

CUSTOMIZED EVENT MANAGEMENT: RAISING THE BAR

EXECUTIVE SUMMARY

In the 21st century business world, not every employee needs to work in the same building anymore—to say nothing of an association representing multiple businesses across a given geographic area. Training and education platforms must utilize a virtual component just to remain relevant, and that component has to be robust yet easy to use. In addition to production and content, who's marketing the platform to the target audience? Who's making sure they actually watch and participate? Trying to cobble together a system with user-directed phone or tablet apps with little to no control over production, delivery, engagement, reporting, etc. isn't the answer. And these days, neither is abandoning the virtual component altogether. The real answer: finding a company that can demonstrate expertise in producing and delivering virtual experiences that will satisfy the client's requirements; mitigate technology, logistical, or user errors; and maximize the effectiveness of the learning program whether participants are in the room or on the other side of the world.

Contact Geniecast at info@Geniecast.com and 877-774-3643

LAYING DOWN THE LAW

When it comes to heavily-regulated industries—banking and finance; healthcare; law and legal services; etc.—an education program that covers ethics training, risk mitigation, and other learning initiatives isn't just a good idea...it's an imperative that allows employees and management alike to do their jobs properly and confidently. And oftentimes, successful completion of those education programs by all employees is required just to allow organizations to continue to operate for another year.

The Missouri Supreme Court **requires** attorneys who practice in the state take 15 hours of Minimum Continuing Legal Education (MCLE) each compliance year, which runs from July 1 through June 30, in order to maintain compulsory membership in The Missouri Bar. Two of those 15 hours must exclusively feature live, interactive training in professionalism; substance abuse and mental health; and ethics and malpractice prevention. [\(LINK\)](#) The live and interactive parts of the training are important; members must be able to ask questions of a live presenter for the course to be compliant with the rules of The Missouri Bar.

Founded in 1874, the Bar Association of Metropolitan St. Louis (BAMSL) serves member attorneys who practice in the St. Louis metropolitan area. BAMSL's mission is "to maintain the highest professional standards among attorneys, to enhance the professional competence of attorneys, to improve the administration of justice, to serve the needs of members, and to provide law-related service and education to the public." [\(LINK\)](#)

One of the major services BAMSL provides its members is over 200 available hours of its own Continuing Legal Education (CLE) courses that satisfy the requirements for member attorneys to keep their membership current for both it and MCLE for The Missouri Bar. BAMSL's CLE includes a mix of in-person classroom education, self-directed learning, and virtual learning courses. These courses are administered by BAMSL directly, which means the organization is responsible for the production, content, and delivery for each event.

THE “AHA!” MOMENT

BAMSL Executive Director Zoe Linza works closely with the CLE program in an effort to maximize the relevance and benefit to members—some of whom are outside the immediate St. Louis area. “We try to provide the opportunity for people to get as much CLE as they need and in topics that fit their area of practice,” she says. “So it could be that they’re a family law practitioner and they just want CLE in family law issues; it could be that they’re a patent attorney and that’s a very narrow area. We do some general stuff but mostly we try to be specific and pretty high-quality for those specific areas of practice.” BAMSL is not the only regional Bar Association in Missouri, and even the Missouri Bar itself offers MCLE courses in a number of the higher population centers in the state. But Missouri also boasts a large rural population, and many attorneys across the state would need to drive several hours each way just to take an hour or two of classes to satisfy their requirements to keep practicing law.

In trying a do-it-yourself approach, however, Zoe found that webcasting was causing more problems than it was solving. “First of all, people have been very slow to use it, it seems,” she says. “We’ve done webcasting for five years now, (but) not successfully. We’ve used three different platforms, none of which worked really well.” Obviously bouncing from platform to platform isn’t ideal even when things work properly; when each new attempt also results in failure, frustration on all sides builds and builds...until it reaches a tipping point.

One day, Zoe’s cell phone rang. She recognized the number as a past president of BAMSL, but when she answered the call, all she heard was a garbled, unintelligible mess. Then the real voice she was expecting came on the line and said, “This is your webcasting. This is what it sounds like.” That was Zoe’s “Aha!” moment. “It was not good,” she says. “We knew (then) we needed to pull this stop and we needed to figure out something else. We just a couple weeks before had a really good political CLE and people couldn’t get on, they couldn’t figure out how to use it. It wasn’t working. So I said we need to stop it, because every time that happened, we lost that person.”

