

A STEP-BY-STEP GUIDE TO PLANNING AND ORGANIZING YOUR OWN PROGRAM ON EFFECTIVE MEDIATION ADVOCACY

- 1) Identify a suitable venue – your local bar association or law school, or law firm conference center
- 2) Select a date and time for the program during Mediation Week
- 3) Consider enlisting a law school or local bar as co-sponsor
- 4) Consider whether the program will be eligible for CLE credit in your jurisdiction, and what needs to be done to qualify for CLE credit
- 5) Recruit panelists, ideally at least one from each category: mediator, outside counsel, client
- 6) If you are in a jurisdiction with a court-sponsored mediation program consider inviting the Judge in charge of the program to open the session and address the benefits of mediation.
- 7) Promote the event
- 8) Schedule a prep conference call or meeting with the panel (will you be the moderator?) using the handy-dandy PowerPoint as a guide
 - If you're the moderator, solicit questions and prompts from the panel, or come up with your own from the PowerPoint
- 9) Promote the event – enlist the panelists to invite their contacts
- 10) Promote the event – pull out all the stops
- 11) Hold the event, and keep the speakers running on time
- 12) Rest and bask in the glory of a successful program