

# Path & Virtual Events Case Study



## AACE International

With over 8,500 members in 100+ countries, AACE International is the recognized technical authority in cost and schedule management, enabling organizations around the world to achieve their investment expectations by management and controlling projects, programs, and portfolios.

AACE International creates value for its members by advancing technical knowledge and providing opportunities for professional development. AACE relies on Blue Sky eLearn's solutions, which include managed webinars and Path platform for registration and on-demand access of the recordings, to execute its annual webinar series for its members. Blue Sky's platform delivers the advantages of:

- >> **Real-time engagement for their international audience** - Live events give end-users the ability to ask questions and interact with speakers as if they were face-to-face in the same room.
- >> **On-demand viewing** - Webinar recordings enable AACE International's members to earn continuing education units (CEUs) by viewing webinars on-demand in their time zones, on their own schedules, regardless of when the live presentation is given.
- >> **Securing the industry's most sought after speakers** - Top industry presenters are willing to work with AACE International because they know they have the technical know-how to pull off a seamless webinar. Several key thought-leaders have spoken multiple times and rave about how well webinars are handled from rehearsal through execution.
- >> **A seamless user experience** - Blue Sky's services integrate with AACE's single sign on process to provide its members with an easy, integrated user experience.

*From my perspective, they're best in class. I know there are lots of companies with similar services. We shopped around with other vendors to make sure we knew what was available in the marketplace and to validate that we were getting the right deal. We couldn't find anyone that could touch their level of product and service at the same price point. I came in with high expectations and they have met all of them. They are friendly, patient, easy to work with and very accommodating.*



### Industry

Association

### Goals

- Find a solution that could accommodate up to 500 members participating at once.
- Be accessible from any device - desktop, laptop, tablet or mobile phone.
- Deliver educational and informational content to further engage members.

### Solution

- Integration with AMS database enables Single Sign On to provide their members a seamless transition and quick and easy webinar registration.
- Tracking pre-registrations against actual attendees and comparing lists from one event to another helps them see which members are most engaged.

### Results

- Member retention rate of 80%.
- Additional revenue available through the purchase of archived webinars for certification.
- The Blue Sky team serves as the technical resource ensuring live events don't tax AACE International's current staff or require bringing on additional staff.

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