

ACLEA CLE BOOT CAMP

NOVEMBER 5 & 6, 2007

HYATT REGENCY AUSTIN 208 BARTON SPRINGS RD., AUSTIN, TX 78704

The **CLE Boot Camp** was created to assist our colleagues who are new to the profession and those who just need a refresher. Boot Camp has consistently met with rave reviews, and ACLEA is committed to continuing this service to its members. The sessions within Boot Camp are basic level, and the overall curriculum is designed to help you in all areas of CLE programming and publications. We are delighted and 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.

TOPICS INCLUDE:

- **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.
- **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.
- **Technology and CLE** - Learn how to maximize technology in your daily operations, programming, marketing, publications, and website presence. Make the most of what you already have while looking toward the future of CLE and technology.
- **Finance 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.
- **The MCLE Application & Reporting Process** - Are you looking for ways to simplify the MCLE application and recording process? Discuss this and other topics you would like the panel to focus on.

Presented by: *Roger B. Curlin III* - Holland & Knight LLP; *Lisa Deane* - State Bar of Arizona; *Leslie Lynn Myers* - Texas Institute of CLE; *Donna J. Passons* - Texas Institute of CLE and ACLEA's Executive Director; *Amy Danziger Shapiro* - ALI-ABA; *Gregory J. Smith* - National Institute for Trial Advocacy; and *Marci Garza & Pamela Young* - Haynes and Boone LLP

FEATURING...

Special Breakout Sessions for Publications and In-House CLE Professionals!

These sessions will focus on publishing CLE books, working with authors and writing manuscripts; CLE Tracking Methods and Record Keeping; Marketing to In-House Lawyers; and Delivering Programming to Lawyers Outside Your Home Office.

BOOT CAMP AGENDA

Monday, November 5, 2007

- 1:00 p.m. Introductions and What You Hope to Gain From These Sessions
- 1:15 p.m. Program Planning from A-Z & Speakers and Authors
- 2:30 p.m. Break
- 2:45 p.m. The MCLE Application & Reporting Process
- 3:15 p.m. The Basics of Marketing CLE Programs & Products: From Ideas to Follow-Up
- 4:00 p.m. Workshops A
(*Open Forum, In-House, Publications*)
- 5:15 p.m. Adjourn

Tuesday, November 6, 2007

- 8:00 a.m. Continental Breakfast
- 8:30 a.m. Technology & CLE - Part I: Working with Technology on a Day-to-Day Basis
- 10:30 a.m. Break
- 10:45 a.m. Technology & CLE - Part II: Derivative Products
- 11:15 a.m. Q&A Session
- 11:30 a.m. Adjourn

GENERAL INFORMATION

ACLEA CLE BOOT CAMP - NOVEMBER 5 & 6, 2007 - AUSTIN, TEXAS

Conference/Hotel Location — Hyatt Regency Austin (208 Barton Springs Rd., Austin, TX 78704) 512/477-1234 or 800/233-1234. A limited number of rooms have been reserved at the special rate of \$159 for a single/double. Your reservations must be made by **October 15, 2007**, and you must identify yourself as a participant with ACLEA in order to obtain a room in our room block. Please call the hotel directly at 512/477-1234 to make your reservation. We recommend you make your reservations immediately if you plan to attend this course.

Pre-Registration — To ensure sufficient materials are available for all attendees, pre-registration is strongly encouraged. Door registration is an additional \$50.00. *The Registration Fee includes a continental breakfast and extensive, detailed materials.*

Special Registration — Non-members of ACLEA may attend at the discounted member rate when accompanying a current ACLEA member from the same organization.

Registration by Telephone — You may register by calling 512/453-4340. Phone-in registrations require an AmEx, Visa or MasterCard number, expiration date, security code and billing address.

Cancellations and Refunds — Refunds, less a \$50.00 processing fee, will be given to registrants who cancel by 5:00 p.m. on the Tuesday preceding the Boot Camp. No refunds will be granted thereafter. Course materials will automatically be mailed to prepaid registrants who were not able to attend.

Special Accommodations — If special arrangements are required for a person with a disability to attend this program, please contact us at 512/453-4340.

REGISTRATION FORM

Mail to: ACLEA CLE Bootcamp - Austin **or FAX Form to:** 512/451-2911 *(Phone & Fax Registrations must be accompanied by a AmEx, Visa or MasterCard information)*
P.O. Box 4646 **Phone:** (512) 453-4340
Austin, Texas 78765-4646

Please register me for the CLE Boot Camp as follows:

<input type="checkbox"/> ACLEA Member Registration (Due by 5 p.m. October 26)	\$145.00
<input type="checkbox"/> Non-Member Registration (Due by 5 p.m. October 26)	\$195.00
<input type="checkbox"/> After 5:00 p.m. October 26 and Door Registration Fee	+\$50.00
<input type="checkbox"/> Join ACLEA Now and Register at the Discounted Member Rate	\$ _____

(\$195 for the 1st member from an organization; \$180 for each additional member from the same organization)

TOTAL ENCLOSED..... \$ _____

No refunds after 5:00 p.m., Tuesday, October 30, 2007.

Name _____
Firm/Company _____
Address _____ Country _____
City _____ State/Province _____ Zip/Postal Code _____
Telephone _____ Fax _____
E-mail _____

Check enclosed payable to **ACLEA** or Charge my AmEx Visa or MasterCard

Card No. _____ Exp. Date _____

Authorized Signature _____ Name on Card _____

Security Code (3 or 4 digits) _____ Billing Address (incl. zip) _____



The Network for CLE Professionals...Worldwide

For more information about ACLEA,
visit our website at www.aclea.org.