



*“The platform that INXPO provided was easy to use, and helped our attendees make valuable connections with both content leaders and fellow attendees”*

- Brian Kirkland, Senior Director of Learning

## Who is ASAE

ASAE is a membership organization of more than 21,000 association executives and industry partners representing 10,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations in nearly 50 countries around the world. ASAE's event, The Association Law Online Conference is a web-based education program that provides essential and up-to-date association legal information created specifically for the non-attorney whose work encompasses legal tasks.

## Goals

- > **Utilize** limited budget to successfully connect law professionals to non-attorney members
- > **Engage** new and existing members to participate and learn about association law
- > **Increase** member engagement within the platform connecting law professionals and members

## Approach

ASAE partnered with INXPO using an **Online Event Solution** for a completely online conference, an exclusive learning and networking opportunity designed to provide members with a basic understanding of the latest legal issues facing associations as well as tips and practical tools that can be implemented immediately. The three-day conference was the fastest, most convenient, and most affordable way to increase its members' legal knowledge. The event included 6 engaging breakout sessions led by association law experts from around the county. In addition, there were multiple touch points for members to ask the experts questions directly creating an interactive learning experience.

## Results

4.83

out of 5 content rating in the post-event survey, one of the highest ever for an ASAE event

40%

of the attendees who signed into the event were CEOs

88%

of all attendees participated in the event, INXPO's benchmark is 50%

25

leading questions were asked in the Q&A sections fostering conversation