



The Birmingham Bar Association Chooses Vocalmeet's Online Learning Management System

BIRMINGHAM
BAR ASSOCIATION | EST. 1885



RESULTS

From a single learning management system, the Birmingham Bar Association is now able to provide on-demand CLE courses for members and non-members.

About Vocalmeet

Vocalmeet has earned its reputation by providing state-of-the-art technology and unparalleled project management and customer service, coupled with an unwavering commitment to the success of their 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

The Birmingham Bar Association understood that having a dynamic online Continuing Legal Education (CLE) platform was an integral component to successfully maximizing their CLE revenue. By providing an eCommerce-optimized CLE platform for their members and the public, the association could offer additional outlets to deliver high-quality legal education.

With the end of the calendar year quickly approaching, the association needed a reliable and easy-to-use online platform for their members and non-members to complete their CLE requirements. The association required a vendor that could facilitate course development, supply training sessions for staff, and provide marketing support for their new CLE platform within a matter of weeks.

THE SOLUTION

The Birmingham Bar Association chose Vocalmeet's Continuing Legal Education platform to offer their on-demand online CLE courses.

Vocalmeet's fully integrated on-demand CLE platform enables the association to display its branding prominently, offer member and non-member pricing, track course progress, and issue certificates of completion automatically. An easy-to-use online education platform is essential when it comes to increasing sales for online courses. Creating a positive user experience is vital; members are far more likely to flock to a user-friendly solution than one that takes time and resources to master.



About The Birmingham Bar Association

Founded in 1885, the Birmingham Bar is one of the oldest local bar associations in the United States, with approximately 3,500 members.

The Birmingham Bar Association supports its members in their practices, promotes justice, and encourages public service. It furthers the legal education of its members and the public, facilitates access to justice, provides opportunities for public service, and encourages camaraderie, integrity, respect, and good will among members

Vocalmeet collaborated with the Birmingham Bar Association to create marketing and promotion materials for their CLE courses. The Vocalmeet team handled all technical aspects of the implementation, including platform setup, provision of technical support to the association's members, and course development.

THE RESULTS

The Birmingham Bar Association successfully launched its CLE platform to accommodate the end-of-the-year CLE requirement rush.

Given the tight turnaround time, the association relied on Vocalmeet's project management and course development teams to quickly launch the platform. The "white glove" fully-managed approach allowed the association to focus on its daily operations while Vocalmeet handled the entire platform setup. Within a matter of weeks, the association's members were able to complete their CLE requirements online.

“ “ The on-boarding process was incredibly easy and the Vocalmeet staff has been extremely pleasant to work with. I went through the entire process myself to complete a CLE course, and I continue to be pleased with my decision to sign on with Vocalmeet!

~ Jennifer Buettner, Executive Director at Birmingham Bar Association

During the last three months of the calendar year, many attorneys rush to complete their CLE requirements before their year-end deadline. With that said, Vocalmeet's CLE platform is perfectly able to handle the rapid influx of system users. Our online continuing education platform's simple layout and innovative design make it easy for the vast majority of users to find and purchase courses that meet their requirements. For users that may need assistance, Vocalmeet offers timely technical support for guidance through the process.



Vocalmeet makes course development simple and easy for associations. The association provides the CLE course video, the title and description of the course, the presenters, and the number of CLE credits; Vocalmeet's course development team handles the rest. This enables the association to focus on delivering value to their members without having to worry about or allocate resources to managing the technical aspects of the platform.

The association was able to promote the launch of their fresh, state-of-the-art platform to their members by calling upon Vocalmeet's free marketing services. From email campaigns to quarterly promotions, the association relied on and trusted Vocalmeet's marketing team to produce high-quality ads for their CLE courses.

THE CONCLUSION

Consequently, by adopting Vocalmeet's on-demand CLE platform, the Birmingham Bar Association is now able to offer an easy-to-use on-demand continuing education system to its members.

By trusting and relying on our on-demand CLE platform, the association can focus on its core business initiatives that deliver value to its members.