

**BRAVE NEW WORLDS:
ELECTRONIC CLE**

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Introduction

- Purpose : to share with you our experiences with using electronic means to deliver CLE
- Goal: to learn from our successes and failures

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Topics of Discussion

Our successes/ failures/
overall experience with:

- Webcasting
- Electronic Documents
- Marketing

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Background

- First effort at electronic delivery of CLE:
 - ◆ Asynchronous programming:
 - ✦ CyberCLE
- Success: Marketing
- Failure: Marketing
- Lesson Learned: marketing, marketing and marketing

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Webcasting

- Started 13 months ago
- Types of Programs
- Successes:
 - ◆ Initial reaction of attorneys
 - ◆ Board of Governors
 - ◆ Market share
- Failures:
 - ◆ User knowledge

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Webcasting

- Lesson Learned:
 - ◆ Marketing
 - ◆ Pricing
 - ◆ Additional Staff
 - ◆ Manuscripts
 - ✦ Authors
 - ✦ Staff

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Electronic Documents

- Leveraging
- Successes:
 - ◆ Marketing
 - ◆ Staff Time
- Failures:
 - ◆ Marketing

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Electronic Documents

- Lesson Learned:
 - ◆ Guidelines
 - ◆ Author Procedures
 - ◆ Staff Procedures

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Marketing

- Key Element
- Successes:
 - ◆ Product Specific Brochures
 - ◆ Bar Association Electronic Newsletters
 - ◆ CLE Specific Newsletters
 - ◆ Program Brochures
 - ◆ CLE Bulletin
 - ◆ Emails

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Marketing

- Failures:
 - ◆ Underestimating the need for additional marketing
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Summary

- Leverage Existing Products
- Law of Unanticipated Consequences
 - ◆ Speakers/ Authors
 - ◆ Staff
 - ◆ Staff procedures
- Marketing

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