

Building flexibility and value to serve a professional membership



THE CANADIAN
BAR ASSOCIATION
Alberta Branch

The Canadian Bar Association is the largest professional association informing, serving, and building community for lawyers in Canada

Problem

- The move to online professional development programming and events during the COVID-19 pandemic prompted examination of the potential of a hybrid approach for future membership events and education.
- In the past, having only in-person events and professional development limited attendance and inhibited engagement and membership growth.
- The opportunity was to develop a competitive pricing strategy that would reflect a new, virtual model of professional development to engage more members.

Approach

Halmyre conducted a strategic pricing analysis, including analyzing internal and external data, implementing pricing methodology and modelling, and scenario testing. Carried out a situational analysis to understand the context of the broader market and competitive pressures and comparisons;

- Developed detailed financial modelling that allows for modification of price points and purchase behaviour; and;
- Developed appropriate business objectives, strategic positioning, and appropriate KPIs to be measured;
- Tested pricing scenarios to ensure optimal revenue yield; and
- Developed a communication playbook to present new prices and value equation to stakeholders.

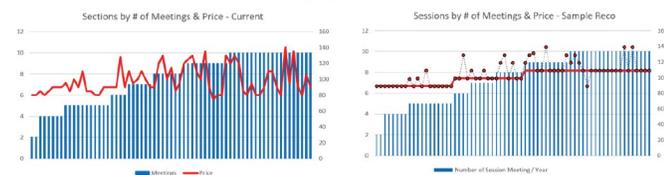
Outcome

- Increased quality and quantity of engagement and participation.
- Increased membership sign-up and revenue, with projections for continued increases.
- An improved value equation and a solid pricing strategy that has stakeholder confidence

Pricing Recommendation

Balanced, logical and defensible price positioning.

Pricing structure that is linked to the # of meetings (root of value and cost):



- Protects premium pricing for Sections that have earned premium pricing
- Ensures strategically discounted prices are preserved – example: South – Articling Students
- Sample price increases reflect 4 years of inflation catch-up (approx. 10%) which will result in incremental PD revenue

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An improved value equation and a solid pricing strategy provides sound direction for future programming and strategy

Strategic Pricing Process

A disciplined approach to setting strategically strong and stable price points.



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