Vocalmeet

The Canadian Psychological Association (CPA) Chooses Vocalmeet's Learning Management System and Course Development Service

RESULTS

From a single platform, the CPA is able to live-stream and offer on-demand courses for its members.

The association substantially increased the number of online continuing education courses it offers.

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

Prior to working with Vocalmeet, the CPA mainly offered in-person continuing education courses and wanted to expand their course offerings online. The association understood the importance of utilizing technology to solidify its leadership position among practicing psychologists and psychology students.

It was critical that the vendor understood the different continuing education requirements, as each course involved multiple complex activities.

The platform chosen by the association needed to provide flexible e-commerce pricing modules such as member, non-member, student and group bundles. The platform also had to be easy to navigate for both staff and members.

The association required the vendor to provide technical support for their members. Additionally, the vendor needed to assign dedicated staff to work closely with the association to ensure the platform operated efficiently.

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About CPA

Founded in 1939, the Canadian Psychological Association's (CPA) mission is to advance the research, knowledge and the application of psychology in the service of our society through advocacy, support and collaboration.

THE SOLUTION

The CPA selected Vocalmeet's continuing education platform, course development and audiovisual services.

Vocalmeet's continuing education platform became the hub for the CPA's online courses. From a single platform, the association is able to provide on-demand and live continuing education courses, process purchases, and issue certificates. This streamlines the online experience for their members.

Vocalmeet's course development team ensures that every course meets or exceeds the standards set by the CPA. Prior to the courses being available for purchase, Vocalmeet's course development team meticulously reviews all the requirements. Knowledge reinforcement hurdles, quizzes and mandatory downloads of transcripts are included in the courses. This helps to ensure that each learner is actively participating.

Additionally, the CPA conducts in-person continuing education sessions which are filmed by Vocalmeet's audiovisual team. In post-production, the PowerPoint slides are synced to the video in order to provide context. The finished product is made available for purchase as an on-demand continuing education course.

THE RESULTS

Working with a dedicated project manager at Vocalmeet, the CPA is able to focus solely on delivering value to their members. Vocalmeet's project managers handle the daily operation of the continuing education platform, which includes course development, technical support and marketing. By utilizing Vocalmeet's fully managed service, the CPA is easily able to provide timely and relevant content to their members on a consistent basis.

Vocalmeet's continuing education platform enables the CPA to offer multiple pricing tiers through our flexible e-commerce modules. The association is able to offer different price points for students, non-members, and members. By utilizing this pricing strategy, the association can easily visualize the monetary value of becoming a member which helps to increase member acquisition rates.

By working with Vocalmeet, the CPA is able to provide value to their members by offering on-demand courses and live events all from a single and secure platform. Vocalmeet's platform provides a seamless user experience that maximizes online attendance and overall satisfaction.