

CLE Speakers Guide

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Part 1

Standards & Policies

We are pleased to work with professionals like you who are willing to offer your time and expertise to other practitioners. We strive to present the best CLE courses by focusing on timely topics, using knowledgeable speakers for our courses and employing high standards for our written course materials.

The Standard

All courses must have significant current intellectual or practical content for attorneys. Since we are a national provider of CLE, programs should be tailored to attorneys across the country and not just focus on the law of one state.

63 Minutes of Content

We ask that the presentation total at least 63 minutes in length. In many states, in order to certify the course for 1 Unit of CLE credit the presentation must exceed 60 minutes. Courses under 60 minutes cannot be accredited or will be accredited for .75 units – and attorneys don't take courses that are .75 Units.

Written Materials

State Bar rules require CLE programs to have written materials. These written materials should be substantive and not mere outlines or just PowerPoint presentations. Submit your program materials to the Director of Legal Education.

Visual Aids

Use visual aids to enhance your oral presentation:

- Power Points
- JPG images
- Video
- Forms
- Demonstrations
- Spreadsheets
- Checklists
- Sample Pleadings
- Sample Letters

Release Agreement

Please review and submit your online release granting the right to publish your written materials and video recording of your oral presentation in any media or form. This information will also be listed on your Featured Faculty profile.

Part 2

Tips for Speakers

Research has shown that people retain:

- **10%** of what they read
- **20%** of what they hear
- **30%** of what they see
- **50%** of what they see and hear
- **90%** of what they do and discuss

To assist you in preparing for your upcoming presentation, we offer the following guidance.

Understand Your Assignment

- What have you been asked to discuss
- State the **Learning Objectives** in the beginning of the presentation
- Offer a **Summary of the Main Points** at the conclusion to explain what lawyers should take away from the course
- What will the participants be able to do after hearing your presentation
- It is critical that your lecture run at least 63 minutes in length

Create & Speak From An Outline

Develop a framework for selecting the learning materials, the content and the method of delivering the program. List the key points and the learning objectives. Introduce your subject with a brief overview of the key points. Determine how the program will change and/or enhance the attorney's attitude, knowledge, and skill at the conclusion of the course. Close your presentation with a summary of the main points and learning objectives. Try to avoid reading from a script – maintain eye contact with the camera to connect with your audience.

Learning Objectives

- What will your audience learn from your presentation?
- In the beginning of the video state:
 - Your blueprint or roadmap for the course
 - The main points of your presentation
 - What attorneys will learn when they finish your course

Know Your Audience

If the program is designed for lawyers new to practice then cover all the basics. If your program is designed for sophisticated practitioners cover the more subtle implications of legal developments. We are a national provider of CLE so please tailor your presentation to a national group of attorneys. Provide helpful techniques and practice points where possible. Please refrain from talking exclusively about the law of one state.

Discuss Ethical Issues & Common Errors

Discuss practical problems even if there are no clear-cut solutions. Refer to relevant ethical issues. Cite ethical rules and principles and provide guidance on where to look for answers to questions of ethics and professional responsibility.

Practical

Emphasize the practical — what the lawyers in the audience will encounter 90% of the time in practice. Share the lessons of your experience and point out common practice pitfalls and strategies for avoiding them. Discuss the advantages and disadvantages of various approaches and describe techniques for handling specific problems. Try and opt for typical examples rather than unique or academic hypotheticals.

Vary Your Presentation

To keep your audience engaged, it may be useful to ‘shift gears’ periodically.

- Pause or change pitch, pace or volume occasionally
- Use visual aids
- Interject an interesting and relevant story
- Pose questions to the audience
- Consider using demonstrative exhibits

- Charts
- Spreadsheets
- Diagrams
- Graphics
- Use brief illustrations from your practice
- If it is a live presentation please take questions
 - *BUT please repeat all questions so the online viewers know what you are responding to*

Connect Your Audience: The Camera

Even though viewers will be watching online you can still connect with your audience. Essentially, *the camera is your audience*. If you make eye contact with the camera, you will connect with your audience.

- Speak in a conversational tone
- Connect with our audience – look into the camera
- Avoid the extremes of reading directly from your text
- Repeat important points
- Provide a ‘roadmap’ of what *has been* covered and what *will be* covered
- Use some humor to break the ice (although jokes should be avoided)
- Show enthusiasm and passion for the subject matter
- Incorporate your written materials into your presentation
- When appropriate, urge the audience to look at particular items in the written materials

Refer to Your Written Materials

To the extent that written materials expand upon or reinforce your oral presentation tie them together with an occasional comment. Use your written materials to emphasize key points. Where appropriate, ask the audience to look at particular items in the written materials

Part 3

Tips for Written Materials

Attorney Credit's focus is applied law. Program participants want you to share your *practical* experience. They need a how-to text that can serve as a reference handbook in daily practice. Use the following guidelines when preparing the written materials for your program.

