team convinced some speakers to cut their presentations from an hour to 15 or 20 minutes, and the change increased attendee satisfaction. More interactive offerings might include small-group meetings, allowing attendees to bring problems to the conference so that they can work on solutions while there. Attendees also might participate in live demonstrations or tour local industry-related facilities ‘to enhance their knowledge of leading practices,’ Ballman says. Interactive programs help ‘create conversations rather than just push information to them,’ Young says.” – Burtka, (2016)

“Getting next-gen members involved in your conference planning and tailoring some of your programs to them could end up appealing to members across the board, not just younger professionals. Trying different content, delivery methods, and participation models could spill over and enhance the conference’s value to a wider swath of members.” – Burtka, (2016)

“By gaining a better understanding of how and when Millennials engage, organizations can more appropriately plan and execute successful social media campaigns with this very important public.” – McCorkindale, DiStaso, & Sisco, (2013, p. 67)

“Utilizing social media not only provides another medium to communicate, but it delivers messages in a format that encourages engagement resulting in relationship development.” – McCorkindale, DiStaso, & Sisco, (2013, p. 67)

“Due to their profuse usage of digital media, digital marketing is an effective manner for communicating with Millennials. Digital marketing is considered to be the most promising venue for reaching this generation (Okazaki, Katsukura, and Nishiyama, 2007).” – Smith, (2012, p. 86)

“Millennials are talking about products and services online, being influenced and influencing others. This generation considers the opinions of fellow consumers to be more credible than traditional advertising. Becoming more active themselves in the promotion and advancement of products and brands, Millennials are having an impact on the marketplace.” – Smith, (2012, p. 90)

“With Millennials spending a hefty amount of time online, digital marketing is an effective manner for communicating with this generation. However, it must be done right. Digital marketing that is viewed in a negative manner can cause consumers to adopt a negative view of the brand being advertised or the website that contains the irritating ads.” – Smith, (2012, p. 90)

“The website feature that consistently and overwhelmingly catches the eyes of Millennials is the use of graphics. The following website features succeed in arresting the 14 attention of approximately half of Millennials: personalization, a simple yet professional layout, bright colors, and an interactive site.” – Smith, (2012, p. 90)

“There is already too much “clutter” on the Internet. Personalize the website. This generation likes the personal touch and the chance to network with the marketer. Make the website interactive so that Millennials can interact with the company and possibly have a part in the promotion and advancement of products and brands.” – Smith, (2012, p. 90)

“Millennials, in general, are particularly attentive to and intuitive about digital marketing strategies.” – Foster, (2017)

“What these businesses fail to realize is that we aren’t simply on social media to gain attention. We are on social media to follow the brands we care about, to find people we can relate to, and drive traffic to our own businesses and ideas. We are online to network, find information, and buy.” – Foster, (2017)

“The key to figuring out [how to market to Millennials](https://www.truetoast.com/millennials-changing-marketing-landscape/) is closely examining how we market ourselves, and how we market to each other. It is by listening to what we have to say, and how we say it. It is by looking at what brands we follow, and why. The key is getting us to **trust you**.” – Foster, (2017)

***References:***

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