

ACLEA'S 48TH MID-YEAR MEETING • NEW ORLEANS, LA • JANUARY 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, JANUARY 29, 2012

- Workshops A / 1:00 pm - 2:00 pm
 Online Bookstore Wish List
 The Art of Good Teaching
 Responsibilities of a CLE Professional
 Think Brochures are Junk Mail? Not If You Do It Right
 Hiring and Training Multi-Dimensional Staff
 Workshops B / 2:10 pm - 3:10 pm
 Finding Your CLE Market – Developing Curriculum; Setting Expectations
 Creating Practice Manuals from Seminar Materials
 Managing Content - Quantity Approach/Curator Approach
 9 to 5... What a Way to Make a Living?
 What Attorneys Want in a CLE

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

- Disaster Planning and Preparedness – Surviving and Thriving
 Surprised by Success – I Can't Believe that Book Idea Actually Worked!
 Weird Marketing Ideas that Worked (Surprised by Success)
 How to Fix Your Intranet Page
 Surprised by Success – Weird Program Ideas that Worked

MONDAY, JANUARY 30, 2012

- Workshops D / 10:45 am - 11:45 am
 Google, Adwords, Tracking, and More: Attract New Customers
 Bringing MBA Principles to an In-House Training Operation
 Optimizing Your Website for Mobile Devices
 Cultural Norms - Analyzing the Corporate/Office Culture
 Licensing Materials and Copyright Issues

Workshops E / 1:15 pm - 2:15 pm

- Build a Blog in an Hour: Creating Blogs/Micro-sites with WordPress
 What to Do When Your CLE Career Path Seems Blocked
 Analyzing the Effectiveness of Your Website
 E-Books – Taking the Plunge
 Hot Topics – Creating the Gold Standard CLE Program

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

- Studio Programming
 Hot Topics – 20 Hot Marketing Tips!
 Hot Topics – Cloud Computing
 Hot Topics – In-House
 Hot Topics – Publications: Got a Problem? We Can Help!

TUESDAY, JANUARY 31, 2012

- Workshops G / 11:20 am - 12:20 pm
 Word 2007/2010: A Complete Publishing Solution?
 Expanding Your Web Presence Outside of Your Own Website
 It Pays to be Good: Enhance Your Bottom Line By Giving Back
 The Importance of People – Networking in CLE

Workshops H / 1:45 pm - 2:45 pm

- The BNA Experience in Offering CLE Programs (Part I)
 Making It Easy: Recruiting, Mentoring & Training New Volunteers
 Changes in MCLE Guidelines: Staying Current (Part I)
 The International Spot – A Global View on International Developments
 Best Practices in Working With Boards

Workshops I / 3:00 pm - 4:00 pm

- E-Mail Marketing Policies (Part II) – Do's and Don'ts of Email Marketing
 How to Not Get Accredited for CLE (Part II)
 What CLE Professionals Can Learn from Practice Management Advisors
 The Future of Print Publications in a Digital World
 How to Run Your Organization Like a Start-up

HOTEL
 Hotel reservation deadline is January 6, 2012. Refer to brochure for details.

I will be staying at The Astor Crowne Plaza Hotel.

REGISTRATION on or before January 6, 2012:

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

REGISTRATION after January 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, JANUARY 28, 2012 - ACLEA CLE Boot Camp

- Members \$145 Non-Members \$195

Total for Optional Educational Programs \$

SPECIAL INTEREST GROUP LUNCHEONS (Pre-Registration Required)

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

- Executive Leadership Marketing/Technology
 Programming Publications

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

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

LUNCHEONS FOR VARIOUS SIZED CLE DEPARTMENTS (Pre-Registration Required)

TUESDAY, JANUARY 31 / 12:20 pm - 1:45 pm (Open to All Registrants) \$32

- 13 or more Employees 5 to 12 Employees 1 to 4 Employees

Total for Luncheons \$

OPTIONAL TOURS/EVENTS (Pre-Registration Required)

SATURDAY, JANUARY 28, 2012

- New Orleans Bus Tour & Mardi Gras World Tour \$45 x _____ (no. of tickets)

MONDAY, JANUARY 30, 2012

- Parade/Reception at Preservation Hall Excursion \$55 x _____ (no. of tickets)

Tickets for the 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.

- 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 are 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 _____
 Name on Card (Print) _____
 Billing Address (street/city/state/zip) _____

 Signature _____

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