



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!

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 necessary 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