

Page: Entry Information

Chapter

CAI-NC

Chapter Size

Very Large (761-1200)

Category

Out of the Box

Program Name

Virtual Law Day

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

Historically, CAI-NC has hosted one Law Day per year in one of larger metro markets of the state. The event continued to grow, but because of the size of our state, those who weren't in the general vicinity of the event were less likely to attend due to the time and financial commitment it would require.

We took note of the demand and in 2020 scheduled 2 Law Days. The events would be exactly the same (same speakers, same timeline) in 2 locations just 2 weeks apart from one another. Each location had more than 200 registrants. The first was on Feb. 28, 2020 and was a great success. The 2nd Law Day was scheduled for Mar. 13, 2020, what became the day that NC shut down due to COVID.

As we began thinking about the plans for our 2021 Law Day, we were concerned about how it could translate to a virtual event.

This would be a huge shift considering the draw of Law Day is typically that managers and homeowner leaders are able to get "face time" with attorneys and have their questions answered.

We made the decision to go virtual for the 2021 Law Day and combining a mini-expo with business partners during the morning and lunch hours.

We had 4 session times, each with 3-4 learning topics to choose from.

Attendees could select from 3-4 topics during each of our 4 session times and would receive 4 CEU credit hours for attending the live program, just as they would in person.

The added benefit of being virtual is that our sessions were recorded and we could use them after the live program.

For 2 weeks after Law Day, we released 1 session "live" each day. Anyone who attended Law Day live was able to attend these recorded session releases for free and receive a CEU. Those who did not pay for or attend the live Law Day could pay a la carte for each of these session releases and receive a CEU. Additionally, our speakers were in attendance during their session's release to answer audience questions in the chat and/or live at the end of the replay.

After all sessions were released one at a time, they were then banked for on-demand purposes in our webinar library, extending the life of Law Day beyond 1 dedicated day and allowing attendees the opportunity to "attend" each learning session.

How did this program meet the mission and vision of the chapters and CAI as a whole? (20pts)

CAI's mission to develop educated individuals within the HOA and condominium management community is always at the forefront of our decision making. We take great responsibility in not only providing education to these individuals, but ensuring that it is a quality product.

While the thought of losing that "face time" between community leaders and the attorneys gave us some heartburn, we were excited about the possibility of removing the barrier that previously existed in choosing between multiple topics during any given session. By going virtual with this event, we were able to provide high quality content and attendees no longer had to choose only 4... they could "attend" all 13 topics AND receive credit for it. This felt like a win-win for everyone. Although we were forced into deciding between not having Law Day at all or attempting it virtually, it allowed us to reshape what Law Day is and how it can impact our chapter and our membership in a more meaningful way.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

The impact on our chapter is undeniable.

Some of the challenges we faced with in-person Law Day include:

- limited attendance due to the time and financial constraints on managers and homeowners to travel to a physical location in a different part of the state
- the hesitancy of management companies to pay for registration, travel, hotel and expenses related to attending the out-of-town event and the intangible cost of having them "out-of-pocket" in the office for more than the hours of the event
- the enormous financial commitment required of the chapter to host in-person at large conference centers and provide food and beverage to attendees, printing costs, A/V rental costs. All of these factors create a slim net surplus, or potential loss, on the event.

The 2021 Virtual Law Day allowed us to reach more managers and homeowners representing more individual organizations than ever before. We actually increased the price of admission slightly because we were able to provide more educational value to attendees by giving them the opportunity to earn 12 CEUs instead of just 4. The chapter had a significant net surplus on the 2021 virtual event as our costs were drastically reduced.

Please provide quantifiable data supporting the rationale for success. (20pts)

The 2021 Virtual Law Day reached 73% more unique organizations (management companies or communities) than the 2020 in-person event.

More than 350 attended the virtual event, nearly 100 more individuals than the previous year's in-person event.

The 2021 net surplus for the chapter was \$35,950 compared to \$1,690 at the 2019 Raleigh Law Day and \$300 at the 2020 Charlotte Law Day. The canceled 2nd Law Day scheduled for 2020 in Raleigh was projected to have a slight loss.

Based on the results, will the program be a regular part of the chapter's programs in the future and why?

Based on the feedback from speakers and attendees, we will continue presenting Law Day virtually for the long foreseeable future.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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Would you like to share a link?