

## ACADEMY OF LAW TIPS FOR CLE PLANNING

- **Identify a CLE liaison for your group for the MCBA year.**
- **The first step should be to contact Mary Beth Feindt** - 402-7189 or [mbfeindt@mcba.org](mailto:mbfeindt@mcba.org) before a date is selected, before the Proposal form is completed, before speakers are invited.  
  
She can help identify a potential partnering group, avoid conflicts of similar topics by other groups, help recruit sponsors and provide other useful information.
- **Take advantage of past experience:** Make sure the chair(s) of the program are aware of the planning materials available on the MCBA website at: <https://www.mcba.org/cle/planning-a-cle.aspx>
- **Co-Chairs:** for larger programs, it can be helpful to have co-chairs instead of just one chair. To make the most of this addition, the co-chairs should be from different organizations to tap into more resources.
- **Diversity of Speakers:**
  - Think outside the usual circle of potential speakers. Most Sections have more than 200 members and some are just waiting to be asked to participate.
  - MCBA values diversity - gender, race, ethnicity, etc. If you have trouble identifying someone, Mary Beth can help.
  - For programs with more than one speaker, the audience prefers speakers from different organizations.
  - Consider opposing and alternate perspectives, for instance plaintiff and defense; seller, buyer, and lender; in-house counsel; federal and state.
- **Advance Notice & Program Promotion**
  - Programs must be finalized 8-10 weeks prior to the program date. 10-12 weeks for programs more than 2 hours long. [If holidays fall within this time, should allow the full 10 weeks.]
  - 8-10 weeks allows speakers adequate preparation time -and- ensures attendees can schedule the program(s) on their calendars.
  - Mailings go to the printer on the first Monday of each month and many still prefer the hardcopies.
  - Statistics show the longer the advance notice period, the greater the attendance.
- **Materials**
  - While materials are required per NYS MCLE rules, our attendees also value them as a reference.
  - Due 1 week prior to program dates; this includes resume/bio.
  - Speakers submitting copyright protected materials must get permission from the publisher for them to be included. This includes cases printed from Westlaw and Lexis.

- If PowerPoint is used, See *PowerPoint Do's and Don't's* at: [https://www.mcba.org/UserFiles/files/Powerpoint-Do's%20and%20Dont's%20\(D4\)%20Bill%20Masterson\(1\).pdf](https://www.mcba.org/UserFiles/files/Powerpoint-Do's%20and%20Dont's%20(D4)%20Bill%20Masterson(1).pdf)
- Materials not submitted on time must be delivered to MCBA one day before the program day and the expense will not be reimbursed.
- Academy Materials Guidelines:  
[https://www.mcba.org/UserFiles/files/CLEMaterialsGuidelines\(1\).pdf](https://www.mcba.org/UserFiles/files/CLEMaterialsGuidelines(1).pdf)

## ■ **Judges & Other Draws**

- Consider whether a judge would enhance the program.
- Non-attorneys are allowed but their presentation should substantive and not include pitches for their organizations.

## ■ **CLE as a Networking Opportunity**

- We are happy to invite non-attorney professionals but we need your help with their contact information.
- Collaborating with other groups: examples include CPA Society, Estate Planning Council, RIPLA, RACF - please contact Mary Beth before initiating contact as we have developed relationships with some groups and need to be consistent in how these work.