



The Network for CLE Professionals...Worldwide

48TH ANNUAL MEETING



JULY 28 – 31, 2012
THE WESTIN DENVER DOWNTOWN
DENVER, COLORADO

“EXTREME CLE AT 5,280 FEET!”

CONFERENCE AT A GLANCE

SATURDAY, JULY 28, 2012

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:00 p.m.

New Member Orientation and CLE Boot Camp

9:15 a.m. – 3:30 p.m.

Molly Brown House Titanic Tour & Denver Art Museum
(*Ticketed Event*)

1:00 p.m. – 3:30 p.m.

Add-On Session: Lights, Curtain, Action!: Fine Tuning
the Delivery Style of Your CLE Presenters (*Ticketed Event*)

4:00 p.m. – 6:00 p.m.

SIG & Committee Chair Leadership Workshop

6:00 p.m. – 7:30 p.m.

Opening Welcome Reception

7:30 p.m.

First Time Attendees Dinner (*Ticketed Event by Invitation Only*)

SUNDAY, JULY 29, 2012

7:45 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings
Executive Leadership, Publications, State & Provincial Bars, Technology

8:30 a.m. – 9:30 a.m.

49th Mid-Year Meeting - Planning Committee Meeting

9:15 a.m. – 9:45 a.m.

Denver Speaker Team Session (*for Denver Speakers Only*)

9:15 a.m. – 9:45 a.m.

In-Depth Member Orientation

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and President's Welcome

10:15 a.m. – 11:30 a.m.

Opening Plenary Session:
Introduction to the Flipped Classroom

11:30 a.m. – 1:00 p.m.

SIG Luncheons (*Ticketed Event – Open to All Registrants*)
Executive Leadership, Marketing, Programming, Publications,
Technology

1:00 p.m. – 2:00 p.m.

Workshops A:

- The Internet Never Forgets: Protecting and Managing Your Organization's Online Reputation
- Five Proven Techniques for Dealing with Difficult People
- Online Books, e-Books, and Document Assembly – Technology, Workflow, and Revenue Update – What's Working, What's Not?
- Living in the Material World – Surviving as a Non-Billable Department
- iPad for the CLE Professional

2:10 p.m. – 3:10 p.m.

Workshops B:

- Learning Objectives - "Not Just for Kids"
- Your Next Event: There's a Free App for That
- How to Communicate Effectively to Lawyers and Librarians
- 10 Tips to Keep Your Course Curriculum Fresh and Sustainable
- Exhibitor Demos

3:10 p.m. – 3:45 p.m.

Exhibit Hall Showcase

3:45 p.m. – 4:45 p.m.

Workshops C:

- 60 Apps in 60 Minutes
- Writing and Distributing Press Releases
- Without You, I'm Nothing
- Exhibitor Demos (*Repeated Session*)

4:45 p.m. – 5:45 p.m.

Committee/SIG Meetings
(Distance Learning, International SIG)

6:00 p.m. – 7:30 p.m.

ACLEA Reception (*Ticketed Event*)
Sponsored in part by Practising Law Institute.

MONDAY, JULY 30, 2012

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings
MCLE (7:30am), Exhibitors/Sponsors, Membership, Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:
Crushing It with Content-Driven Marketing

10:15 a.m. – 10:45 a.m.

Networking Breaks & Exhibits

10:45 a.m. – 11:45 a.m.

Workshops D:

- Mastering Metrics – Ten Critical Analytics and Performance Measurement Strategies for Interactive Marketing
- Creative Collaboration on the Future of CLE
- How Lawyers and Law Students Conduct Legal Research
- Return of the CLE Game Show
- Advanced Program Development Start to Finish

11:45 p.m. – 1:15 p.m.

SIG Luncheons (*Ticketed Event – Open to SIG Members Only*)
Entrepreneurs, In-House/Professional Development, Law Schools,
Local & Specialty Bars, Nationals, State & Provincial Bars

1:15 p.m. – 2:15 p.m.

Workshops E:

- Publishing Contracts and Best Practices for Obtaining Permissions and Clearances - PART 1
- Are Your CLE Programs Accessible to Lawyers with Disabilities? Are Your Materials Accessible? – Are You in Compliance with the WCAG and US Section 508 Guidelines? Really? – PART 1

CONFERENCE AT A GLANCE

- Staff Evaluations – How to Design Them & How to Complete Them
- Avoiding the Talking Head: How to Keep Your Learners Engaged
- Sponsorships & Exhibitors

2:20 p.m. – 3:20 p.m.

Workshops F:

- Put Your Oxygen Mask on First: Practical Ways to Improve Wellness for CLE Programming Leaders
- Does Your Information Technology Meet Emerging Accessibility Mandates? Learn How to Know and What to Do About It – PART 2
- Publishing Contracts and Best Practices for Obtaining Permissions and Clearances – PART 2
- How to Use an iPad to Deliver CLE

3:25 p.m. – 4:10 p.m.

Joint Session with CLEReg

5:00 p.m. – 8:00 p.m.

“Denver’s Irish Side” – Networking Excursion to Fado’s Irish Pub (*Ticketed Event*)

TUESDAY, JULY 31, 2012

7:15 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting, Breakfast and “ACLEA’s Best” Awards
(Open to All ACLEA Members)

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:15 a.m.

Plenary Session: The Back of the Napkin: Solving Problems (and Selling Your Solutions) with Pictures

11:20 a.m. – 12:20 p.m.

Workshops G:

- The Napkin Academy: A Demonstration
- Delegation Dynamics
- What Customers Want: Retention and Loyalty Strategies
- Growing Programs in the Distance Learning Greenhouse: How Producing Distance Learning CLE Differs From Traditional CLE – PART 1
- Economics of Publishing – PART 1

12:20 p.m. – 1:45 p.m.

One Big Networking Lunch (*Ticketed Event*)

Site Visit to Frederic Printing (*Continued during Workshop H*)

1:45 p.m. – 2:45 p.m.

Workshops H:

- Freemium Strategy
- Growing Programs in the Distance Learning Greenhouse: How Producing Distance Learning CLE Differs From Traditional CLE – PART 2
- CLE = Captivating Legal Education
- Putting Knowledge into Practice: Educating Tomorrow’s Lawyers
- Economics of Publishing - PART 2

2:45 p.m. – 3:00 p.m.

Networking Break

3:00 p.m. – 4:00 p.m.

Workshops I:

- CLE Gamification in Action
- Publications Hot Topics Roundtable and Unconference
- Fools Rush In: Develop a Strategy for Your Blog
- Is That Sarcasm in Your Email? Best Practices

4:00 p.m. – 5:15 p.m.

Closing Plenary Session:

Leave ‘em Laughing: Using Humor for Serious Impact

6:00 p.m. – 9:30 p.m.

ACLEA Closing Dinner and Entertainment featuring Hypnotist Mike Mesmer “Eyes” (*Ticketed Event*)

CONFERENCE MATERIALS



ACLEA offers your choice of printed materials or materials on USB drive for use on-site during the conference and as a great addition to your office library! Be sure to make your selection by checking the appropriate box on the registration form. You cannot change your selection onsite; however you can purchase both the USB drive and printed versions for an additional \$50 USD.

Note: The USB drive materials do not include the CLE Boot Camp or Saturday Add-On Session. Registrants for either of these events will receive a printed version of their respective materials (if applicable).

INTERESTED IN BEING AN ACLEA EXHIBITOR OR SPONSOR IN DENVER?

ACLEA meetings are a terrific opportunity to promote your products and services to the decision makers who will use them!

