Webinar or Teleconference Proposal Form

The following guidelines are designed to assist you in planning a webinar or teleconference program.

To be considered for an ABA Section of Dispute Resolution webinar or teleconference, you must submit [the proposal form located here](#). Once the ABA staff receives the proposal form, the program will be reviewed by staff and the Section’s Standing Committee on Webinars and Distance Learning for consideration. If your program is accepted, ABA staff will work with you to schedule and implement it.

Here’s what you need know before you submit the form:

1. Choose the format of the program:
   - **Webinar** (attendees see a PowerPoint on a web platform and have the option to listen to audio via their speakers or telephone)
   - or
   - **Teleconference** (attendees dial in via telephone; audio only)

   We strongly prefer to present programs as webinars as opposed to teleconferences because attendees prefer the visual element. Teleconferences are an option for presenters who are not at all comfortable with a webinar platform. We will work with each panel in choosing the platform that best fits the program.

2. Choose the type of program:
   - **“Member Benefit” program** (no CLE provided, free to members of the DR Section)
   - or
   - **CLE program** (DR Section members receive a discount).

If you want to do a CLE program: [Click here to view the baseline standards for accreditation](#). All CLE programs are required to have the following elements:

- Have content that meets the above linked baseline standards
- Provide written materials for attendees that meet the baseline standards (For example, a detailed two-page outline of the presentation accompanied by an article or similar substantive literature. Additional materials such as popular or academic articles, white papers, and bibliographies relevant to the discussed topic are generally expected. Links to lengthy articles, book chapters, etc. are acceptable. Papers and articles should be written by the speaker or the appropriate permissions must be in received in writing before the materials can be submitted.)
- Have diversity among the panel (see Panelists section for requirements)
- Must have at least once licensed attorney on the panel
- Allocate the last 15 minutes of the program for Q&A
- Must be at least 60 minutes long

The decision as to whether the program is Member Benefit or CLE depends on a number of different factors, including whether the program will qualify for CLE, scheduling, and the number of attendees. The ABA DR Section staff and the CLE Committee will review all programs to make sure they meet the requirements and may make a recommendation to you based on your program.
3. Choose the topic:

Experienced dispute resolution professionals have a great deal of expertise to offer attendees of our programs. Section members range from law students and newly practicing lawyers to seasoned professionals. Attendees often like to learn about skills techniques, or practice pointers in a particular area, or new developments in the law. ABA staff and the CLE Committee can help you brainstorm topics and refine ideas.

4. Choose a Program Date:

For your scheduling purposes, programs are usually scheduled on Wednesdays at 1:00 pm ET; however, in the case of conflict, we have some flexibility to make accommodations. Programs can be 60, 75, or 90 minutes long.

We usually place programs on the calendar six months to a year in advance. The programming slots are limited. We usually hold 1-2 CLE programs each month. Member benefit programs are limited to one per quarter (four total member benefit programs in one calendar year). Please note that dates are either allotted for CLE programs or member benefit programs.

5. Choose your Panelists:

To provide adequate coverage of topics and ensure each presenter has sufficient speaking time, please limit the number of panelists to no more than 3 plus the moderator. If there is only one presenter, we recommend that there is also a moderator. Attendees report that it can be hard to pay attention to the same voice for a long period of time.

Diversity:
We require diversity in the panels – click here to view our diversity policy. If your program does not have the required amount of diverse panelists we cannot accept it. Additionally, please try not to have two speakers from the same law firm or corporation. Our audience appreciates variety and historically, we’ve had better turnout when there are varying viewpoints.

6. Other Information You Need to Know:

Platforms:
If you choose to do a teleconference program, attendees will simply receive a telephone number to listen in. For webinars, we use platforms which allow the presenters to control a PowerPoint presentation integrated with audio. We recommend against using webcams as part of a webinar presentation as the live visual of one presenter does not usually work well.

Presentation structure:
The ABA staff will prepare a program script to detail the technical flow of the program, from the operator’s welcome to the conclusion of the program. The script tells the moderator, presenters, and technical operator their order of presentation and even their “lines” for certain segments of the program. Aside from this technical skeleton, presenters are responsible for structuring their program content.

The webinar platform allows us to ask participants to take surveys and use other tools to make the programs interactive. We highly encourage Q&A for all of our programs, but please note that it is a requirement that the last 15 minutes of CLE programs be reserved for questions and answers.
Next Steps:
Once your program is accepted, we will send a welcome email to all panelists explaining the next steps in getting your webinar to production. So you can get a general idea of the planning timeline now, here is a basic outline of due dates to expect:

- **At least 10 weeks before the program**: Date of the program is finalized.
- **At least 6 weeks before the program**: We will need certain information finalized in order to market the program, including the program title, description, panelists, and their bios and photographs.
- **2 weeks before the program**: Program materials, including the Powerpoint Presentation, are due.
- **1 week before the program**: Please note that all presenters for webinars are required to participate in a technical rehearsal the week before your live program. In the tech rehearsal, the technical staff will test your phone line, train you in how to use the webinar platform, discuss order of presentation, and be available to answer any questions you have about the webinar platform.

*Please contact our Program Specialist Melissa Buckley at melissa.buckley@americanbar.org if you have any questions. Thanks and we look forward to working with you!*

-ABA Staff