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