

ALL DAY CLE EVENT CHECKLIST

BRAULIO ROSA (VBLC 2021; BRAULIO@BROWARDBAR.ORG)

1. Select a topic/practice area and **determine if there is a demand!** Don't just do stuff to do stuff! It is a waste of valuable resources.
2. Select a timeframe for when you want to accomplish this event—Fridays are generally the best.
3. Discuss with your Chairpersons and/or Committee (you need a team around you; you cannot accomplish this alone)
4. Determine your budget. Make sure that between the price point and sponsorships you will make positive revenues.
 1. Set price point.
 2. Develop sponsorship packages.
5. Remember that it is all day:
 1. You will have to feed them twice (breakfast & lunch), provide snacks, and refreshments throughout the day.
 2. You will need audio visual for sound, PowerPoint presentations, and possible video clips. AV is not cheap at hotel—please note.
6. With your budget, find a venue that will work for you and your attendees. You will have to negotiate your price.
7. Develop an agenda for the program of relevant topics.
8. Secure your panelists.
 1. You will need headshots.
 2. Bios
9. Each panel needs to develop an outline for CLE approval via the Florida Bar. I have a pdf that lays out how to. One person in your organization must be the point person who coordinates this process, follows up with people, secures the needed info and submits the application.
10. Setup your registration pages on your website. Please note, credit card processing fees are part of doing business.
11. Develop your marketing campaign. We like to create one marketing “theme” that is applied across all platforms that way everyone is immediately aware of what they are seeing. And the more they see it..
 1. Email
 2. Social Media
 3. If major event and you have the finances, snail mail marketing piece.
12. If you are developing a program book, someone has to be point. He/she must be responsible for securing all material that will go into it, the layout, and working with your printer. Remember, program books cuts into your bottom line, so account for it in your budget.
13. For the event, you will need:
 1. A laptop with all the PowerPoints etc., just in case. (Tip: we actually bring two both preloaded as well as a jump drive with the files.
 2. You will need a team (staff or volunteers) that will handle check in. They will need:
 1. Name tags for attendees

2. List of attendees
 3. If accepting registration walk in; a platform to do so.
 4. Pencil, pens, etc.
 5. Material hands out (we generally just post to our website, unless it is a program book)
 6. You need an MC or someone that will smoothly run the program so that there is smooth transition between programs.
 7. Make sure that each panel has its own moderator and that he/she will do the intros of the others.
 8. Someone must recognize your sponsors!
 9. If there are sponsor tables, someone must arrive early to greet them and to provide instruction.
 10. Attendees need to be encouraged to visit sponsors. Make sure your Board members are visiting them.
14. Do not forget to thank everyone for attending, and especially, your volunteer leaders for their hard work!

For more information:

Braulio N. Rosa

Executive Director

Broward County Bar Association

North Dade Bar Association

Association of South Florida Mediators and Arbitrators

Collaborative Family Law Professionals of South Florida

1051 SE Third Avenue

Fort Lauderdale, Florida 33316

954-832-3620 (office)

954-296-9022 (cell)

www.browardbar.org

<https://www.northdadebar.org/>

www.myasfma.org

www.collaborativefamilylawfl.com



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MEDIATORS & ARBITRATORS



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Professionals of South Florida