As an ACLEA exhibitor or sponsor you have:

- The opportunity to promote your presence in advance of the meeting to generate leads and interest in your services.
- Maximum visibility with attendees! The Exhibit Area is in the same area as the refreshments, and it is in close proximity to the meeting rooms, so the attendee traffic is great!
- Time to visit with potential new clients about your product or service! The meeting schedule provides for networking breaks between conference sessions - enough time to really talk to potential clients.
- Special attention and extra contact time during our “Exhibitor Showcase” afternoon break on Sunday, July 29th. Attendees are provided with an opportunity to visit each Exhibitor booth and become eligible for a grand prize drawing for a free registration to ACLEA’s next meeting. ACLEA provides the refreshments, so this special event is always a favorite of attendees!

Exhibit space is limited and priority on booth selection is based on the order in which registrations are received, so reserve your space today!

For the sponsor/exhibitor registration form, and the opportunities and benefits available, visit www.aclea.org and select the ‘48th Annual Meeting’ Menu Tab.

SPECIAL EVENTS SCHEDULE

SATURDAY, JULY 28, 2012

9:15 a.m. – 3:30 p.m.

Molly Brown House Titanic Tour & Denver Art Museum (*Ticketed Event*)



Welcome to the Mile High city! The Molly Brown House Museum stands as an enduring symbol of the Victorian era and the city of Denver. In the 1880s the lucky few who made millions in the mountains, the railroads, or trade moved to the prestigious Capitol Hill neighborhood. In honor of the 100th anniversary of the sinking of the Titanic, learn all about the Titanic and Denver's heroine Margaret "Molly" Brown. The fateful sinking of the

famous luxury liner Titanic propelled "Molly" Brown to international fame. Join the Molly Brown House Museum in commemorating this important anniversary as we explore Mrs. Brown's beautiful mansion and her role in the events surrounding this tragedy as well as Titanic's lasting legacy on maritime history.

Then it's on to lunch! We will stop at Denver's famed 16th Street Pedestrian Mall (built as tree-lined promenade of red and gray granite that runs through the center of town). The Mall is lined with outdoor cafes, restaurants, shops and historic buildings. You can select a restaurant, bistro or enjoy a brew pub during lunch time. But remember, there will be limited time before your next adventure, so we encourage you to research your top lunch options before arriving.

A visit to Denver would not be complete without experiencing its famous art influence. The Denver Art Museum is one of the largest art museums between Chicago and the West Coast, with a collection of more than 70,000 works of art divided between nine permanent collections including African, American Indian, Asian, European and American, modern and contemporary, pre-Colombian, photography, Spanish Colonial, and western American art. You will have time after lunch to explore this artistic jewel before returning to the hotel.



Meet in the lobby of the Westin Denver Downtown Hotel at 9:00 a.m. The bus will depart promptly at 9:15 a.m. and will return to the hotel at approximately 3:30 p.m. Cost is \$45 USD per person (includes transportation, admission to the Molly Brown Museum, and admission to the Denver Art Museum. *Does not include lunch.*) Please make your required reservations on the registration form. Space is limited so make your reservations early!

6:00 p.m. – 7:30 p.m.

Opening Welcome Reception (*Open to All Attendees!*)

7:30 p.m.

First Time Attendees Dinner

(*Ticketed Event by Invitation Only*)

A special networking opportunity for First Time Attendees to meet and greet their colleagues over a delicious meal.

SUNDAY, JULY 29, 2012

6:00 p.m. – 7:30 p.m.

ACLEA Reception (*Ticketed Event*)

Join your ACLEA colleagues at the annual reception sponsored in part by our Platinum Sponsor - Practising Law Institute. Tickets for registrants are included in your registration fee but you must RSVP. Tickets for guests are \$30 USD per person. Please make your required reservations on your registration form.

MONDAY, JULY 30, 2012

5:00 p.m. – 8:00 p.m.

"Denver's Irish Side" - Networking Excursion to Fado's Irish Pub (*Ticketed Event*)

Fadó is an Irish term meaning 'long ago'. At Fadó they are telling the tale of Ireland's rich and celebrated Pub culture – a culture of hearty food and drink, good music, warm hospitality and friendly banter. In the tradition of Irish Pubs today and long ago, it's the Irish spirit that makes a Fadó.

The authentic Irish Pub was imported from Ireland, lock, stock and barrel. The front room interior is unmatched in Denver as far as the beautiful wood furnishings, the cobble stone floors and of course, the magnificent murals, depicting scenes in Ireland. "Craic" is the Irish Art of having fun and Fado's is the center of "Craic" in Denver.

We'll enjoy a fun networking reception with great refreshments and some of the best pints and cocktails in Denver, all while being entertained by a traditional Irish folk band to liven up the party! ACLEA has a special reserved area, both indoors and outdoors with beautiful vistas of Denver's downtown and Coors Field. The event concludes in time for you to make dinner or late evening plans to enjoy one of Denver's restaurants or nighttime spots.

Meet in the lobby of The Westin Denver Downtown at 4:45 p.m. for a short walk to the pub (approximately 1/2 mile; 8 to 10 blocks). Cost for this event is \$40 USD per person (includes reception and live music performance). Please make your required reservations on the registration form.

TUESDAY, JULY 31, 2012

6:00 p.m. – 9:30 p.m.

ACLEA Closing Dinner and Entertainment featuring Hypnotist Mike Mesmer "Eyes" (*Ticketed Event*)

Enjoy cocktails and dinner at the Westin and prepare to be mesmerized! Mike Mesmer "Eyes" earned his reputation as "The Worlds Most Powerful Hypnotist" through his amazing ability to hypnotize even the most skeptical of participants. This Hypnotic Review is a fast-paced, exciting and hilarious show which involves volunteers from the audience in several ingenious and creative activities. Audience reaction to this Las Vegas-styled sensational show is overwhelming and non-stop, with screams of laughter during the show to standing ovations following his unbelievable finale. This evening promises to be a fun-filled night of laughter and surprises.

Tickets for registrants are included in the registration fee. Guest tickets are available for \$75 USD (*tickets include cocktails, dinner and entertainment*). Please make your required reservations on the registration form.

..... SATURDAY, JULY 28, 2012

7:30 a.m. – 7:30 p.m.

Registration Desk Open

8:15 a.m. – 4:00 p.m.

New Member Orientation and CLE Boot Camp

The CLE Boot Camp was created to assist our colleagues who are new to the profession and those who just need a refresher. The Camp has met with rave reviews, and ACLEA is committed to continuing this service to its members. The sessions within the Camp are basic level, and the overall curriculum is designed to help you in all areas of CLE programming and publications. We are thankful to have so many volunteers and “old-timers” help with these sessions. We know you will walk away with lots of information to help you in your own organization.

Separate Registration Fee Required – Fee includes a continental breakfast, networking luncheon, written materials, and a “certificate of attendance.”

BOOT CAMP AGENDA

Moderators: **Rob Seto** - *Continuing Legal Education Society of B.C.*

8:15 Continental Breakfast

8:30 Introductions and What You Hope to Gain as an ACLEA Member

8:45 Program Planning from A to Z - Discover how to make contacts, decide on subjects, content, faculty and formats, understand budgeting and pricing, develop timelines and deadlines, and how to analyze your results.

Dawn Ofner – *Legal Education Society of Alberta*

9:45 Break

10:00 The Basics of Marketing CLE Products: From Ideas to Follow-up - An overview of a professional marketing approach for courses and books utilizing your entire organization, while understanding and adapting to the unique qualities and evolving world of our CLE customers.

Karen D. Lee – *Oregon State Bar*

11:15 Technology and CLE - Learn how to maximize technology in your daily operations, programming, marketing, publications, and website presence. Make the most of what you have while looking toward the future of CLE and technology.

Peter H. Berge – *Minnesota CLE*

12:00 Networking Luncheon

1:15 Breakouts

Round Table Discussion - Exchange ideas, problems, frustrations and solutions on the latest topics in a moderated format.
Rob Seto – *Continuing Legal Education Society of B.C.*

In-House/Professional Development - CLE tracking methods and record keeping; marketing to in-house lawyers; delivering programs to lawyers outside your home office. How CLE providers can work with In-House/PD teams.

