



Seminar Chair Handbook

Thank you for volunteering as a Seminar Chair for the CMBA. We appreciate your support of our CLE program and look forward to assisting you in presenting an excellent program.

Listed below is a timeline of tasks, divided between the Seminar Chair and CMBA staff. We have included a list of frequently asked questions that may be helpful in chairing your program.

Of course, if you have additional questions, please do not hesitate to contact Samantha Pringle, Director of CLE & Sections, at springle@clemetrobar.org or Carmen Franklin, Conference Coordinator, at cfranklin@clemetrobar.org. We can be reached at 216-696-2404.

Frequently Asked Questions

1. What information do I need to provide to apply for CLE credit?

We need the timeline of the program, a list of topics, and speakers' names, professional affiliation and email address. We will prepare the CLE application and apply for credit. If you have any speaker substitutions, please contact us and we'll notify the CLE Commission.

We will provide you with a deadline for this responsibility at the start of the process.

2. How many speakers can we have on a panel?

We recommend that a one hour panel consist of no more than 3 speakers. We recommend that individual speakers have a minimum of 30 minutes for their portion, to be able to cover it adequately.

3. How do you advertise our CLE program?

The CMBA relies on a variety of methods to advertise. We customize mail and e-mail distribution lists for each program. We aim to have the course brochure mailed 6-8 weeks prior to the program, and email distributions start about 3 weeks out. We utilize the CMBA website, CMBA social media, *Bar Journal* and Daily Bar Briefs to announce programs as well.

We look to our chairs and speakers to assist with outreach to colleagues, including:

- outreach to the chairs of the practice groups in the larger firms
- distributing brochures at other meetings you attend and court buildings
- forwarding promotional e-mails to your colleagues
- suggesting other organizations that may have an interest in the program.

4. Do speakers need to register?

As a small token of our appreciation, chairs and speakers receive complimentary registration for the entire program, including materials (electronic, when available, or print), lunches and/or receptions. Complimentary registrations are not transferable.

5. What types of A/V equipment are available?

We have the following equipment available: laptop with sound connection, DVD player, projector/screen, clicker/pointer and flip charts. The CMBA offers PollEverywhere (audience response software) and we will assist with helping presenters use this software. Our seminar rooms are WiFi ready.

6. My speakers want to use PowerPoint. What do they need to do?

We encourage speakers to email your PowerPoint in advance of the program, so we can load to our laptop and it will be ready to go that day.

Speakers are welcome to stop by for a trial run. Please contact Carmen Franklin, Conference Coordinator, at cfranklin@clemetrobar.org or 216-539-3714.

7. Who handles the course materials?

The Supreme Court of Ohio Commission on CLE requires the distribution of relevant course materials at all CLE presentations. Course materials should provide the participants with up-to-date information on the subject and serve as a reference and resource after the program. For many programs, including all Institutes, the CMBA offers participants their choice of electronic or print materials.

Below are a few pointers on materials:

- PowerPoint presentations may be submitted in place of a written outline.
- While there is no required length for materials, we suggest 5-10 pages of written material per hour.
- The CMBA will not print case law (unless it is the main topic of presentation), statutes or other materials that may be found elsewhere. We are happy to provide links or include this information with our electronic materials.
- If a speaker asks to include previously published material (articles, most often), the speaker should obtain permission to reprint the material. Acknowledgement must be listed on the material - "Copyrighted material reprinted by permission of xyz."

If you have questions or need help with materials, please contact your Seminar Chair or Carmen Franklin at cfranklin@clemetrobar.org or 216-539-3714.

8. One of my speakers has a change to their materials. What can we do?

Once materials are submitted to the printer or distributed electronically, we are unable to accommodate changes.

9. I'd like to invite an out-of-town speaker. What is your policy?

Please contact Samantha Pringle as early in the planning process as possible. In general, the CMBA covers travel expenses for one speaker per full-day program.

The CMBA reimburses for domestic airfare at the best available rate (refundable and/or first class airfare are not reimbursed), hotel accommodations one night, and transportation to and from the airport. Flight reservations must be made at least three weeks in advance. If reservations are not made three weeks in advance, the CMBA will reimburse only the amount of the airfare on that date, and the speaker or section will be responsible for the fare difference.

Travel receipts must be submitted for reimbursement within 30 days after the seminar.

10. One of my speakers asked about a speaking fee. What is your policy?

Speaker honoraria – Our policy states that the CMBA will not pay honoraria for a speaker; however, an individual section may find it an acceptable use of its funds to pay honoraria to speakers.

11. What should we do about speakers' gifts?

Funds are available to provide either an appreciation gift or a luncheon/dinner. We will work with you to obtain appropriate gifts. Members of the seminar planning committee do not receive gifts unless they are participating in the seminar as speakers.

12. I have a contact who is interested in sponsoring. What should I tell them?

Please direct all inquiries for sponsorship to Samantha Pringle. We welcome the support of local vendors and companies through sponsorship, and will develop sponsorship packages for each program.