What To Include

All courses are required to have written materials. Please consider including the following:

- Case law, statutes, other sources of law
- Ethics Opinions, ABA Model Rules and other ethical sources
- Checklists, forms, or other helpful practice documents
- Other written materials that pertain to your oral presentation

Forms and Documents

Written resources are helpful to the viewer. Of particular interest are forms and documents that you use in your practice. Consider the following (please redact names and other identifying information of the parties in the interest of privacy):

- Checklists
- Timelines
- Sample pleadings
- Sample letters
- Documents providing guidance on an agency's interpretation of regulations
- The ten most commonly asked questions about your subject w/answers
- Charts
- Annotated form documents
- Complete form documents
- Bibliographies of materials that you use in your practice about your subject (with answers)

Know Your Reader

Keep in mind the technical proficiency level of your reader. Basic level program materials require definition of terms and a more thorough breakdown of procedure.

Distill Formal Opinions, Statutes and Articles

Summarize the key points of a particular case, statute, or article and your interpretation of its significance for your viewers/readers. Original texts of such materials should be included only if central to your presentation.

Share Your Experience In Writing

Provide your practical interpretation of the law and your suggestions on practice points and strategy. Hypothetical and real world fact patterns – accompanied by your advice and the issues raised – will be extremely helpful to the viewer/reader.

Identify Ethical Issues & Common Practice Errors

Expose the reader to common mistakes and ethical issues, and address how to avoid them. Even if the issue is unresolved, mention and discuss it briefly.

Power Points

Please provide electronic copies of any power point slides that you intend to use during your presentation for inclusion in the printed materials. PowerPoint presentations are not substitutes for a CLE manuscript, but they are a useful resource to include.

Part 4

Visual Aids

The proper use of visual aids can reinforce the learning experience, but poor use of visuals can actually detract from a presentation. The following tips have been collected to help you incorporate visual aids into your presentation.

Practice Using Visual Aids

Using visual aids is a learned skill. Practice using your visual aids prior to the presentation. We will integrate your power points or other visual aids into the video during post-production. The audience will see your visual aid and hear your voice explaining the power point or image.

Communicate A Single Idea With Each Visual

Illustrating a single idea is the most effective use of a visual. Many presenters have begun using images or other visuals to capture an idea instead of state black letter law. Limit text to no more than 5 lines – 3 is better. Use large font – no smaller than 28 pt. Use color combinations that make the presentation easy to read. We display power points for a total of 30 seconds.

Provide Copies Of Power Points

If you are using a PowerPoint presentation please provide us with copies so we can integrate them into the video and make them available for download.

Part 5

Administrative Matters

We appreciate your efforts in creating and preparing your CLE presentation. Please observe these administrative matters – and enjoy complimentary CLE for your efforts!

Featured Faculty Profile

Please fill out your Featured Faculty profile by accessing the link below:

<http://www.attorneycredits.com/facultySignup.php>

Your Featured Faculty profile must be filled out and submitted before your course will go live online.

Your Attorney Credits Account

At your request we can set you up an account with Attorney Credits and supply you with complimentary CLE units. We encourage you to use our website to fulfill your CLE requirements and add to your own professional development.

Speaker Credit

Speakers may also be able to claim CLE credit for your presentation. States vary on the amount of credit that may be claimed for first time and repeat presentations. Please let us know if you would like us to issue you a letter memorializing your CLE credit.

Production Timing

Absent exigent circumstances it should take between 1-2 weeks for us to have your course live online. Please allow 4-6 weeks to receive the DVD copy of your course.

Part 6

On the Day of the Taping

Here are some last minute reminders to observe on the day of the videotaping.

Relax

We are not aiming for perfection. We are not filming a TV sitcom or Hollywood blockbuster – which have the luxury of multi-million dollar budgets. We are filming continuing legal education courses for the Internet. Your frank, honest, and candid discussion will be appreciated – but you are not expected to be perfect.

- Relax!
- You are the expert!
- You are not expected to be perfect!
- The audience will appreciate you most if you are prepared, comfortable and speaking naturally
- This is your opportunity to establish yourself as an expert in your practice area and share your knowledge and wisdom with a national group of attorneys
- Please ask the Director of Legal Education for assistance if needed

Taping Day

In regards to the logistics of taping day:

- We will arrive at your offices 30-45 minutes before the taping
- Not every word will be perfect
- We can also eliminate many mistakes in post-production
- Total set up, break down, and taping time for a one hour course is around 2-3 hours