Jan F. Majewski – *Holland & Knight LLP*

Publications - Curious about publishing CLE books, working with authors or writing a manuscript? Discover ways to produce, edit, market, and work with vendors to publish CLE even if you don't have a publications department.

Diane J. Morrison – *State Bar of Texas*

2:00 Break

2:15 The MCLE Application and Reporting Process - Are you looking for ways to simplify the MCLE application and recording process? Find out how to work with accreditation agencies and get answers to your questions about different state MCLE requirements.

Gina Roers – *West Professional Development*

2:45 Finances and Negotiation Techniques - Gain insight on how to save money at your seminars and conferences with budgeting, expense monitoring and financial ratios, while learning proven hotel negotiation strategies.

Donna J. Passons – *Texas Institute of CLE*

3:45 Panel of Experts

4:00 Adjourn

END BOOT CAMP AGENDA

1:00 p.m. – 3:30 p.m.

Saturday Add-On Session:

Lights, Curtain, Action!: Fine Tuning the Delivery Style of Your CLE Presenters

(Ticketed Event - Separate Registration Fee Required)

It's a fact: A great speaker or presenter will make or break your CLE. A person who can deliver an engaging and dynamic seminar will garner higher ratings and get more butts in seats. But a majority of our speakers are volunteers, and even though they may be masters of their subject matter, if they cannot communicate effectively in the classroom, then their seminar will be at best, an average experience for the audience.

This course will arm you with the information and practicable tips to help your volunteers take their presentations to a new level while creating a standard of speaking excellence in your organization. From preparing the setup of the room, proper use of audio-visual and Power Point, audience participation, and presentation skills, this session will leave you with more than one useful tip that you can bring back home with you.

Leonard Matheo – *Courtroom Performance, Inc.*
Stuart Teicher – *CLE Netshows, LLC*

Saturday Events:

9:15 a.m. – 3:30 p.m.

Molly Brown House Titanic Tour & Denver Art Museum *(Ticketed Event)*

See Special Events Schedule for details. Meet in the hotel lobby prior to 9:00 a.m. for departure.

The bus will return to the hotel by 3:30 p.m. Cost is \$45.00 USD per person and does not include lunch. Please make your required reservation on the registration form.

4:00 p.m. – 6:00 p.m.

SIG & Committee Chair Leadership Workshop

6:00 p.m. – 7:30 p.m.

Opening Welcome Reception
(Open to All Attendees!)

7:30 p.m.

First Time Attendees Dinner
(Ticketed Event by Invitation Only)

A special networking opportunity for First Time Attendees to meet and greet their colleagues over a delicious meal.

..... SUNDAY, JULY 29, 2012

7:45 a.m. – 5:30 p.m.

Registration and Exhibits

8:30 a.m. – 9:30 a.m.

SIG Meetings
Executive Leadership, Publications, State & Provincial Bars, Technology

8:30 a.m. – 9:30 a.m.

49th Mid-Year Meeting
Planning Committee Meeting

9:15 a.m. – 9:45 a.m.

Denver Speaker Team Session
(for Denver Speakers Only)

Facilitated by R. Lucas Boling – The Missouri Bar

9:15 a.m. – 9:45 a.m.

So Now What? A Information Session on ACLEA's Membership and Benefits

This session is designed for any ACLEA member who has completed a boot camp and is in their second year or more of membership. It is meant to be an informative discussion about all of ACLEA's member benefits, how to maximize use of these benefits and how to become more involved within the organization. It is also a great opportunity to meet other members of ACLEA and to provide suggestions on how to improve ACLEA's membership to better suit your needs.

Amy Danziger Shapiro – *JDCLE*

9:30 a.m. – 9:45 a.m.

Networking Break & Exhibits

9:45 a.m. – 10:15 a.m.

Announcements and Welcome
Lisa Deane – *State Bar of Arizona*

10:15 a.m. – 11:30 a.m.

Opening Plenary Session:
Introduction to the Flipped Classroom

Jon Bergmann walks through his transformation from a twenty-year lecturer to a flipped class pioneer. The flipped class allows teachers to have more face-to-face time with students, allows for real differentiation, causes student to take responsibility for their learning, and allows students to master material. Learn how the flipped

and schools, is therefore inherently important. Participants will hear about the AALL standards for the business practices of publishers that most directly affect law librarians and law firms, covering a range of interactions from advertising to customer support, and for licensing electronic resources for law firm/law school e-portals.

Robert Linz – *University of Colorado Law Library, Colorado Association of Law Libraries*

PROGRAMMING

10 Tips to Keep Your Course Curriculum Fresh and Sustainable

Pick up tips on a process for adding new seminar titles that consistently draw above-average attendance. Walk out of this workshop with at least 5 new titles that have worked for others. Bring your creativity – this hour will be interactive and fun.

Richard McCoy – *Pennsylvania Bar Institute*

IN-HOUSE

Exhibitor Demos

An exciting addition to this year's annual conference is the live Exhibitor Demos! We've all met the exhibitors and seen their marketing materials, but how many of their products have we truly experienced in person? Get to see real excerpts from professional presenters' programs, experience quick demos of online products, and watch live pitches by some of this year's fantastic exhibitors.

3:10 p.m. – 3:45 p.m.

Exhibit Hall Showcase

Don't miss this opportunity to learn about the products and services offered by the exhibitors and sponsors who help support our ACLEA meetings. Get your Bingo card stamped and enter to win a free registration to ACLEA's next meeting!

3:45 p.m. – 4:45 p.m.

Workshops C:

EXECUTIVE LEADERSHIP / IN-HOUSE / PROGRAMMING / TECHNOLOGY

60 Apps in 60 Minutes

Learning Outcomes: Participants will learn about features and apps for iOS and Droid devices that are useful for lawyers and CLE professionals. Users of the iPad, iPhone, Android phone, and Android tablet share the latest and greatest apps that are useful in your everyday workplace or work-related travel.

Barron K. Henley – *Affinity Consulting Group LLC*

Dawn M. McKnight – *Colorado Bar Association CLE*

Mark Rosch – *Internet for Lawyers*

Sharon Sandle – *State Bar of Texas*

MARKETING / PUBLICATIONS

Writing and Distributing Press Releases

Learning Outcomes: 1) Participants will be able to write press releases to promote their programs, faculty, authors, or publications. 2) Participants will learn the key components in working effectively with the media.

Need helping getting the word out about a stellar CLE or great book? The press release is still one of the best ways to spread the word. Learn key components to a press release, who and where to send it including using PR and news wire services, and tips for working with the media.

Sara Crocker – *Colorado Bar Association*

Francine Walker – *The Florida Bar*

EXECUTIVE LEADERSHIP / IN-HOUSE / MARKETING

Without You, I'm Nothing

All law firm support departments face budget, time, and resource constraints. One of the best ways to compensate for these constraints is to form a mutually-beneficial partnership with another organization – in particular, a local or state bar or law school. This session will explore one such symbiotic relationship and will ask the audience to relate how their organizations' partnerships have worked for them. And who knows? Perhaps a few new relationships may get their start here as well!

Donna M. Kramer – *Sullivan & Cromwell LLP*

Michelle Schwartz-Clement – *New York City Bar for CLE*

IN-HOUSE

Exhibitor Demos (Repeated Session)

See session description in Workshop B.

4:45 p.m. - 5:45 p.m.

Committee/SIG Meetings

Distance Learning, International SIG

6:00 p.m. – 7:30 p.m.

