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For Immediate Release

Legal Education Society of Alberta Wins International Award

Legal Education Society of Alberta, Edmonton, AB, CANADA has won an International Award in lifelong learning for Best Marketing by the Learning Resources Network, Inc. (LERN), the largest association in lifelong learning in the world.

Andrea Maltais accepted the award. The award was only one of twenty given at LERN's big annual conference in Baltimore recently attended by more than 700 professionals in lifelong learning from four countries.

"The award is for innovation in the field of lifelong learning and serving communities," noted LERN President William A. Draves. "These awards enhance the quality and involvement in lifelong learning, an absolutely critical component to individual and community quality of life and prosperity in this century," he noted.

"With more than 1,000 organizations engaged in lifelong learning as members of LERN, winning an International Award is an outstanding event," Draves said.

In announcing the award, Draves noted:

The award is for marketing their new digital library, converting publications into digital access. First, not just associations but all of us will need to reposition our organizations programmatically to be online services, not just in-person providers of lifelong learning. For most of us that means converting our courses from just in-person to a combination of in-person and online experiences. So this new product or program does that. But second, what makes this award relevant to all of us is how they marketed the new product. They came at it from all sides, with a blog, a special discount to get people to try it, email, print promotion. And then they did two videos specifically to tell people what the new product was about.

There are two things people want to know about a new product or program. The first is why they should use it. So the association did a 3 minute video on why they should use it. The second thing people want to know is how to use the new product or program. So they did a second video on how. Your program will be creating and marketing a totally new program format sometime. This award shows you how to do it successfully.