



## CLE PLANNING GUIDE

**Thank you** for agreeing to serve as **Program Planning Chair**. (This document excludes Annual Meeting.) This Guide has been developed to help you answer the question: **What do I do now?**

The two keys to transforming this program idea into a successful seminar are:

1. **Cooperation** between you and the CLE staff
2. **Following the set timeline**, which allows ample time for publicity and registration.

## PROGRAM CHAIR RESPONSIBILITIES

1. Meet with the CLE Director for program planning at least 16 weeks before the program to:
  - A. Coordinate date and place of seminar.
    - a. The Bar Center is the primary facility for ArkBar CLE. Should the event be too large to hold at The Bar Center, or the event is held outside of central Arkansas, the Association will pay up to \$500 in facility fees. Facility fees in excess of \$500 will be paid for by the Section.
  - B. Develop potential topics, including 1.0 hour of ethics (if planning a full day), and speakers.
  - C. Approval is need by CLE Director for panels larger than 4 plus a moderator.
  - D. The Section will decide if the CLE will include food & beverages. The Association will provide coffee, soda, and water for breaks. All other food & beverages will be covered by the Section or sponsorships.
  - E. Identify potential audience(s), both within the Bar and the broader professional community.
  - F. Write a program summary/description for the CLE catalog. Include any specific marketing phrases you would like to be used in advertising.
  - G. Review program to be printed in the catalog for accuracy.
  - H. Decide if the Section will provide additional marketing for the event. (*For examples, see Catalog & Advertisement of CLE #6*)
2. When selecting speakers:
  - A. Follow the attached Protocol for Selecting CLE Speakers.
  - B. Send speaker names, contact information, and any associated expenses to the CLE Director. All speakers and expense reimbursement agreements must be approved by the CLE Director before offers are extended.

**C. ALL IN-STATE ATTORNEY SPEAKERS MUST BE MEMBERS OF THE ARKANSAS BAR ASSOCIATION IN ORDER TO PRESENT A CLE.**

3. The CLE Director will contact you with confirmation of speaker eligibility, please then invite speakers to participate in the seminar.
4. Attend the seminar – you, or a designee, will serve as moderator, introducing the speakers, making necessary announcements, and (if applicable) repeating audience questions for seminar video.

## **CRITICAL DATES**

1. Final List of speakers, topic titles, and course description/agenda are due
  - A. Fall CLE - **June 15**
  - B. Spring CLE - **November 1**
2. Brochure to printer
  - A. Fall CLE - **July 1**
  - B. Spring CLE - **November 15**
3. Written Course Materials are due
  - A. One month prior to CLE

## **SPEAKER REIMBURSEMENT**

1. **Out-of-state** speaker(s) expenses will be covered by the Section or sponsorships. Eligible reimbursements include:
  - A. Economy class airfare only (*Airfare exceeding \$750 must be approved **in advance** by the CLE Director*)
  - B. One night's stay at a hotel selected by the CLE staff
  - C. Per diem up to \$50.00 per day with accompanying detailed receipts
  - D. Ground transportation to and from the airport, or mileage if using personal vehicle (*Mileage cannot exceed the cost of generic economy class roundtrip airfare*)
2. All speaking fees or honorariums must be paid by the Section.
3. Reimbursements are not approved for in-state speakers.
4. The CLE staff will send communication to the speaker about reimbursement guidelines.

## CLE CREDIT FOR SPEAKERS

1. Solo speakers receive 4 hours credit for each hour of their presentation if written materials are provided.
2. Panelists receive 3 hours credit for each hour of a panel presentation if written materials are provided.

## REGISTRATION FEES FOR SPEAKERS AND PLANNERS

1. Each section will receive complimentary registration or the following:
  - A. 1 in-state attorney speaker per CLE hour (6.0 CLE hours = 6 speakers)
  - B. 1 planner
  - C. 1 out-of-state speaker (Association pays per policy)
2. All other speakers and/or planners that attend the CLE must pay a registration fee or the Section can provide for their registration in the Section's budget or from reserves.