ACLEA Reception (*Ticketed Event*)

Join your ACLEA colleagues at the annual reception sponsored in part by our Platinum Sponsor - Practising Law Institute. Tickets for registrants are included in your registration fee. Tickets for guests are \$30 USD per person. Please make your required reservations on your registration form.

MONDAY, JULY 30, 2012

7:15 a.m. – 4:30 p.m.

Registration and Exhibits

7:45 a.m. – 8:45 a.m.

Committee Meetings

MCLE (7:30am), Exhibitors/Sponsors, Membership, Public Interest

8:45 a.m. – 9:00 a.m.

Networking Break and Exhibits

9:00 a.m. – 10:15 a.m.

Plenary Session:

Crushing It with Content-Driven Marketing

Content is King. Creating awesome information that people want to consume, 'Like', 'Tweet', forward to a friend and link to is the most powerful way to generate free web traffic and build your brand through social media and the internet. This presentation will explain:

- How to develop your own powerful content-driven hub on the internet
- Cascading Content –the most cost-effective way to own your niche with killer content
- Creating Content that goes viral and spreads through Social Media
- Creative non-text based Strategies that use the most important new web properties

Jay Berkowitz – *CEO, Ten Golden Rules*

10:15 a.m. – 10:45 a.m.

Networking Break & Exhibits

10:45 a.m. – 11:45 a.m.

Workshops D:

MARKETING / TECHNOLOGY

Mastering Metrics – Ten Critical Analytics and Performance Measurement Strategies for Interactive Marketing

For years marketers used their best guess at which programs were working. In the age of Interactive marketing we have precise information about which programs are working and the specific elements we can tweak to dramatically improve performance. Learn:

- Ten key measurement techniques guaranteed to supercharge your marketing program
- How to baseline your competitor's activities to capitalize on their best strategies
- How to read the minds of your customers
- A free tool to understand your online prospects and customers. Where they come from, where they go on your site and why they leave.

Jay Berkowitz – *CEO, Ten Golden Rules*

EXECUTIVE LEADERSHIP

Creative Collaboration on the Future of CLE

Never before has the landscape of learning shifted so rapidly. Not only is technology itself reshaping the educational landscape in a myriad of ways, but it is also having a profound impact upon the ways learners learn. In this collaborative session, we'll work together to formulate the challenges all CLE leaders need to address in the next five years. Participants will cooperate with each other in several facilitated small-group exercises as they build a "briefing book" for a (hypothetical) newly-appointed CLE executive. The content will be created, un-conference style, by the attendees as they chart a course for our new exec. Topics we expect to be addressed include people management, programming, technology utilization, marketing and strategic planning. The output will be a living document full of practical wisdom and relevant to all CLE professionals. Be prepared to think, learn and share in this rapid fire participatory session.

Matthew Homann – *LexThink LLC*

Raymond Lee – *Continuing Legal Education Society of B.C.*

PUBLICATIONS

How Lawyers and Law Students Conduct Legal Research

Learning Outcomes: 1) Participants will analyze and utilize the information to evaluate their current research media platforms. 2) Participants will acquire information that will help them develop long-range plans to remain relevant and viable as respected, high-quality legal information providers.

Legal information publishers feel the pressure to provide content across various e-platforms as well as in print, trying to meet the needs of a mixed-generation consumer base. Are there best practices advocated by librarians in regards to cross-platform research? What resources are students/lawyers learning and utilizing? What are the user metrics for law firms and law schools for research conducted electronically versus print? How are they utilizing low-cost or free information resources, such as Google Scholar?

Robert Linz – *University of Colorado Law Library, Colorado Association of Law Libraries*

In-House

Return of the CLE Game Show

If you missed the opportunity to learn about CLE rules from multiple jurisdictions and win valuable prizes when this session was held in New Orleans, then here's your big chance. You don't have to be "in-house" to participate. Loosely based on the "Who Wants to Be a Millionaire" game show, contestants try to answer multiple choice questions from the weird and wacky world of CLE accreditation. Contestants will be able to use two lifelines (ask a friend and poll the audience) should they need help. The producers announce that to maintain the integrity of process, the questions (all new for Denver!) will be available as a handout after the session.

Tim Baran – *Rocket Matter, LLC*

Jan F. Majewski – *Holland & Knight LLP*

Gina Roers – *West Professional Development.*

PROGRAMMING

Advanced Program Development Start to Finish

Creating an engaging program, particularly on advanced-level topics, can be a challenge. How do you select the topics most relevant to more experienced lawyers? How do you present the substance in a memorable way? How do you motivate the target audience to attend? Join our panel of experts from both the provider and law firm perspectives to hear their answers – and share yours – to these and other questions.

Moderator: Pamela Wilson – *State Bar of California*

Leslie A. Belasco – *ALI-ABA*

Marian Lee – *Brownstein Hyatt Farber Schreck, LLP*

Laura R. Shields – *Practising Law Institute*

11:45 p.m. – 1:15 p.m.

SIG Luncheons

(Ticketed Event – Open to SIG Members Only)

Entrepreneurs — Our virtual door is open to all those with an entrepreneurial spirit. The online CLE market is in flux. Are we Kodak in 2002 and it's the elephant in the room no one's talking about? Is online CLE approaching a free distribution or is the online market place changing? Join us as we mindshare ideas!

Moderated by Stuart Teicher – *CLE NetShows, LLC*

In-House/Professional Development — We will continue with what has proven to be very popular... an informal, interactive discussion on the latest, hottest issues facing law firm training professionals. Solutions and advice with the benefit of groupthink will flow. Members are urged to use the listserv to send questions they would like addressed. Even if you can't be in Denver don't hesitate to send a question. In addition, the In-House members attending Denver are planning a "Dutch dinner" the night before the lunch in lieu of an early morning Sunday meeting.

Moderated by Donna M. Kramer – *Sullivan & Cromwell LLP*, and **Jan F. Majewski** – *Holland & Knight LLP*

Law Schools — "Working within a Law School - Serving a Multitude of Constituencies?" – Being a CLE department within a law school can be a wonderful opportunity to take advantage of the many resources a law school or university has to offer. It can also create opportunities to work with many other departments including alumni affairs, development, student affairs, the dean's office,

and various faculty members. These opportunities can provide wonderful advantages for law school CLE departments as well as unique challenges. Participants will share their experiences working with other internal constituents, and will share their best practices for doing so.

Moderated by Sarah Jean Kelly – *Georgetown Law Center CLE*, and **Peniey McClary** – *Suffolk University Law School*

Local & Specialty Bars — We'll start out with our lively roundtable discussion of the challenges that impact you in your shop and ways to meet those concerns. Then, Roger Curlin, Professional Development Manager at Carlton Fields, P.A. and incoming ACLEA President, will share his expertise on how we can build and maintain relationships with our local firms and in-house CLE colleagues. This is a unique opportunity to learn and ask questions about an important aspect of CLE development. Submit challenges for the roundtable discussion or for Roger Curlin in advance of the lunch meeting to SIG Co-Chair, Susan Blair (susan.blair@nashvillebar.org).

Moderated by Susan Blair – *Nashville Bar Association*, and **Mary Lynne McInnis** – *Atlanta Bar Association*

Nationals — National CLE providers have the daunting task of appealing to both mass and niche audiences. Whether the content is offered through lectures, workshops, publications, or online programs/distance learning, legal professionals have more choice than ever. The challenge is not that there is a shortage of topics, but rather, how we as providers can continue to engage the audience and deliver relevance to a market that is saturated with information. How do we stand out? Do traditional approaches still work? How do we still need to evolve to meet the needs of professionals? Join us and leave with new ideas to bring back to your organization.

Moderated by Kevin McCormack – *West LegalEdcenter*, and **David Schnurman** – *Lawline.com*

State & Provincial Bars — Take your CLE Programs and Publications to new heights as you tap into the latest and greatest ideas, inspirations and initiatives from State and Provincial Bar colleagues from across the continent and beyond. Come prepared for a lively interplay of ideas that will help you raise your CLE performance to an all-time high. Destination Denver – where we will start high and aim even higher!

