



Case Study:

Increasing Audience Participation and Revenue Generation

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Organization: The American Immigration Lawyer's Association

Event: 2009 Annual Meeting, Washington, DC

Technology: Hybrid webinar; audio conferencing; streaming live video.

Challenge:

Reduce the cost and increase the audience for an important annual meeting for the members of the American Immigration Lawyers Association.

Solution:

Betsy Lawrence, Grace Woods, and other key staff at the American Immigration Lawyers Association chose to offer this conference online for the first time, streamed live over the Internet using "hybrid" webinar technology provided by CommPartners.

Using CommPartners to connect their live conference held at the Lowe's L'Enfant Plaza Hotel in downtown Washington, DC, to AILA was able to deliver critical content and provide an interactive platform for both live and virtual audiences attending the same session.

AILA members watched and listened through their computer to keynote speaker Senator Arlen Specter (D-Pa.) and discussions with a panel of industry experts, along with those sitting at tables in the room. Using a "chat" feature on their consoles, online audience members were able to ask questions and responded to polls and discussion topics during the meeting.

The day-long event was managed on site by CommPartners' Event Team, which included a videographer, an event producer, and an additional event assistant on site, as well as dedicated customer service staff attending to online and phone support, an event team coordinator monitoring back-end software issues, a live phone operator, and pre- and post-event team members who worked with AILA to design registration and viewing experiences and provide the right software for



"Our membership has benefited from webcasts and web events with CommPartners because it allows them to obtain continuing education credits without having to travel to in person conferences. So it's given them a lot of different options because they can do teleconferences or web conferences and now webcasting. The options are really limitless as far as our membership is concerned."

We use webcasting as a means to reach out to a core group of our membership, particularly those people who are unable to attend our in-person conferences because of economical reasons or because it's an inconvenient time. It's been a tremendous benefit to them because it's given them the opportunity to participate without having to jump on a plane and travel across the country."

Betsy Lawrence, Esq.
Education Programs Manager
American Immigration Lawyers
Association

delivering the results AILA demanded. CommPartners provided or secured all related equipment and technology, leaving AILA executives free to focus on their session content and presenters.

Results:

The hybrid format proved significantly more cost effective for both AILA and many of their members, allowing the association to charge a fee for both online and in-person participation. As a result, AILA experienced an additional 25% increase in attendance from online audience members, offsetting the cost of the production as well as increasing revenue for the event overall. Members enjoyed easy and convenient access to critical information, participation in an event they may otherwise have missed, or simply watched as a recording, a savings in travel and hotel expenses, and the ability to gain education and learn about the important topics presented by the association.