



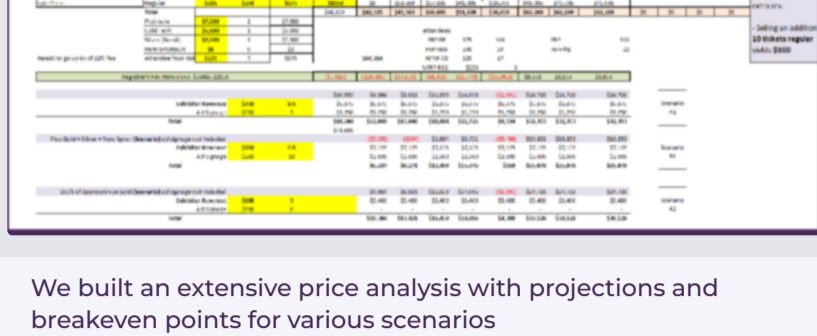
Celebrating the professionals who keep the justice system running

Paralegals are the backbone of legal practice—yet no statewide event existed to celebrate their contributions, invest in their growth, or provide a space for them.
The Florida Bar Changed that.



March, 2025

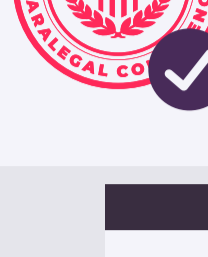
Surveys, RFPs, and Pricing Analysis



We built an extensive price analysis with projections and breakeven points for various scenarios



We started by listening to hundreds of paralegals from across Florida.



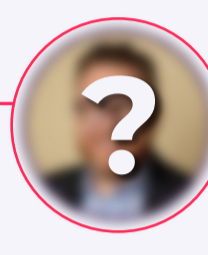
May, 2025

Finalizing Branding, Contracts, and Pricing



The Paralegal Conference was built from scratch. We also knew, based on survey responses, travel costs and registration were the biggest barriers for paralegals.

	Early Bird	Regular	Late
Florida Registered Paralegals	\$175	\$200	\$225
Paralegals	\$225	\$250	\$275

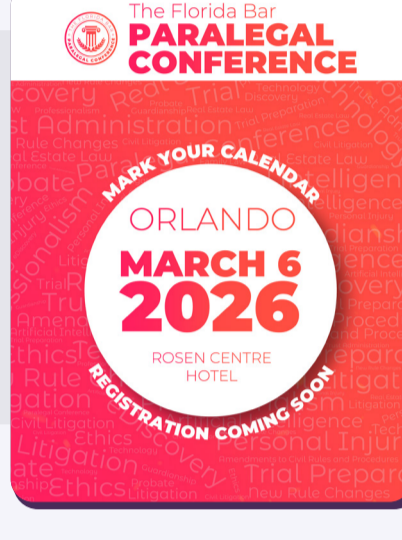


July, 2025

Speakers, CLE Approval, Announcement

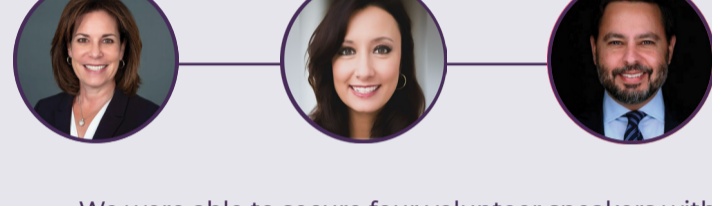


During the Bar Convention we announced the conference date and began promotion to paralegals and lawyers. We used the survey conducted in March to determine the most popular content, and started to seek out speakers.

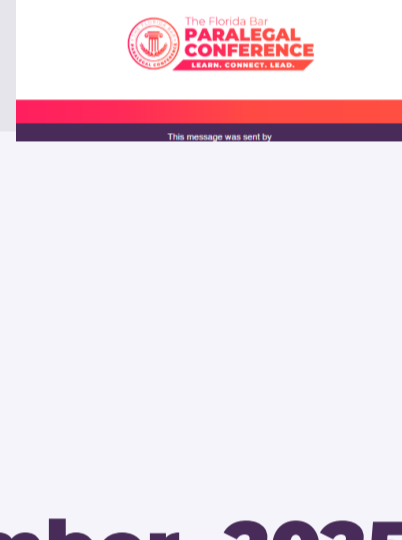
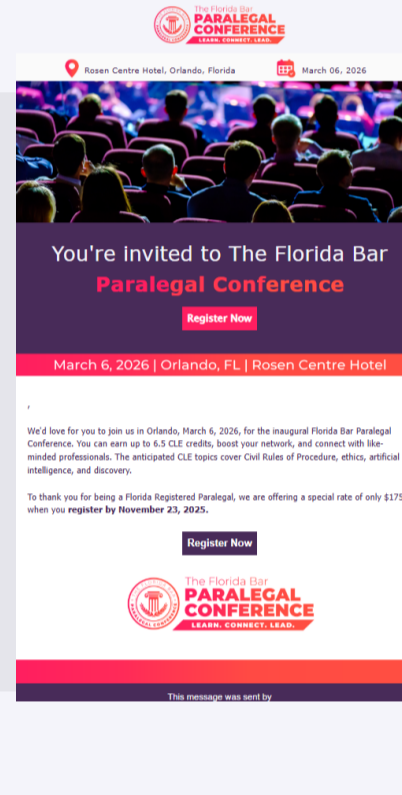


August, 2025

Marketing, and Finalizing Program



We were able to secure four volunteer speakers with relevant areas of expertise based on survey responses. With the content for the conference secured, we began to market to paralegals and exhibitors.