Moderated by Annette C. Buras – *Louisiana State Bar Association*, and **Raymond Lee** – *Continuing Legal Education Society of B.C.*

1:15 p.m. – 2:15 p.m.

Workshops E:

PUBLICATIONS

Publishing Contracts and Best Practices for Obtaining Permissions & Clearances – Part 1

Learning Outcomes: 1) Participants will gain a working knowledge of copyright law essential for development of cross-platform resources. 2) Participants will be able to design and implement publishing contracts to protect their projects and any future derivatives.

Publishing contracts are essential for a CLE publishing program. These contracts include assignment of rights and work made for hire provisions for authors, editors, contributors,

and freelancers such as artists, designers and photographers. This part of our program will cover the (1) importance of written contracts; (2) key differences between assignment and work made for hire contracts; and (3) key author, editor, contributor and freelance contract clauses as they relate to both a current project and additional future usages of that project.

Lloyd L. Rich – *Publishing Law Center*

Jon R. Tandler – *Ryley Carlock & Applewhite*

EXECUTIVE LEADERSHIP / TECHNOLOGY

Are Your CLE Programs Accessible to Lawyers with Disabilities? Are Your Materials Accessible? – Are You in Compliance with the WCAG and US Section 508 Guidelines? Really? – Part 1

Making your CLE programs accessible to those with disabilities is much more than just making the physical facility accessible. Posting CLE material on the website is now standard operating procedure for most CLE organizations. Whether posting PDF's or HTML pages, there are access issues that must be considered. It's not only the law; it's a human rights issue. Legal experts will explain the legal ramifications of WCAG and US Section 508. They will also demonstrate what they "see" when using a screen reader to access the web. Learn why it matters and how it can affect your bottom line.

Scott C. LaBarre – *LaBarre Law Offices P.C.*

Yolanda Muhammad – *American Bar Association*

EXECUTIVE LEADERSHIP

Staff Evaluations – How to Design Them and How to Complete Them

Learning Outcomes: 1) Participants will learn key components in developing a performance appraisal system. 2) Participants will learn practical management and communication techniques that ensure a meaningful evaluation process.

Are you struggling with creating a performance appraisal system that is meaningful to both management and employees? Designing an effective system is more than just developing the form and conducting the annual review. A successful evaluation depends on the continuous and interactive process of managing employee performance throughout the review period. We'll focus on the key considerations in system design as well as practical ways to manage and assess staff performance in order to achieve optimal results.

Pat Docherty – *Mountain States Employers Council*

IN-HOUSE / PROGRAMMING

Avoiding the Talking Head: How to Keep Your Learners Engaged

We have all seen it. The dynamic personality you recruited to speak at your CLE program turns into the dreaded talking head. You cringe as attendees fight the urge to nod off while the speaker reads bullet points off of slides. Or you arrange a panel with a big-name moderator and several outstanding panelists, all of whom could carry an hour-long session by themselves. Then the moderator turns into a traffic cop and the group becomes talking heads masquerading as a panel. Explore and assess proven strategies you can share with your faculty to help them keep your CLE learners engaged, and, more importantly, keep them learning!

Lawrence J. Center – *Georgetown Law Center CLE*

MARKETING / PROGRAMMING

Sponsorships and Exhibitors

Explore creative options for enlisting the support of corporate sponsors, law firm affiliates, and external contacts to drive the success of your programs. Learn practical techniques for identifying, contacting, and persuading programming partners to collaborate on your events or publications.

Ari L. Kaplan – *Ari Kaplan Advisors*

2:20 p.m. – 3:20 p.m.

Workshops F:

EXECUTIVE LEADERSHIP / PROGRAMMING

Put Your Oxygen Mask on First: Practical Ways to Improve Wellness for CLE Programming Leaders

Copy editor. Researcher. Negotiator. Event planner. Cat-herder. HR Manager. Government liaison. Financial planner. Fortuneteller. First responder. Executives and managers of CLE providers have a wide-ranging set of responsibilities and required skills, which can make their jobs quite stressful. High stress levels can lead to poor decision-making, physical ailments, and even burnout. Through engaging film clips, guided discussions and an experiential exercise or two this session will provide participants with ideas to manage stress and improve wellness.

Michael Kahn, JD, LPC – *ReelTime CLE*

EXECUTIVE LEADERSHIP / MARKETING / TECHNOLOGY

Does Your Information Technology Meet Emerging Accessibility Mandates? Learn How To Know and What to Do About It – Part 2

State and federal regulations are increasingly requiring equal access to information technology (including web sites, online documents, publications, podcasts, webinars, and videos) for all users – as well as those with disabilities. This session will point you to free resources and communities of practice to help you determine if your content meets emerging accessibility standards. But then what? A leading IT accessibility advocate will take you through the next steps of creating policy, procedures and techniques to ensure that your public facing resources meet the needs of all visitors to your site.

Sharron Rush – *Executive Director, Knowbility*

MARKETING / PUBLICATIONS

Publishing Contracts and Best Practices for Obtaining Permissions & Clearances – Part 2

Learning Outcomes: 1) The participants will be able to develop best practice policies regarding third-party content. 2) The participants will gain a working knowledge of copyright issues relevant to the publishing industry.

This session will cover (1) copyright and fair use; and (2) best practices in obtaining permissions and clearances for third party content, including permission functions, project planning, adverse consequences of not obtaining permissions, potential rights holders, orphan works, grants of rights and scope, good contract drafting, best practice statements, and collective rights societies.

Lloyd L. Rich – *Publishing Law Center*

Jon R. Tandler – *Ryley Carlock & Applegate*

IN-HOUSE / PROGRAMMING / TECHNOLOGY

How to Use an iPad to Deliver CLE

Learning Outcomes: 1) Participants will be able to identify new opportunities for use of mobile devices in the classroom. 2) Participants will

learn about features and apps that are useful for lawyers, faculty, and CLE providers.

Even if you don't own an iPad, you've heard of it. Perhaps you've spurned the idea of ever buying one. Yet "the device that changed everything is now changing the classroom," or so the marketing goes. But, what purpose would the iPad serve in the delivery of CLE – whether virtual or live? Come hear from two iPad-users on how to use the iPad to deliver CLE – from apps to Apple TV.

David Schnurman – *Lawline.com*

Paul J. Unger – *Affinity Consulting Group LLC*

3:25 p.m. – 4:10 p.m.

Joint Session with CLEReg

Session Details & Presenters Will Be Announced

5:00 p.m. – 8:00 p.m.

Networking Excursion to Fado's Irish Pub

(Ticketed Event)

Please meet in the lobby of The Westin Denver Downtown at 4:45 p.m. and we will walk to Fado's Irish Pub. Cost per person is \$40 USD and does not include dinner.

TUESDAY, JULY 31, 2012

7:15 a.m. – 5:30 p.m.

Registration and Exhibits

8:00 a.m. – 9:30 a.m.

ACLEA Business Meeting, Breakfast and "ACLEA's Best" Awards *(Open to All ACLEA Members)*

Tuesday morning is the wrong time to sleep in... everyone knows that breakfast is the most important meal of the day (and it's included in your registration!) The Business Meeting breakfast is especially important because it's your chance to learn what is going on in YOUR association. This meeting is for all ACLEA members and is a great opportunity to get your most important questions answered while you jump-start your day with a great meal.

The "ACLEA's Best" Awards for each of the 5 categories (Marketing, Programming, Publications, Public Interest, and Technology) will also be awarded during this meeting.

9:30 a.m. – 10:00 a.m.

Networking Break & Exhibits

10:00 a.m. – 11:15 a.m.