## CATALOG AND ADVERTISEMENT OF SEMINAR

1. All deadlines for publication in the seminar are listed above. If the seminar agenda is not complete in time to allow for inclusion in the catalog, the Association may elect to advertise the seminar on the website and electronically only.
2. Advertisement of the seminar will be sent electronically, in any case, through emails sent by the Bar Association. The event may also be advertised through targeted emails to past attendees or based on geographical proximity.
3. Any specific language or marketing materials desired by the planner or section, need to be provided to the CLE Director prior to the publication of the catalog.
4. You are encouraged to post about the seminar in your Section community on ACE.
5. Please use social media to promote the CLE. Post/tweet about the seminar, using the #ArkBarCLE hashtag and/or Section hashtag. Also encourage speakers and participants to tweet about the seminar, before and during the seminar. This provides marketing material for future seminars.
6. The section may pay for additional advertising for the seminar. (*i.e. postcards, ad on website, ad on e-newsletter, Daily Record ad, The Arkansas Lawyer ad, etc.*)
7. Once the CLE has been advertised, it can only be cancelled by the Executive Director.

## PROTOCOL FOR SELECTING CLE SPEAKERS

Thank you for your generous assistance with this CLE program.

Please contact the CLE office if you need additional information or assistance.

All Association Staff, Officers, and Program Planners / Chairs are responsible for implementing this protocol in regard to all CLE seminars, including the Annual Meeting and Mid-Year Meeting:

### OBJECTIVES

1. Assure high quality CLE presentations.
2. Increase the value of Association membership.
3. Expand the membership of the Association.
4. Improve the diversity of speakers and panelists. **The Association encourages all its members to participate in the preparation and presentation of its CLE programs. We remind our planners to consider diversity -- by gender, race and geographical area of the state -- when inviting presenters to speak.**

### PROTOCOL

1. Prior to inviting any speaker or panelist, their name must be cleared by either the CLE Director or Associate Director.
2. This will enable the Association to:
  - A. Verify that the individual, if an Arkansas attorney, is a member of this Association
  - B. Review any evaluations of previous presentations
3. In certain cases, before the speaker or panelist is invited, the Executive Director may grant an exception to this protocol for compelling reasons (e.g. sole source speaker) with the co-approval of the Association President.
4. This prior consultation will help the Association to avoid most conflicts with other upcoming Association activities and to assist program planners/chairs with the accomplishment of the objectives stated above.

**Approved by Executive Council  
December 6, 1997**

## CLE STAFF RESPONSIBILITIES

The CLE staff will work with you in any way possible to ensure the success of your seminar. Our commitments to you and your program include:

1. Provide you with a list of dates and deadlines which are critical to the production and promotion of the seminar.
2. Provide confirmation and information to each speaker regarding travel reimbursement, program materials preparation, CLE credit and program time, date and location.
3. Follow up with speakers to ensure the prompt receipt of speaker release, bio, course materials, and written materials.
4. Arrange meeting room space, refreshments and other logistics of the seminar.
5. Arrange marketing and promotion of the seminar including production and mailing of catalog, calendar listing in *The Arkansas Lawyer* magazine, electronic promotion and posting of seminar on [www.arkbar.com](http://www.arkbar.com).
6. Apply for Continuing Education credit from accrediting entities as appropriate.
7. Handle all registrations, including attendance rosters and name badges.
8. Attend the seminar, acting as liaison between you, the speakers and the meeting facility staff. Handle any calls, problems, etc. that may occur during the meeting.
9. Email course materials as requested to those registrants who paid but did not attend the program.
10. Compile listing of seminar attendees' CLE hours and enter them into the Association database as well as forward them to the Office of Professional programs.
11. Compile ratings given to speakers, calculating averages, and provide to planners and speakers.
12. Send a thank you letter to speakers.