



GUIDELINES FOR SPEAKERS

Goal: Your goal, as well as ours, is to provide a superior educational experience for the attendees, to impart practical and current information, and to present a professional, first class program.

Accepting the Assignment: When you accept the invitation to speak, please mark your calendar immediately as to date, time and place as well as to the deadline for written materials. Ask your assistant to mark his or hers as well. Both you and CLE INTERNATIONAL are making a commitment to the persons who will assemble to hear your remarks and we want to avoid any possibility of misunderstanding.

Attendance at the Conference: We expect you to be present for the entire morning or afternoon session during which your presentation is scheduled. There will be a place for you on the dais. We encourage you to attend as much of the rest of the conference as possible.

Know the Audience: Know who your audience is and consider how knowledgeable your audience is likely to be about your topic. Teach the attendees what they want to know. In most instances a how to approach will be preferred over philosophical discussions. Help your audience by defining legal and technical terms and acronyms. These may be second nature to you but a mystery to many of your listeners. Feel free to consult us, the program chair(s), and the other speakers participating in the same program. Follow the order of your materials: You must prepare written materials relevant to your topic (please refer to our **Guidelines for Written Materials**). You are free, of course, to raise additional timely topics not covered by the written materials.

Page Numbers: At the beginning tell your audience what you intend to cover and make occasional references to page numbers in your materials which will help your audience follow you and give them the sense that the presentation has been carefully prepared, thereby increasing its credibility.

Your Experience: You were invited to participate because we recognize your experience and expertise in the field. We want you to share the wisdom you have accumulated and to offer practical solutions; for instance, how to comply with new laws and regulations or how the significant new case makes it necessary to reword the contract, lease, pleading or special issue.

Time: You will probably not have time to say everything you want to say or everything that your audience needs to know about your topic. You must select what you think are the most significant areas to cover. You must make this decision in advance. You should time your talk carefully and place milestones in your outline to help you keep track of time. Nothing is more frustrating to an audience than a speaker's fumbling at breakneck speed through the bulk of the presentation in the last ten minutes of the allotted time. Remember to allow some time for questions.

Observe the Time Limits: You must time your presentation so that it takes up the allotted time, but no more. If you run over the allotted time, you disrupt the time of all later speakers. Ultimately, someone will have to cut his or her talk short if you run over. The moderator of program director has been asked to **enforce strict time limits**. It is a good idea to lay your watch out on the podium to budget your time.

Flexibility: Consider in advance what you would leave out if, for example, five or ten minutes were cut out of your talk because of audience questions, scheduling problems or, unlikely as this might be, what you would add if you had extra time.

Ethics and Malpractice: Be sure to mention ethics and malpractice issues affecting lawyers and other professionals dealing in your topical area. You need not go into great detail, but at least raise the red flag about: **1)** questionable tactics and procedures and **2)** situations in which lawyers or staff oversight can result in liability.

Past and Future Law: Unless it is necessary to explain the present state of the law, we recommend against detailed historical analysis in your talk. The same is true of detailed forecasts although you should definitely alert your audience to any highly probable changes that will have great impact.

Style: Speakers who are enthusiastic and animated about their topics always receive the highest audience evaluations. Maintain eye contact with the audience. Instead of leaning on or hugging the podium, use expressive hand gestures and body language. It is often helpful to use examples and to discuss actual relevant cases to make a point. Use plain language and short sentences.

Humor: We encourage the use of humor to make a relevant point more memorable, but our experience has been that most jokes fall flat. Please be somewhat conservative about issues of taste and language. Remember that our goal is to educate, with wit and vitality if possible, and not necessarily to entertain.

War Stories: Use them only to make a relevant point. Please avoid anecdotes meant only to impress about a multi-million dollar case that few in your audience can relate to. By all means, share any inside information you have about important cases in the field under review, provided the point is relevant to your topic. Most importantly, keep your war stories short.

Be Objective: Our goal is to present a superior educational program and to provide useful and practical information, not to promote extreme points of view on controversial issues.

Reading: Speakers who read their remarks are consistently graded down on our audience evaluation forms. The typical comment is "I can read too." Also, listeners expect insights that are not contained in your outline. Therefore, **DONT READ** your material.

Visual Aids: We encourage the intelligent use of charts, overheads or powerpoint presentations. We ask that you not use a projector to display ordinary textual materials that would better be included in our course materials booklet. If you do intend to use visual aids, ask our staff well in advance of the conference to have the required special equipment set up for you at the site. Please note that we cannot guarantee availability of a PowerPoint projector at your Conference until approximately one month prior. Be sure to include copies of all visual aids in your written materials.

Audience Questions: It is usually best to ask the audience to hold questions until the end of your talk. When you take oral questions, always repeat each one. If you don't have time to answer all the questions, mention that you will answer them during the break or outside the meeting room.

Special Techniques: Working from detailed hypotheticals or using audience participation, dramatization or other special methods can sometimes be quite effective. However, they can also eat up excessive amounts of time or be rendered ineffective by a very large crowd or meeting room. In short, they need to be carefully planned. Let us know in advance what you would like to do and we'll try to make it work.

Taping: Most of our programs are video and/or audio taped and the tapes made available to those who cannot attend. By participating in the seminar, you agree to let us use your presentation and materials for these purposes. To insure a good result, please remain behind the podium or microphone and repeat any questions you might receive from the audience. If you need to wander (or work with charts, overheads, etc.), please alert the program director or camera operator in advance.

Rehearsal: No formal rehearsal is held; however, you should review the outlines prepared by the other speakers and go over your material and practice until you are satisfied the time is right and the delivery is polished. Discuss the scope and coverage of your topic with the program chair(s) and other speakers in advance of the seminar to avoid duplication and repetition.

Evaluations: We distribute an evaluation form to the audience asking for suggestions about the program. There is a place to rate each speaker. We will be glad to give you a summary of the comments and your ratings if you so request.

Emergencies: Despite your and our best efforts, situations do arise that may result in your being late for your talk or, on the rarest occasions, your being completely unable to present the talk. In either case, you should call our office just as soon as you know about the problem. If the emergency is likely to prevent you from making the speech altogether, we expect you to recruit a suitable substitute. Be sure to call and tell us who it is. We are most grateful that our speakers take their assignments quite seriously and are able to arrange their schedules to minimize the possibility of conflict. But if a true emergency arises, let us know immediately.

Phone Numbers: If you have any questions or problems of any kind, please do not hesitate to call us at (303) 377-6600 or fax (303) 321-6320. Our email address is seminars@cle.com and our website address is www.cle.com.

REMEMBER!!
KNOW THE AUDIENCE
KNOW WHAT THEY WANT TO LEARN
BE PREPARED BE ENTHUSIASTIC!
STAY ON TIME