Plenary Session:

The Back of the Napkin: Solving Problems (And Selling Your Solutions) With Pictures

See step-by-step how anyone – regardless of artistic talent or training – can use simple pictures to describe what we do, explain complex concepts, solve fuzzy problems, and sell others on breakthrough ideas. This unique visual thinking approach has been used to resolve business challenges at Microsoft, Google, Wal-Mart, eBay, Wells Fargo, The Federal Reserve Bank of New York, The Thomson Corporation, The U.S. Navy, Time Warner, Aetna, Lehman Brothers, GE, the United States Senate and many others.

Key issues and takeaways:

- Visual thinking is the best way to discover, develop, and communicate ideas -- especially for the complex challenges we face today.
- Everyone -- regardless of artistic talent or training -- is a born visual problem-solver.
- There are four simple visual tools we can all use to immediately improve our visual problem-solving capabilities.
- At the end of the day, what is your audience (whoever they may be) going to remember: a thousand words or one picture?

Dan Roam – *Author of "The Back of the Napkin" and "Blah Blah Blah: What to Do When Words Don't Work"*

11:20 a.m. – 12:20 p.m.

Workshops G:

IN-HOUSE / PROGRAMMING

The Napkin Academy: A Demonstration

Any problem can be solved with a picture – and anyone of us can draw it. We just need to kick our innate (and surprisingly brilliant) visual mind back into gear. The Napkin Academy (napkinacademy.com)--Dan's new website and webinar series--is a part of that equation. By giving us all specific, learnable, repeatable and, above all, SIMPLE lessons in visual thinking, the Napkin Academy is a place where we can all find our inner visualist.

Dan Roam – *Author of "The Back of the Napkin" and "Blah Blah Blah: What to Do When Words Don't Work"*

EXECUTIVE LEADERSHIP

Delegation Dynamics

Most people agree with the general concept that more work can be accomplished by a team than by an individual working alone. Effective managers focus on the highest and best utilization of the organization's most valuable resource - the talent pool. They are capable of leveraging their own talents by delegating projects and tasks to strong support staff. Unfortunately, many managers have not mastered effective delegation techniques probably because nobody ever taught them the basic skills. Workplace outcomes are no doubt adversely affected when delegations go astray. Learn fundamentals of effective delegation, strategies to overcome the syndrome of "delegation reluctance", and how to identify and modify typical unproductive delegation behaviors. Both managers and staff members will benefit from these techniques, and special tips will be provided for Micromanagers, Procrastinators and their victims.

Cynthia Sharp – *The Sharper Lawyer*

MARKETING

What Customers Want: Retention and Loyalty Strategies

Holding on to your most profitable customer is just good business. Retaining your current customers is the least expensive way to gain sales and the most reliable way to grow your business. Expanding and strengthening your customer relations by gaining insight into what makes them tick: what their interests are, what motivates them to buy, what they care about is important to create communications and products that really speak to them. This session will provide you with the tools to better understand your customer and to build a customer loyalty strategy that will ensure your customers have a good experience every time they transact with your organization.

Amy Danziger Shapiro – *JDCLE*

IN-HOUSE / PROGRAMMING / TECHNOLOGY

Growing Programs in the Distance Learning Greenhouse: How Producing Distance Learning CLE Differs From Traditional CLE – Part 1

Distance learning is not just the wave of the future, it is crashing on our shores now! Increasingly, it defines how we think of CLE and influences our planning. But distance learning has a logic all its own. What options are available? What types of content work in the different formats? What production challenges do we face? How do you train speakers and authors – or even your staff – to work in “distance learning mode”? These and other crucial areas of distance learning planning and production will be discussed in this practical guide to surf the wave of the future, that is here today.

Peter H. Berge – *Minnesota CLE*
Nathaniel T. Trelease – *WebCredenza, Inc.*

PUBLICATIONS

Economics of Publishing – Part 1

Learning Outcomes: 1) Participants will learn factors to consider when planning and assessing book production costs for conventional technologies versus digital technologies. 2) Participants will learn how to determine what printing processes will achieve quality and inventory objectives and become familiar with “printing” vocabulary.

Better technology has provided publishers with an overwhelming number of options for printing books. We will teach you the vocabulary of digital and conventional printing, discuss the choices you have for digital printing as opposed to traditional offset presses, and why one process might better suit your needs. We'll also discuss economic considerations when deciding on a print option, including paper choices, trim sizes, page counts, binding, and inventory management.

Moderator: Dawn M. McKnight – Colorado Bar Association CLE

Jerry Gentry – *Communications Today*
Chris Greene – *Frederic Printing*

12:20 p.m. – 1:45 p.m.

One Big Networking Lunch

(Ticketed Event)

Back to the Drawing Board: Put your new-found skills to work and join your colleagues for a fun, interactive exchange of ideas. Cost per person is \$32. Please make the required reservations on your registration form.

PUBLICATIONS

Site visit to Frederic Printing. See description in Workshop H. (Lunch provided; please pre-register so we can plan transportation needs.)

1:45 p.m. – 2:45 p.m.

Workshops H:

MARKETING

Freemium Strategy

Is pricing for online continuing legal education (CLE) courses a race to the bottom? Perhaps a Freemium business model is the answer, where courses are offered for free and a premium is charged for additional features, services and functionality. In this session, we'll find out which providers are already innovating with related models and where the industry is heading. The legal profession has seen unprecedented disruption over the past few years. Is continuing legal education next?

Tim Baran – *Rocket Matter, LLC*

IN-HOUSE / PROGRAMMING / TECHNOLOGY

Growing Programs in the Distance Learning Greenhouse – Part 2

See Part 1 description in Workshop G.

Peter H. Berge – *Minnesota CLE*
Nathaniel T. Trelease – *WebCredenza, Inc.*

MARKETING / TECHNOLOGY

CLE = CAPTIVATING Legal Education

You can lead a lawyer to CLE, but you can't make her think; that is, unless you first grab her attention by creating a captivating program. Two of America's most captivating (and in one case, good looking) CLE presenters will share ideas for how your volunteer presenters can keep both live and remote/online audiences on the edge of their seats (and off their iPads). You will learn:

- Tips for setting the right tone for the event, well before it even begins;
- Skills for facilitating meaningful audience participation, as well as other presentation methods targeted at adult learning styles;
- Special techniques to keep the attention of online viewers;
- How to sell reluctant regulators on interactive & other unconventional presentation formats or content.

Sean Carter – *Lawpsided Seminars*
Chris Osborn – *ReelTime CLE*

EXECUTIVE LEADERSHIP

Putting Knowledge into Practice: Educating Tomorrow's Lawyers

Learning Outcomes: 1) Participants will be prepared to identify and assess learning techniques to promote improved educational outcomes. 2) Participants will be able to design innovative courses drawing on the assessment models that measure success of educational objectives.

Putting knowledge into practice. This is the promise of Educating Tomorrow's Lawyers (ETL), a Carnegie-inspired initiative to change the way law schools prepare their students for practice – one classroom at a time. ETL is harnessing the power of collaboration – online and off – to build on the recommendations of the Carnegie Report by identifying professors and schools that embrace its model and developing assessment models to measure success. Learn about the types of teaching styles, courses, professors and schools the initiative is promoting, and how it is using its website to make legal education reform inevitable.

Marnee Baker & Alli Gerkman – *IAALS - Institute for the Advancement of the American Legal System, University of Denver*

PUBLICATIONS

Economics of Publishing – Part 2

Learning Outcomes: 1) Participants will gain insight into the day-to-day operations of the manufacturing process. 2) Participants will see first-hand the varying printing processes available and gain a greater understanding when making print production decisions.