SEEKING A REAL SOLUTION

What Zoe and BAMSL experienced with their patchwork system for providing virtual training options wasn’t unique to their group. She is the immediate past president of the National Association of Bar Executives; her travels for and with that association as well as her interaction with the 600 or so other Bar Executives revealed that most of her peers were struggling with the same issue. “So I’m sitting at a table...and I was like ‘What’s everybody doing with webcasting; what company are you using; what’s working?’ And I got, ‘Ugh, it doesn’t work’ and ‘I tried this or that’ and everybody is struggling with it. So it’s not just us—which is reassuring, but it also means opportunity!” That discussion in the middle of a national meeting prompted Zoe to call Geniecast right then and there.

Founded in 2015, **Geniecast** has been transforming the way people are able to connect with ideas by making speakers, thought leaders, and subject matter experts—otherwise known as Genies—as well as premium content globally accessible through live, two-way video interactions. They provide premium virtual **production services** to companies looking to innovate their events, education options, and conferences and deliver full-support **event marketing** solutions to departments, groups, events, and globally dispersed organizations. Geniecast has demonstrated success in connecting Genies with clients and audiences of all sizes anywhere in the world to inspire, motivate, and educate. [\(LINK\)](#)

Zoe knew of Geniecast through previous networking and sales discussions, but they couldn’t find a fit at

the time because BAMSL was just getting into webcasting and, as a nonprofit, they didn't have budget space to devote to even a moderately-priced Cast. Still, Zoe was on the verge of desperation, and reached back out to Geniecast to explore options. Fortunately, getting creative with options for a client was nothing new for Geniecast. They worked with Zoe as well as BAMSL's CLE Director to understand their challenges and hurdles and start the process of developing what is essentially a custom syllabus for the virtual component of the organization's CLE.

BAMSL already had experts and content at the ready; what they needed from Geniecast was production, service, and marketing, and they wanted it to be as professional and relevant as any instructor-led course delivered in person. They needed all of this for an all-day hybrid CLE event—meaning, in-person experts in front of a live audience along with a two-way video broadcast for virtual attendees—taking place within just a couple months' time. To support this, they gave Geniecast access to their social media accounts and attorney database so Geniecast could handle all event promotion as well as tracking for both signups and attendees to ensure everyone received proper credit for taking the necessary courses. Geniecast treated it like a ticketed event, charging attendees at sign-up rather than requiring a budget-busting up-front fee from BAMSL. They developed email reminders, press releases, and printed flyers along with an online registration page for sign-ups. Geniecast also set up customized reporting to make sure audience members not only signed up, but also actually logged in to attend the event and for how long, which will mitigate the possibility of members paying the fee but not actually participating in the Cast.

In trusting Geniecast with the “keys to the castle” agency approach in terms of developing and managing all aspects of the virtual component of their CLE program and its logistics, Zoe is optimistic that the bad taste left by their previous struggles with webcasting will go away once their members see the marketing leading up to the event. “I think we, with this project, are going to have to overcome those hurdles of people who've tried and said ‘well, they don't do a good job of webcasting,’” she says. “But I think, (using a) new company, we can really play up the market component of ‘this is good and wonderful.’”

She has high expectations that her bar association peers will clamor to have Geniecast develop similar solutions for them, too. “I'm kind of excited about (this), not just for us, but for other Bars across the nation,” she says. “I think if we make this successful it could be a good project for all of us.”

WHAT'S NEXT

It's exceedingly rare to come upon a business relationship that is completely free of challenges. By working directly with BAMSL to not only find a solution that would work with their budget, but to also handle important components like marketing and reporting, Geniecast took the initiative to go above and beyond what a normal video production company would do. Perhaps that's just good customer service, or perhaps both Zoe and the team at Geniecast felt compelled to develop something that can be truly beneficial both now and in the immediate future. Virtual Learning is constantly evolving; it is both the now and the future. Two-way interactive video is already mainstream, and Geniecast is changing the game by providing top-notch production and content; delivering on event marketing, reporting, and other services; and planning and running the entire event while making everything so turnkey that the client has nothing to worry about at all.

If you're looking for an innovative way to educate, engage, or otherwise develop your organization or group, contact Geniecast today at info@Geniecast.com and **877-774-3643** for more information.