

## **Geniecast's Partnership with Bar Association Proves Convenient to Busy Attorneys**

*The Bar Association of Metropolitan St. Louis approached Geniecast in early 2018 about the handling of all video casting for their continuing legal education program. Geniecast developed a custom portal to allow for registration, payment and access to CLE live virtual events, creating a better solution for legal professionals struggling to fulfill their requirements.*

ST. LOUIS ([PRWEB](#)) September 12, 2018 -- The Bar Association of Metropolitan St. Louis (BAMSL) approached Geniecast in early 2018 about the handling of all video casting for their continuing legal education (CLE) program. Geniecast developed a custom portal to allow for registration, payment and access to CLE live virtual events. The online courses were more convenient than traditional in-person events, providing legal professionals an easier way to earn required credits.

Attorneys in the state of Missouri must participate in CLE training every year in order to maintain their licenses to practice law. The CLE courses cover a wide range of topics ranging from areas of professional practice, such as immigration law or bankruptcy, to more personal topics, such as ethics or professionalism.

Normally when members of the legal profession need to earn CLE credits, they have to travel to an onsite location. Although this might not sound too demanding, the process of earning these 15 credits can be quite a challenge for those in the busy legal profession. "More and more attorneys are working through lunch," says BAMSL Executive Director Zoe Linza. "They're very busy and hours matter, so if they can sit at their desk and take a webcast CLE rather than the travel time, the parking, getting inside – I think it will be real quality for them using their time wisely."

The first partnered event with BAMSL took place on June 27, 2018. The full day of training offered 3 distinct classes, including a highly-sought-after ethics course. The event was a huge success, providing over 80 attendees the opportunity to earn their CLE credits through the virtual event.

One attendee provided feedback after the event, stating "This was a lifesaver for me. I was out of the country for the whole month of June, and I only needed .4 ethics hours to complete my requirements when I left."

The ongoing Geniecast and BAMSL partnership has provided additional online events throughout the summer. Geniecast continues to refine this offering so it can be expanded to other states with CLE requirements.

[Learn more about Geniecast](#)  
[Learn more about BAMSL](#)

Geniecast is the marketplace for experts, thought leaders, and speakers – otherwise known as Genies – delivered via live, two-way interactive video. Geniecast connects Genies to audiences anywhere in the world, unbound by time or distance. The virtual experts provided by Geniecast make high quality content accessible and affordable, with topics ranging from motivating employees to embracing new technology to women in the workplace. These thought leaders help companies, associations, and nonprofits with training, strategy sessions, keynote talks, and more.



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