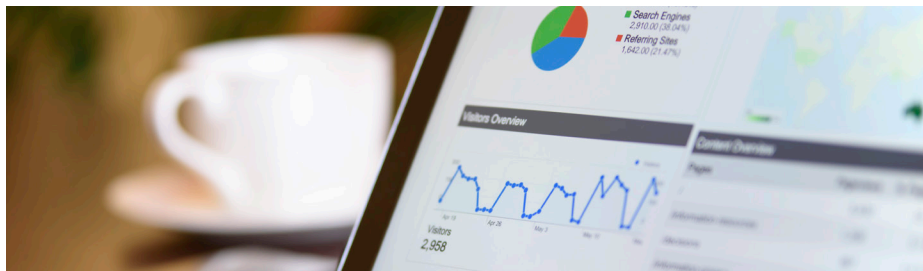


Shreveport Bar Association (SBA) Chooses Vocalmeet's All-in-One Continuing Legal Education Platform



RESULTS

The Shreveport Bar Association is able to provide live-streamed and pre-recorded CLE courses all from a single Platform.

About Vocalmeet

Vocalmeet has earned its reputation by providing state-of-the-art technology, unparalleled project management and customer service, coupled with an unwavering commitment to the success of our clients. Our goal is to delight our customers every step of the way.

We understand the unique needs of today's associations & organizations and what it takes to be best in class.

THE CHALLENGE

SBA recognized the importance of providing more options for members to complete their continuing legal education requirements. The association understood the need to utilize technological advances to remain competitive in an over-saturated continuing legal education marketplace.

To fulfill their mandate, the association needed a live-streaming and on-demand continuing legal education platform that was versatile and easy to use. They wanted the ability to live-stream events for their members who could not attend in-person, in addition to offering on-demand recorded content.

THE SOLUTION

SBA chose Vocalmeet's all-in-one platform to offer live-streaming and on-demand continuing legal education courses to its members.

After the live-streamed sessions are completed, they are simply converted into on-demand continuing legal education courses. This creates additional revenue as members can purchase on-demand courses at a later date.

The all-in-one platform streamlines the entire process and is easy for the association's staff and members to navigate. The platform automatically tracks continuing legal education credits, registrations and payments.

About SBA

The Shreveport Bar Association is a voluntary community-oriented Bar Association with over 600 members. It was formed in the early 1950s to promote interests in the legal field, dignity and character of the Bar of the City of Shreveport and Bossier.

SBA purpose hasn't changed in the past 60+ years. The association is committed to providing an organization where members of the legal community can serve the public under the highest ethical and professional expectations. In addition, SBA's goal is to provide a variety of activities so each member has an opportunity to become involved civically, socially and through ongoing education.

Vocalmeet offers a fully managed service that includes course development, technical support, and complimentary marketing services. This enables the association to focus on producing engaging continuing legal education courses for members, instead of spending valuable time on administrative tasks.

THE RESULTS

SBA successfully provides more options for its members to complete their continuing legal education requirements. By offering live-streamed sessions and on-demand CLE courses from a single Vocalmeet platform, SBA can easily track registrations and attendance all from a single detailed report. This significantly reduces the amount of administrative work that is associated with hosting live-streamed CLE sessions.

The ability to offer live-streamed sessions and on-demand CLE courses from a single platform is a powerful combination. Live-streamed sessions create a sense of togetherness and community which is important for your members during the global pandemic. Connecting with members in real-time demonstrates that the association is committed to delivering value. After the live-stream session is completed, it is offered for purchase as an on-demand CLE course.

By utilizing Vocalmeet's all-in-one platform, SBA remains competitive in an over-saturated continuing legal education marketplace. At Vocalmeet, we provide county bars with tailored and cost-effective solutions that are designed to maximize non-dues revenue and increase member engagement and satisfaction.