

Path & Virtual Events Case Study



NAFSA: Association of International Educators

NAFSA: Association of International Educators is the world's largest nonprofit association dedicated to international education and exchange. NAFSA's 10,000 members from more than 3,500 institutions, in over 150 countries are a global community of administrators, advisors, instructors, students, advocates and volunteers committed to the growth of international education.

Each year, NAFSA delivers an average of 16 live webinars to provide its members with timely and relevant information on how to successfully manage study abroad and student exchange programs in today's economic and political climate. NAFSA relies on Naylor's Blue Sky Broadcast eLearning solutions, which include managed webinars and the Path learning platform for registration and on demand access of the recordings, deliver its eLearning solutions in various formats based on audience type. With Blue Sky's platform, they can control costs while offering more choices to their members.

Pre-recording sections of the live webinars ensures a better experience for volunteer presenters, and a more comprehensive Q&A session, a key reason members participate in live events. Blue Sky's feature rich platform allows NAFSA to integrate chats, polling and video. Surveys at the close of a webinar help NAFSA to better serve its members by providing insights on what content members find the most value in.

Archived webinar recordings give members on-demand access at a lower price. Plus, NAFSA is able to bundle several on demand events with similar themes to provide even more value. Members can explore by community to quickly find content they want. Blue Sky's responsive platform allows viewers to participate from any device, which has helped to increase member engagement.

Most importantly, Blue Sky delivers the high level of customer service expected by NAFSA's members.

I came in with very high expectations and the Blue Sky team has met all of them. They are friendly, patient, easy to work with and very accomodating. We've had speakers that have needed more support during their rehearsals and the Blue Sky staff is always professional and easy to deal with. For associations who are looking for a platform that can handle a large volume of content and provides a top quality user experience, this is the platform.



Industry

Association

Goals

- Predict and control eLearning costs.
- Provide an excellent and easy-to-access eLearning experience for its worldwide membership base.
- Integrate webinar registration, ecommerce engine and membership database into one comprehensive data management system.
- Drive engagement.

Solution

- Integration with iMIS database enables Single Sign On for a seamless user experience and all registration and payment information ties directly into one database.
- Pre-recording sections of live webinars allows for a better presenter experience and more substantive answers during the Q&A portion.

Results

- Flat fee structure reduced overall costs and allows for predictable budgeting of expenses.
- Reduced costs have enable NAFSA to offer a wider variety of topics, giving its members more for less.
- Excellent technical support ensures a superior presenter and user experience.
- Ability to bundle demand events that are topical or thematic provides additional revenue.

To learn more,
please contact: **877.925.8375**
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