

ONLINE  
LEARNING

# CASE STUDY



**AACE**  
INTERNATIONAL

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 managing and controlling projects, programs, and portfolios.

**AACE International's Challenge:** With members in over 100 countries, 90% of members do not engage at the local level, so it is imperative that the association provides learning opportunities at the headquarters level. Due to the broad geography, no matter when a conference or webinar is planned, someone won't be able to attend due to travel costs or time zone issues.

## 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 for on-the-go members across many time zones.
- ✓ Deliver educational and informational content to further engage members.

## Solutions

- ✓ 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

- ✓ The webinar series has contributed to their increased member retention rate of 80%, several points above the industry standard.
- ✓ Members give the webinars top ratings in AACE International's annual member values survey.
- ✓ Additional revenue is now 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.

Naylor Association Solutions, in partnership with Blue Sky eLearn,  
is changing the future of online learning.

To learn more, go to: [naylor.com/learning-solutions](https://naylor.com/learning-solutions)

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AACE creates value for its members by advancing technical knowledge and providing opportunities for professional development. AACE relies on Blue Sky eLearn's learning technology solutions, which include managed webinars and their Path learning management system (LMS) 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 its 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'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 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.

”

— Jennie Amos

Director – Marketing, Meetings and Membership  
AACE International

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