This workshop is a site visit to Frederic Printing. Participants need to meet in the hotel lobby following Workshop G. Please pre-register or sign up at the Conference Registration Desk so we may leave as a group and ensure all who are interested are included. Frederic Printing was established in 1878 and has grown into one of the leading commercial printing companies in Colorado.

Frederic Printing is a subsidiary of Consolidated Graphics, which is the largest sheet-fed and half-web commercial printing company in the U.S. Join us for a tour of the manufacturing plant, including digital pre-press, digital and traditional presses, and bindery.

Moderator: Dawn M. McKnight – Colorado Bar Association CLE

Jerry Gentry – *Communications Today*
Chris Greene – *Frederic Printing*

2:45 p.m. – 3:00 p.m.

Networking Break & Exhibits

3:00 p.m. – 4:00 p.m.

Workshops I:

PROGRAMMING

CLE Gamification in Action

Ever wonder why we can play the same games over and over and over again? The excitement of chance, the allure to risk, the satisfaction of reward, the challenges, and the social component keeps us coming back. Learn how to identify game mechanics and apply those to your CLE programs. *GAME CONTENT ADVISORY:* This program is rated E (Everyone). All participants will be split up in teams and be given a game. Each game will be broken down to its basic mechanics and those mechanics will be applied to CLE. This level of competition may contain mild violence and/or infrequent use of mild language.

Mindy Thomas-Fulks – *Tennessee Bar Association*

PUBLICATIONS

Hot Topics Roundtable and Unconference

Learning Outcomes: 1) Participants will be able to evaluate and set achievable goals for their publications department when setting priorities for new projects or processes. 2) Participants will be armed with information necessary to support the implementation of new projects or processes.

Feeling overwhelmed about all that you learned and what you think you should do when you get back to your office? Join the Publications SIG for their traditional ‘unconference’ – sharing and discussing the top takeaways from three (or four) days of learning, thinking, and networking.

Moderator: Diane J. Morrison – State Bar of Texas

EXECUTIVE LEADERSHIP / MARKETING / TECHNOLOGY

Fools Rush In: Develop a Strategy for Your Blog

Learning Outcomes: 1) Participants will be able to assess whether the development and support of a blog is right for their organization. 2) Participants will learn the tools needed to develop a plan to sustain and achieve a successful legal information blog.

If you have attended an ACLEA conference in the last four years, there is 98% chance you have been told that your organization should blog. And maybe it should. Continuing legal education blogs have the potential to transform the way lawyers view your organization and think about their own ongoing professional development. But before you begin adding bells and whistles, be sure to get down to brass tacks. Get the tools and information you need to develop a sustainable and successful plan for your organization's blog.

Alli Gerkman – *IAALS - Institute for the Advancement of the American Legal System, University of Denver*

GENERAL INFORMATION

EXECUTIVE LEADERSHIP / IN-HOUSE

Is That Sarcasm In Your Email? Best Practices

No one can dispute the convenience of email. However, that convenience can be fraught with peril. Because it lacks a tone of voice, email is not always the best medium for resolving complex or sensitive issues. This topic is so important, we've stolen a partner away from her client work to talk to you about it; these tips are so good, you'll want to share them with everyone in your organization.

Dawn Wilson – *Alston & Bird*

4:00 p.m. – 5:15 p.m.

Closing Plenary Session:

Leave 'em Laughing: Using Humor for Serious Impact

How would you like audiences to not only pay more attention to what you have to say, but also remember it more? By using appropriate humor to set up and reinforce your key points, you can do just that (regardless of your natural sense of humor). In this upbeat program you will learn how to harness the power of humor to increase your likeability and make deeper connections with your members, colleagues, and vendors. Not only will you enjoy making presentations more, your audiences will appreciate the fact that you took extra steps to make your material interesting. These techniques will also help you deliver boring material with flair while maintaining your professionalism and credibility.

Steve Hughes – *Hit Your Stride, LLC*

6:00 p.m. – 9:30 p.m.

ACLEA Closing Event with Hypnotist Mike Mesmer "Eyes"
(Ticketed Event)



See Special Events Schedule for details. Tickets for registrants are included in the registration fee. Guest Tickets are available for \$75 USD (tickets include dinner). Please make your required reservations on the registration form.

Visit us online!

www.aclea.org

Special Thanks to the Denver PLANNING COMMITTEE

Amy Danziger Shapiro – *JDCLC*

Terry Hill – *The Florida Bar*

Donna M. Kramer – *Sullivan & Cromwell LLP*

Raymond Lee – *Continuing Legal Education
Society of B.C.*

Dawn M. McKnight – *Colorado Bar Association CLE*

Larry Port – *Rocket Matter, LLC*

Pamela Wilson – *State Bar of California*

R. Lucas Boling (co-chair) – *The Missouri Bar*

Donna J. Passons (co-chair) – *ACLEA Executive
Director*

Registration

The program registration fee includes conference materials, admission to Sunday, Monday, and Tuesday sessions, the business meeting and breakfast, the Saturday welcome reception, Sunday evening reception and the Tuesday night special event. Saturday's CLE Boot Camp, the add-on session, and all optional lunches and tours are separately priced. We must receive payment for optional sessions, lunches, and tours in advance of the conference to guarantee your reservation. Unless otherwise stated, all special event and tour fee payments are nonrefundable after July 6, 2012.

Spouse/Guest Fee

ACLEA has a spouse/guest fee for attendance at ACLEA meetings by those not eligible for ACLEA membership. This is a restricted fee intended for family members. Any spouse/guest who is interested in networking with other spouses/guests as well as friends in ACLEA, may pay a fee to cover the costs of food and beverage and attendance at some meetings. This \$145 USD fee includes the Saturday welcome reception, continental breakfasts, business meeting breakfast, exhibit hall mixer, morning and afternoon breaks, and attendance at any sessions on topics that may be of interest. This benefit is extended only to those spouse/guests who are not eligible for ACLEA membership. **ANYONE CONSULTING WITH OR EMPLOYED BY AN ORGANIZATION ELIGIBLE FOR MEMBERSHIP IN ACLEA IS NOT ELIGIBLE FOR THIS FEE.**

Hotel Information

Your host hotel is The Westin Denver Downtown in Denver, Colorado. ACLEA has secured a special room rate of \$179.00 USD per night for single/double available **until July 5, 2012 or until the room block is exhausted, whichever comes first.** NOTE: ACLEA has obtained this room rate by contracting a total meeting package at The Westin Denver Downtown. ACLEA must meet certain minimum food & beverage and hotel room pickup requirements or ACLEA will face attrition and/or meeting room rental. In order for ACLEA to continue to provide a reasonable registration fee, we need your help. Please take advantage of the room rate we have negotiated and make your reservation by contacting:

The Westin Denver Downtown

1672 Lawrence Street

Denver, Colorado 80202

Phone (888) 627-8435 (toll free U.S. or Canada) or
+1 303-572-9100 (International)

Special Rebate Policy

Registrants who stay at The Westin Denver Downtown during this meeting will receive a \$50 coupon that may be used toward the registration fee for the one of the next two future ACLEA meetings: the Mid-Year 2013 in Clearwater Beach, Florida or Annual 2013 in Washington, D.C./Baltimore. Only one coupon will be offered per room reservation and cannot be redeemed for cash. Only attendees who pay the meeting registration fee are eligible for this rebate. The meeting fee coupon is nontransferable.

Transportation

Getting to The Westin Denver Downtown

We recommend that you fly into Denver International Airport (Code DEN), which is an approximate 25-mile drive from the hotel. The taxi fare for transportation from the airport to the hotel is a flat rate of \$54.75. Super Shuttle offers van service from near the baggage claim area to the Westin Denver Downtown for \$22 each way.

By Car

If you're planning to drive in, The Westin Denver Downtown has convenient valet parking facilities nearby that are available to you. Check with the hotel for the current parking rates during your stay. For directions visit <http://www.westindenverdowntown.com/directions>.

