

- 1 START EARLY & STAY ON SCHEDULE**
 - Recruiting is easier – those asked are more likely to say “Yes” with more time
 - Spending more time up front focusing on quality allows you to develop a theme; sessions that fit together; better interactive sessions
 - Timely marketing brings in maximum registrations (editing, printing and mailing takes a month)

- 2 PUT THE “E” IN CLE**
 - Spend time up front developing the educational focus of your seminar with your Lead
 - Coach the faculty by talking about what the participants can look forward to learning in each session – and how the participants will use the knowledge and skills they gained in their practices
 - Plan sessions that build on each other so that participants walk away with a body of knowledge, not just anatomical parts.

- 3 SET THE FACULTY UP FOR SUCCESS**
 - Give clear expectations for their topic and to interact with both in-house and webcast participants.
 - Give the coursebook chapter deadline (always one month out).
 - Tip: Explain that written materials are required for MCLE credit, and they can get up to 10 credits for prep time.
 - Talk about quality in chapter materials (great coursebooks bring people back)
 - Keep in touch with confirmed faculty by providing updates
 - When working with panels: Introduce panel members to each other, give them direction on their learning objectives, and provide everyone’s contact information. Written materials!

- 4 PARTNER WITH WSBA STAFF**
 - Seminar timelines allow us to give you quality support
 - When Chairs and WSBA staff communicate the same messages, faculty perform better and we build continuity and trust within the WSBA community
 - Communicate frequently with the Lead - partner!
 - Getting off schedule negatively impacts your own and other programs

- 5 ENJOY THE PROCESS**
 - Putting together an excellent program takes diligence – and brings satisfaction. Enjoy the process and the people who are enriched by the seminar.