

SECTION CLE OPTIONS

REGISTRATION SERVICES

Starting in January of 2017, sections hosting events that are not cosponsored with the OSB will choose from a menu of online registration options. We have developed three categories of registration services: Basic, Standard and Special.

Basic registration is our low-cost option, available for any section CLE program that is not cosponsored, regardless of length or any registration fees. The basic rate is \$5 per registrant, including complimentary registrations, plus any associated credit card processing fees. Basic registration includes the following features:

- Online registration available 24/7 through the OSB website, including on-site registration using any laptop, tablet or smart phone
- Payment options for registrants to include major credit cards and electronic checks
- Option for two price levels, e.g., section member and non-member
- Creation of a registration link for sections to use in promoting the program
- Listing on the OSB events calendar
- Registration help available from the CLE Service Center
- Automatic registration confirmation via email
- Electronic registration lists for recording attendance
- No minimum charge requirement

Standard registration includes everything offered in Basic at a rate of \$10 per registrant. The following additional features are available with Standard registration:

- Up to 3 pricing options, e.g., member, non-member, student, etc.
- 3 marketing emails sent by OSB, with marketing and design assistance
- Course materials posted online; link to materials sent to registrants
- Generic reporting forms, attendee name badges and speaker name tents
- Attendance reporting to MCLE for transcript posting
- Option for audio recording for licensing/sales through the new OSB mp3 download library (subject to audio capabilities of event facility and bar staff availability)

The **Special** registration category offers the same features as Basic with special pricing for programs that are less costly to administer in our registration system. The two options in this category currently are Flat Fee and Series. **Flat Fee** will be available for programs that are offered for free to all registrants, i.e., no registration payments need to be processed. The rate will be \$100 per program, and each section can sponsor up to 4 programs of 2 hours or less per year. Sections sponsoring qualifying programs should consider projected attendance numbers when deciding between the Basic and Flat Fee options.

The **Series** option is not fully developed, but is intended to benefit sections that sponsor multiple brown-bag and similar events of 2 hours or less. It will be available for programs that charge registration

fees as well as those that are offered for free. The key to a series rate is whether registration can be handled in a single transaction, which reduces administrative costs. Other variables to consider will be how cancellations and transfers will be handled, scheduling of confirmation and reminder emails, MCLE attendance reports, etc. We hope to work with those sections that currently offer series pricing once our new platform is available for testing.

COSPONSORSHIP

Also beginning in 2017, sections considering programs greater than or equal to 4 hours in length will need to discuss cosponsorship with our CLE Seminars Department. Although we do want to cosponsor more programs, we do not have the capacity for a large increase. The programs we are most likely to want to cosponsor are ones where the subject is of broad general interest or there is a lack of existing quality content. We would also like to work with all sections to produce new on-demand products for non-cosponsored events. Ensuring that quality content is available to all bar members, including rural lawyers and lawyers with disabilities that make in-person attendance challenging, is a bar priority.

Features of cosponsored programs include:

- Program planning, speaker management, and event planning and management, including facilities contracts, catering and A/V coordination
- Collection of course materials from speakers and distribution to participants in both print and electronic formats
- A variety of electronic announcements and brochures (print brochures are at the discretion of CLE Seminars program planners and based upon each seminar budget), including all-bar and targeted email announcements
- Complimentary registration for speakers and planners (as set by bar bylaws and department policy)
- Tuition assistance based upon individual financial need or employer organization (government, non-profit, etc.)
- Credit card transaction fees paid by the department
- On-site registration and speaker and event management by CLE staff
- Speaker acknowledgement gifts
- Customized recordkeeping and evaluation forms for attendees
- Collect and collate seminar evaluation forms; send to speakers and planning committee
- Printed speaker name tents, name badges, and holders
- Post-event speaker follow up (send speaker evaluations, process speaker expense reimbursement, etc.)
- Webcasting (not available for all seminar formats or at all venues)
- Audio and/or video recording for electronic, on-demand, and hard media products
- Attendance reported to MCLE after the program
- MCLE accreditation process handled by CLE Seminars (includes payment of MCLE fee)

In cosponsorship, sections take the lead in identifying topics and potential speakers, and discuss any venue, catering and other preferences with staff. The CLE Seminars Department will establish a budget

for each seminar based upon anticipated attendance and event and staff costs. Prices for registration, meals, printed course materials, and any other separately priced items are also set by the department. Sections are welcome to provide funds for program expenses in order to reduce registration fees, provide scholarships or offer other benefits. The standard budget includes a section member discount of \$20 for full-day seminars and \$10 for half-day seminars.

When a cosponsored seminar results in a net expense, the CLE Seminars Department assumes the loss. When net revenue covers expenses (including the department's overhead costs) revenue sharing is possible. Currently, for full-day seminars with more than \$1,000 in net revenue, the section receives \$15 for each registration paid at the early, regular or new lawyer rate. For half-day seminars with more than \$500 in net revenue, the section receives \$8 for each registration paid at the early, regular or new lawyer rate. Complimentary and other special or discounted registration rates, including section member rates, are not included in the calculation.

Multi-day, meal-inclusive events are eligible for revenue sharing on a percentage basis that includes an administrative fee as a direct event expense. The administrative fee for 2017 events will be 18% of gross event revenue, i.e., all registration, sponsor, exhibitor and any other revenue that is processed by the CLE Seminars Department. The revenue share percentage will be allocated between the cosponsoring OSB section and the CLE Seminars Department.