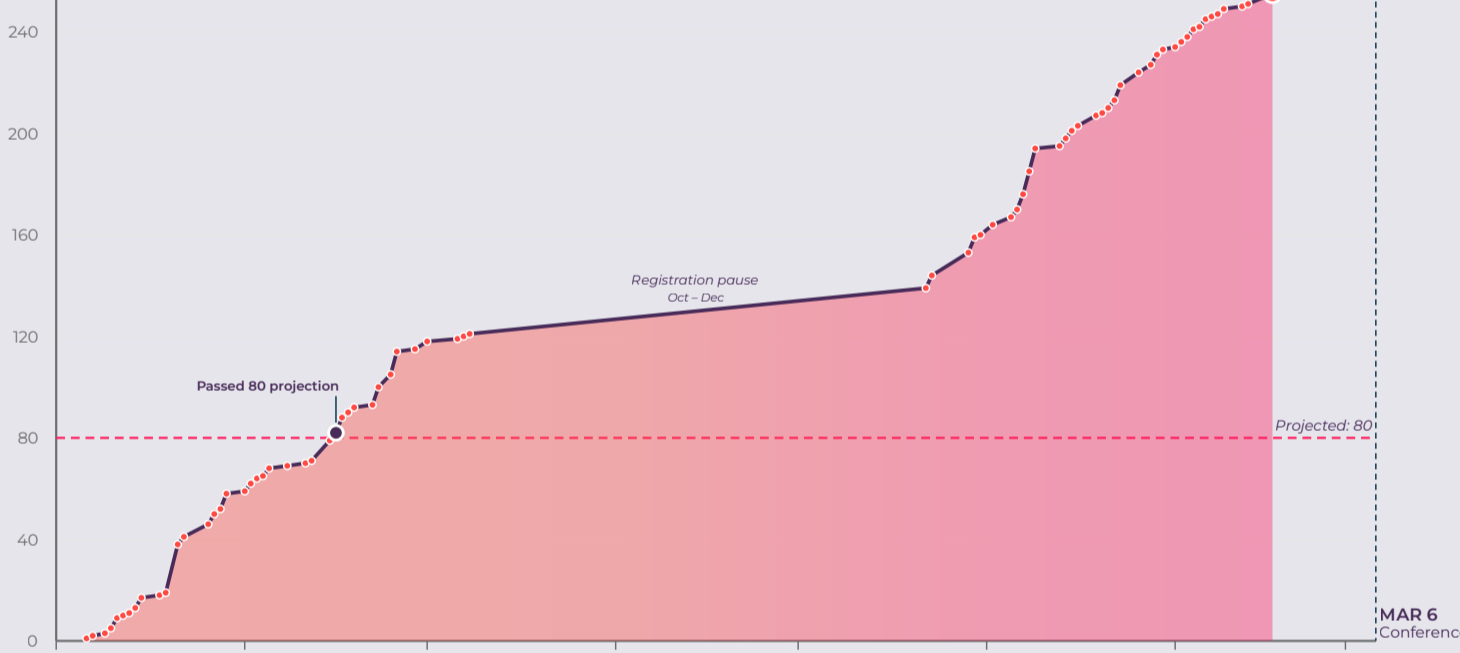


September - December, 2025

Registration Surge, Exhibitors, and Sponsors

Cumulative Registrations

August 2025 – March 2026 - Inaugural Florida Bar Paralegal Conference



We met our goal of 80 attendees **6 weeks after registration opened**. With such strong demand, we spent October through December securing a larger space for attendees. Exhibitor spaces were sold out in less than 6 weeks.



January - March, 2026

Wrap-Up

97%

of respondents said the event met or exceeded their expectations

96%

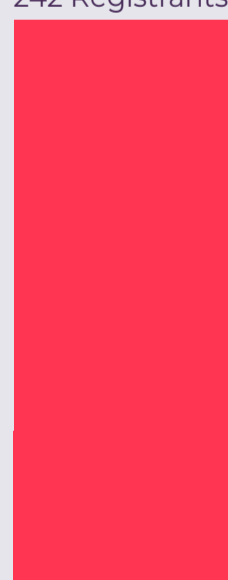
of respondents said the event met or exceeded their professional development goals

88%

of respondents are highly likely or likely to recommend this event



242 Registrants

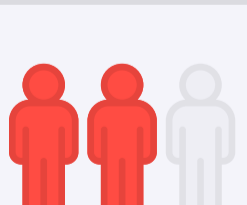


88 Projected Registrants



\$0

Bar dues or grants used



Highly Likely to recommend the conference to a colleague

242

Registrants

"It was a fabulous Conference, run very well... I'm very much looking forward to next year."

"Each presentation flowed very well and provided a lot of information and insight."

4x

Reg. revenue vs target

"Extremely valuable viewpoints and insights... extremely beneficial to a paralegal's day to day."

Attendees received 7 CE credits in 4 sessions

Success-o-meter

Delivered practice-relevant CLE satisfying FRP requirements and tackle emerging FRP issues like AI ethics

Created a space where paralegals feel celebrated and professionally valued

Strengthen the relationship between The Florida Bar and the paralegal community

