Tips & Tricks for CLE Program Coordinator(s) ******

This form can be used as a guide for the Program Coordinator(s) to ensure their CLE is successful as possible. The checklist is followed by detailed descriptions below.

Please contact MassBar CLE at education@massbar.org with any questions. Thank you for your commitment to education and the MBA!

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Timeline Checklist:

*After program is approved by MBA’s Education Department:*

☐ Collaborate with other Section Councils and professional networks to promote program.
☐ Begin My Bar Access posts
☐ Work with MBA staff to finalize program flyer

*4 weeks prior to the program:*

☐ Circulate flyer to Section and upload it to a My Bar Access post

*2 weeks prior to the program:*

☐ Conference call and/or email with panelists
☐ Submit course materials to MBA staff

*1 week prior to the program*

☐ Audio/Visual needs communicated to MBA staff
☐ Final conference call and/or email with panelists, as needed.

*Ongoing*

☐ Flyer circulated to colleagues and other interested parties
☐ My Bar Access Posts
**Collaboration**

- If the program is co-sponsored by a Section Council or other professional group, coordinate with them to determine effective promotion of the program
  - You may also utilize other non-sponsoring Section Councils, who may be interested in the program, to seek their help in promoting it
- Connect with your own professional networks to inform them of the program
- Conference call and/or email with panelists, if necessary
  - Discuss document submission deadlines (e.g. course materials, faculty profiles, etc.), A/V requests, and other relevant program information
  - Manage expectations of the panelists:
    - A large in-person audience does not necessarily correlate with a successful program
    - Real-Time webcast and/or On Demand viewing is increasingly common and may negatively impact in-person attendance. Assure panelists their program is valuable even if attendance is low.
- Flyer circulated to other Section Councils and your own personal and professional networks
- Serve as liaison between panelists and MBA staff regarding deadlines, program updates, etc.

**My Bar Access**

- **Multiple** My Bar Access Discussion, Announcement, and/or Blog posts to your Section’s Member Group page (and other Sections’ pages) increases program visibility and boosts attendance

**Miscellaneous information**

- Encourage Section Council members attendance
  - Organizing a program requires significant effort. Having support in the audience from one’s own Section Council will encourage the panelists
- Engage membership opportunities within the MBA before, during, and after the program