



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 as successful as possible. The checklist is followed by detailed descriptions below. Please contact the MassBar CLE education department at education@massbar.org with any questions. Thank you for your commitment to education and the MBA!

Timeline Checklist:

When filling out the Program Proposal Form:

Determine which formatting option is best for your program (Zoom Webinar, Zoom Meeting, or In person program) and if you would like an On Demand recording of the program to be available after the program.

Collaborate with Section Councils, MBA Committee(s), and/or personal networks to construct a panel and/or subject matter that is diverse, equitable, and inclusive.

After the program is approved by MBA's Education Department:

Collaborate with other Section Councils and professional networks outside of the MBA to promote the program

Begin My Bar Access posts

Work with the MBA staff to finalize program description for collateral marketing materials.

3-4 weeks prior to the program:

Circulate collateral marketing materials to Section to have them circulate to networks outside of the MBA.

Post on My Bar Access.

2 weeks prior to the program:

Conference call and/or email with panelists. Discuss speaking order and agenda.

Determine if panel requires a technical logistical run through of the Zoom remote platform prior to the program. If needed reach out to MBA staff to schedule.

Submit course materials and PowerPoint slides to MBA staff.

1 week prior to the program:

Any final Audio/Visual needs communicated to MBA staff.

Final conference call and/or email with panelists, as needed.

Ongoing:

Collateral marketing materials circulated to colleagues and other interested parties.

My Bar Access Posts.

➤ **Collaboration**

- If the program is co-sponsored by a Section Council, Affinity or Regional Bar Associations, or Other Professional group, coordinate with them to determine the 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 promoting it.
 - Speak to MBA staff regarding Regional and Affinity Bar Associations promoting the program to their members and their contact information.
- 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, panelists familiarity with Zoom Webinar and/or Zoom Meetings, and other relevant program information.
 - Manage expectations of the panelists:
 - If your program is in person, a large in person audience *does not* necessary correlate to a successful program.
 - Real Time Webcast and/or On Demand viewing is high and more convenient for many attendees.
- Collateral Marketing Materials circulated to other Section Councils and your own personal and professional networks.
- Serve as a 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 the 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.

