

National SIG Lunch Notes – Salt Lake City, UT Monday, July 27, 2009

Despite low attendance at the ACLEA conference, the National SIG Luncheon was well attended! Thank you to everyone who participated.

Topics of discussion -

Social Media:

- There was a feeling that national providers have a step up when it comes to using social media for marketing their programs since these mediums are on a national level
- We can also offer topics that local providers aren't necessarily doing

Post Recession Planning:

- generally there was a consensus that live attendance will not surge but will regain numbers slowly
- there are pricing concerns – multiple discounts are now being offered, will that be the expectation going forward or will we be able to raise tuition and/or stop discounting once the economy regains strength
- some feel the impact of twitter, facebook, etc. will be greater than the impact of the recession

Competition from State and Local Bars:

- As always, nationals feel the competition from state and local bars, even more so now with the level of customer loyalty that they enjoy and attorneys being more choosy about where they go for their CLE
- It was also mentioned that individual businesses are getting into the game by providing programs to attorneys (at no cost) and that this is on the rise.

Budget Cuts:

- During the discussion, the topic of in-house firm's professional development programs came up. There may be an opportunity there due to the fact that a lot of firm's are cutting budgets in this area.
- Some nationals are outsourcing things like marketing, printing, etc.

Attendance Monitoring:

- Most of us are using sign-in/out sheets, although some did mention it depends on the state.
- Some are using bar coding – each attendee has a bar code that is scanned. We discussed privacy issues that may come up with this method.

If anyone has any ideas/topic suggestions for our meeting in Orlando, please feel free to forward them to me at kcampbell@lorman.com. I plan to be pretty persistent in getting at least a few ideas, so the sooner you send them, the better for all of us. ☺

Please welcome Wendy Velez from NITA as incoming co-chair. Her first meeting will be in Orlando.

A big THANK YOU goes to Earnestine Murphy from the ABA for her work as co-chair of the National SIG the last couple of years! I have big shoes to fill, Earnestine!!