



Non-dues Revenue for You, Knowledge Exchange for Your Members

An Expert Calling Network (ECN) under your association's brand earns you new revenue and provides a unique new service to your members.

Q. What is an Expert Calling Network (ECN)?

A. An Expert Calling Network or "ECN" is a feature-rich, knowledge exchange that showcases your members, subject matter experts, or mentors profiled in an ECN directory under your association's branding. Experts are paid to share their knowledge or expertise over the phone and your association earns non-dues revenue.

Q. How does an ECN work?

A. Powered by Brainsy, Inc. an ECN uses patented web and telephony technology to broker paid ECN phone calls between your member "Experts" and those who pay to access their expertise.

Q. How will an ECN benefit my members?

A. Knowledge-sharing, lead generation, new revenue, and a heightened online profile are some of the compelling benefits that an ECN offers your members or sponsors. Members that see value in the service would opt-in as experts while others, including non-members, would pay to talk with them.

Q. Sounds great, how can we get started?

A. To get started, sign a Royalty Agreement with Brainsy, inform your members of the ECN's availability, and provide Brainsy with the names and contacts of eligible members that could serve as experts. You can promote the ECN's availability on your association website and Brainsy can manage the technology required to operate the ECN on your behalf.

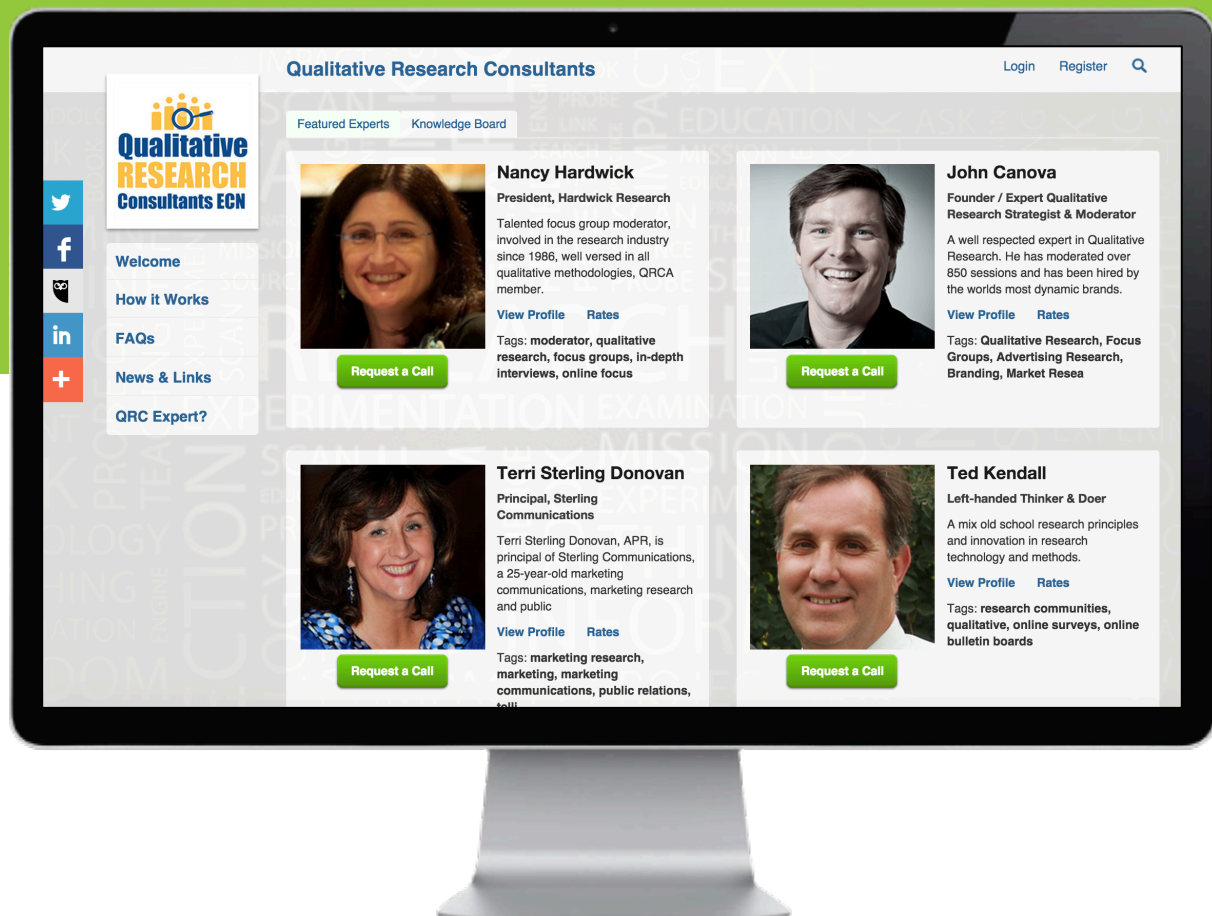
Benefits

- Knowledge Sharing
- Non-dues Revenue
- Member Value
- Member Engagement



ECN

Expert Calling Network



Powered by Brainsy, Inc.

Contact:
Brainsy, Inc.
Tel: 855.742.7246 (855-74-BRAIN)
Email: info@brainsy.com



www.brainsy.com