13. We're getting close to the program. How are registration numbers looking?

CMBA staff will provide you updates on registration numbers. Please keep in mind that the majority of our registrations come in the week of the program.

As mentioned above, continued efforts will be made to publicize the event, and we'll need your help in reaching out to your colleagues. Speakers are also encouraged to advertise to their office and colleagues.

III. Timeline for a Successful CLE Program

Planning for CLE programs starts approximately 6 months to 12 months before the program. The chart that follows describes the steps involved in facilitating a CLE seminar.

We appreciate the dedication of our members who work on these programs and we understand that our volunteers expend a great deal of time and effort to produce a successful semi

Months/weeks from event	Seminar Chair /Member/ Committee Responsibility	CMBA Staff Responsibility
12 to 6 months	Inform CLE Director of plans for a seminar and designate the seminar chair.	Serve as liaison with CLE Committee (if active) and keep them updated on seminar planning and scheduling.
	Meet with seminar planning committee to develop program outline. Determine seminar focus, potential topics and speakers, number of CLE hours, format (lecture, case study, panel, etc.), course level (introduction, intermediate, advanced), and audience. Set up internal structure (seminar chair, materials chair, program chair and arrangements chair – if appropriate)	Schedule meetings and send notice of meetings, as needed. Be available by phone or in person to answer questions that might come up during initial planning. Advise planning sub-committee members on areas of focus, as needed.
	Schedule date for the program with the CLE Director.	Provide planning group with available dates for seminar.
	Schedule a meeting with CLE Director and Conference Coordinator to discuss budget, promotion and other important issues	Meet with seminar leaders; provide budget and past attendance information. Review traditional promotion. Suggest additional markets.
	Invite speakers Receive timelines for seminar and course material from Conference Coordinator.	Establish timeline for promotion and course materials, and review with seminar chair. Continue to systematically update the look of our promotional materials
	Review seminar expenses (1) speaker travel expenses (2) speaker honoraria (3) appreciation meals or gifts (4) sponsorships	Review program related expenses. Purchase additional mailing lists or advertisements if needed. Set price for program

4 to 3 months	<p>Submit draft program outline to the Conference Coordinator and/or CLE Director with topics, times, speakers, moderators and panel chairs.</p> <p>Approve final draft for publicity pieces.</p>	<p>Review draft and final; provide feedback</p> <p>Submit course approval to The Supreme Court of Ohio Commission on Continuing Legal Education.</p>
	<p>Assist CMBA staff in promoting event.</p> <ul style="list-style-type: none"> • Submit information concerning program to appropriate publications. • Make personal contacts. • Send personal email to past attendees or other target groups. 	<p>Prepare and:</p> <ul style="list-style-type: none"> • Send hard-copy course brochure • Send targeted email • Schedule all promotions • Submit agenda for <i>Bar Journal</i> • Submit graphics requests for banner ads and CMBA display monitors
	<p>Confirm all speakers by letter or email, and provide a copy of the Guidelines for Speakers and the Speaker's Agreement.</p> <p>Other items to be included in a speaker Confirmation letter:</p> <ul style="list-style-type: none"> • Topic and length of presentation • Deadlines for course materials • Request bio and A/V needs • If seminar is being recorded • Names of any co-panelists • Arrangements and reimbursement policy for out-of-town speakers • Course registration is included for speakers 	<p>Conference Coordinator to communicate with Seminar Chair as to receipt of:</p> <ul style="list-style-type: none"> • Speaker's Agreement • Course Materials • Bios for publication
2 to 1 month		<p>Receive and process registrations</p> <p>Communicate enrollment updates to seminar chair. The bulk of registrations occur the week prior to the program.</p> <p>Assist with additional promotion</p>

2 to 1 month	Invite the CMBA President to greet audience, if desired.	CMBA Staff to communicate specifics to CMBA President
2-3 weeks	Deliver course materials on time to Conference Coordinator	Prepare course materials for print and electronic distribution
	Continue personal calls and contacts to promote event	
2 weeks	Discuss with Conference Coordinator all related logistics.	Confirm all related logistics: 1) food and beverage needs 2) audio/visual equipment 3) course materials
	Discuss with CLE Director the final arrangements for speakers' gifts.	Make arrangements for speaker gifts
1 week	Confirm all program arrangements with the Conference Coordinator.	Reconfirm all related logistics and relay any changes to all appropriate CMBA staff.
DAY OF THE SEMINAR	Check in with Conference Coordinator and CLE Director to review any last minute details.	Set up: • Registration • Food & Beverage • A/V requests
	Greet attendees, introduce speakers and guests and keep program on track/on time.	Be available throughout program to ensure a successful event. Answer CLE-related questions
	Handle introductory and "housekeeping" announcements as indicated on script provided by Conference Coordinator. Conclude program with announcement of activity code	Provide Chair with information needed for opening comments and closing remarks
Follow-up	Send personal letters of appreciation to speakers	Compile evaluations
	Review evaluations with committee and begin to prepare for the next education event	Reconcile seminar and process all eligible requests for CLE credit.