Cancellation Policy

All special event & tour fee payments are nonrefundable after July 6, 2012. Registration refunds, less a \$50 USD processing fee, will be given to registrants who cancel by 5:00 p.m. Friday, July 6, 2012. If notice is received between July 6 and 13, 2012 at 5:00 p.m., refunds will be given less a \$150 USD processing fee. No refunds or transfers will be granted thereafter.

QUESTIONS? Contact ACLEA headquarters at (512) 453-4340 or aclea@aclea.org

REGISTER BY:



Mail: P.O. Box 4646, Austin, TX 78765



Fax: (512) 451-2911



Online: <http://www.aclea.org>

48TH ANNUAL MEETING

JULY 28 – 31, 2012
THE WESTIN DENVER DOWNTOWN
DENVER, COLORADO



ACLEA'S 48TH ANNUAL MEETING • DENVER, COLORADO • JULY 28-31, 2012

Name _____
Organization _____
Address _____
City/State/Province/Zip _____
Phone (____) _____ Fax (____) _____
E-mail _____
Spouse/Guest _____
Special Dietary Needs _____

Please Indicate the Sessions You Plan to Attend:

SUNDAY, JULY 29, 2012

- Workshops A / 1:00 pm - 2:00 pm
- The Internet Never Forgets: Protecting Your Online Reputation
 - Five Proven Techniques for Dealing with Difficult People
 - Online Books, e-Books, and Document Assembly
 - Living in the Material World – Surviving as a Non-Billable Department
 - iPad for the CLE Professional
- Workshops B / 2:10 pm - 3:10 pm
- Learning Objectives - "Not Just for Kids"
 - Your Next Event: There's a Free App for That
 - How to Communicate Effectively to Lawyers and Librarians
 - 10 Tips to Keep Your Course Curriculum Fresh and Sustainable
 - Exhibitor Demos

Workshops C / 3:45 pm - 4:45 pm

- 60 Apps in 60 Minutes
- Writing and Distributing Press Releases
- Without You, I'm Nothing
- Exhibitor Demos (*Repeated Session*)

MONDAY, JULY 30, 2012

- Workshops D / 10:45 am - 11:45 am
- Mastering Metrics – Ten Critical Analytics & Strategies for Interactive Marketing
 - Creative Collaboration on the Future of CLE
 - How Lawyers and Law Students Conduct Legal Research
 - Return of the CLE Game Show
 - Advanced Program Development Start to Finish
- Workshops E / 1:15 pm - 2:15 pm
- Publishing Contracts and Best Practices - PART 1
 - Are Your CLE Programs Accessible to Lawyers with Disabilities? – PART 1
 - Staff Evaluations – How to Design Them & How to Complete Them
 - Avoiding the Talking Head: How to Keep Your Learners Engaged
 - Sponsorships & Exhibitors

Workshops F / 2:20 pm - 3:20 pm

- Put Your Oxygen Mask on First: Practical Ways to Improve Wellness
- Does Your Information Technology Meet Accessibility Mandates? – PART 2
- Publishing Contracts and Best Practices – PART 2
- How to Use an iPad to Deliver CLE

TUESDAY, JULY 31, 2012

- Workshops G / 11:20 am - 12:20 pm
- The Napkin Academy: A Demonstration
 - Delegation Dynamics
 - What Customers Want: Retention and Loyalty Strategies
 - Growing Programs in the Distance Learning Greenhouse – PART 1
 - Economics of Publishing – PART 1
- Workshops H / 1:45 pm - 2:45 pm
- Freemium Strategy
 - Growing Programs in the Distance Learning Greenhouse - PART 2
 - CLE = Captivating Legal Education
 - Putting Knowledge into Practice: Educating Tomorrow's Lawyers
 - Economics of Publishing - PART 2 (*Site Visit Continued*)
- Workshops I / 3:00 pm - 4:00 pm
- CLE Gamification in Action
 - Publications Hot Topics Roundtable and Unconference
 - Fools Rush In: Develop a Strategy for Your Blog
 - Is That Sarcasm in Your Email? Best Practices

HOTEL
Hotel reservation deadline is July 5, 2012. Refer to brochure for details.

I will be staying at The Westin Denver Downtown.

REGISTRATION on or before July 6, 2012:

- Member Registration** \$645 **Non-Member Registration** \$845
- Spouse/Guest Registration** \$145

REGISTRATION after July 6, 2012:

- Member Registration** \$695 **Non-Member Registration** \$895
- Spouse/Guest Registration** \$195

JOIN ACLEA **now & pay the member fee to attend this meeting:**

Please submit a separate Membership Application.

- \$245 (\$195 if you are an additional member from a member organization; \$65 for Associate Membership - Subject to Approval)

CONFERENCE MATERIALS - I would like:

- USB Version** or **Printed Version** (Choose one. Included in above registration fee.)
- Both USB & Printed Versions** \$50 (In addition to above registration fee.)

Total for Registration Fee \$

OPTIONAL EDUCATIONAL PROGRAMS (*Pre-Registration Required*)

SATURDAY, JULY 28, 2012

- ACLEA CLE Boot Camp - **Members** \$145 **Non-Members** \$195
- Saturday Add-On Session - **Members** \$55 **Non-Members** \$80

Total for Optional Educational Programs \$

SPECIAL INTEREST GROUP LUNCHEONS (*Pre-Registration Required*)

SUNDAY, JULY 29 / 11:30 am - 1:00 pm (*Open to All Registrants*) \$30

- Executive Leadership** **Marketing**
- Programming** **Publications** **Technology**

MONDAY, JULY 30 / 11:45 pm - 1:15 pm (**Open to SIG Members ONLY*) \$31

- Entrepreneurs*** **In-House*** **Law Schools***
- Local & Specialty Bars*** **Nationals*** **State & Provincial Bars***

TUESDAY, JULY 31 / 12:20 pm - 1:45 pm (*Open to All Registrants*)

- One Big Networking Lunch** (*Pre-Registration Required*) \$32
- Site Visit to Frederic Printing** (*No Charge, Pre-Registration Required*)

Total for Luncheons \$

OPTIONAL TOURS/EVENTS (*Pre-Registration Required*)

SATURDAY, JULY 28, 2012

- Molly Brown Titanic & Denver Art Museum Tour** \$45 x _____ (*no. of tickets*)

MONDAY, JULY 30, 2012

- Networking Excursion to Fadós Irish Pub** \$40 x _____ (*no. of tickets*)

Tickets for the Sunday night reception and Tuesday night event are included in your registration fee. However, please check below to R.S.V.P. for your tickets and indicate if you want to purchase additional tickets for your guest(s). Please note any special dietary requirements at the top of this form.

- Sunday Night Reception for Registrant** \$00
- Sunday Night Reception Guest Tickets** \$30 x _____ (*no. of tickets*)
- Tuesday Night Dinner for Registrant** \$00
- Tuesday Night Dinner Guest Tickets** \$75 x _____ (*no. of tickets*)

Total for Optional Tours/Events \$

TOTAL PAYMENT ENCLOSED (*all amounts listed in USD*)... \$

I cannot attend the program; please forward the conference materials.

- Member Price** \$345 **Non-Member Price** \$495
- USB Version** **Printed Version** **Both Versions** (add \$50)

PAYMENT METHOD: Check enclosed payable to ACLEA or charge my:

- Visa** **MasterCard** **AmEx**

Credit Card # _____

3 or 4 Digit Security Code _____ Exp. Date _____

Signature _____

Name on Card (Print) _____

Billing Address (street/city/state/zip) _____

ACLEA Headquarters • P.O. Box 4646 • Austin, TX 78765
Phone: (512) 453-4340 • Fax: (512) 451-2911
Email: aclea@aclea.org • Website: www.aclea.org