

1. What was your most successful program and why
 - **San Francisco Bay Area** Two half-day virtual CLEs followed by in-person social.
 - **San Francisco Bay Area** Pizzabot to deliver pizza to all virtual attendees at the same time.
 - **Tampa Bay** Summer Symposium for a weekend on the beach. Morning board meeting followed by CLEs. Sponsors pay a premium to present. Event includes the full family with a family barbeque and complimentary childcare to allow an evening for parents to get away. Every year the event has a waitlist.
 - **Houston** Spa or Golf event, group breaks off into separate tracks and reconvenes together for a CLE
 - **St. Louis** Opening night experiences are the best (E.g., Museum/stadium openings)
 - Mini-MBA program
 - **South Florida** 1 day CLE conference
 - **South Florida** Progressive dinners
 - **Nevada** Annual Meeting Party – Wynn Night Club, multi-tiered law firm sponsored social event
 - **Washington** 1 day tech summit with 7 different sponsoring firms
 - **Louisiana** CLE during JazzFest. Attendees receive education and then go out together for a social.

2. How have you altered your program delivery strategy to get good attendance and maximize sponsor value?
 - **Ontario** Program series around the same topic. E.g. Employment series 3 employment law programs over 30 days
 - **Louisiana** 1 hour of Professionalism CLE required. Premier sponsors are offered the opportunity to offer 1) Professionalism, 2) ethics, and 3) topic of their choice. State requirement drives attendance.

3. How have you used social media marketing to increase member engagement?
 - **Chicago** Member spotlights. Short videos.
 - **Greater Philadelphia** tag attendees ahead of event “Looking forward to seeing you”!
 - **Greater Philadelphia** Hired a social media consultant to drive engagement and content.
 - **Chicago** drive engagement with fun polls and questions e.g. “what’s your favorite movie?”