

**Page: Entry Information**

**Chapter**

CAI-IL

**Chapter Size**

Extra Large (1201+)

**Category**

Out of the Box

**Program Name**

Virtual Legal Forum

**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)**

The Virtual Legal Forum is a series of legal education and Q&A sessions spread out over four days. Eight law firms each present topics of their choosing on relevant legal topics. Attendees include manager and homeowner leader members and non-members. The event earns revenue through law firm participation, sponsorship, and attendee registration.

Prior to the pandemic, the Legal Forum was a one-day, in-person event at Navy Pier in Chicago. Attendees could attend four of the eight presented sessions. Breakfast and lunch were served.

In 2020, we were forced to eliminate the in-person event and we shifted to an online event. Even though we were able to hold an in-person event in 2021, we decided to continue holding the event virtually.

The Virtual Legal Forum fits in the Out of the Box award category for 3 reasons

1. We took a risk by continuing the program virtually, even though we could have gone back to in-person. At a time when people wanted to go back to in-person events, we weren't sure how another virtual program would be perceived.
2. By conducting the program virtually, we eliminated all venue, food, & beverage costs, but charged the same to attorneys and attendees. This improved the net revenue by nearly \$18,000 compared to budget.
3. By staggering the sessions over four days, our innovative thinking allowed attendees to attend all eight sessions, learn more legal information, and earn more than double the number of credits.

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

### CAI-IL Vision

CAI-IL is the premier organization inspiring community association excellence through best business practices, professionalism, effective leadership, and responsible citizenship by connecting homeowners, community managers, and business partners.

### CAI-IL Mission

The mission of CAI-IL is to provide education, legislative advocacy, and professional service resources to achieve excellence in community associations.

The Virtual Legal Forum met the mission and vision of the chapter in the following ways:

1. It inspires community association excellence through best business practices. The legal sessions help attendees learn best ways to deal with legal issues they face in their associations and use those techniques to build better communities.
2. It connected homeowners, community managers and business partners through the open Q&A and networking sessions.
3. It provided education which ultimately helps attendees strive for and achieve excellence in community associations.

## **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 Virtual Legal Forum positively impacted the chapter in several ways:

1. Educated Members--this program is the premier community association legal education event in our state. It offers top-notch education from member law firms on timely legal topics. Additionally, the virtual program allows for greater reach in that attendees can watch the recorded programs via our Learning Management System (LMS) even after the program dates.
2. Financial Bottom Line--by moving this program to a virtual format, we earned nearly \$18,000 more than what was planned in the budget. This helped the chapter tremendously, especially during a difficult financial year due to the pandemic.
3. Membership Value--this program brings value to all membership representation groups  
Homeowner Leaders--learn important information about key legal issues communities face. They can interact with attorneys without paying hefty hourly legal fees.  
Managers--in addition to the information they learn, managers can earn 12 CE credits and the program is even approved for PCAM credit. (see Template\_CECertificate\_2021) File 1  
Business Partners--The law firms have the opportunity to display their expertise and interact with the homeowner leaders and managers. The sponsors are able to support the event and gain exposure with attendees.

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

The chapter considers the Virtual Legal Forum a success based on several data points: (see Report\_Education\_LegalForum\_Analysis\_2021) File 2

1. 93% of attendees rated the program a 4 or 5 in meeting their expectations.
2. Net revenue came in at \$17,767 better than budget, \$957 better than in 2020, and \$15,279 better than 2019.
3. 73% of attendees said they would prefer us to continue the virtual format in the future.
4. Attendance increased by 7.4% over the last time we held the event in-person in 2019.
5. Survey comments and feedback were overall positive (see Survey Comments) File 3
5. Law firms are satisfied with the event. Participation in the 2022 Virtual Legal Forum sold out in less than 5 minutes. Due to its popularity, we even send out a save the date to attorneys, so they know when registration opens. (see SaveTheDate\_LegalForum\_2021) File 4

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

Yes, the Virtual Legal Forum will continue to be an important chapter program in the future. While we have held the Legal Forum for years, the virtual nature of this program provides additional benefits to the chapter and to our members. We anticipate keeping it virtual for the 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?**

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