



What is ALA?

ALA is the Association of Legal Administrators. They provide support and education to professionals involved in the management of law firms, corporate legal departments, and government legal agencies. Membership is worldwide. There are land-based chapters scattered across the United States, and one chapter which exists on the Internet.

What is Cyber Chapter?

Imagine an ALA chapter that meets all the time—meetings you never have to drive to or dress for; and don't take two to three hours out of an already-crowded schedule.

Now imagine that this chapter also has a library of educational materials and solutions to problems, all available at the click of a mouse, 24 hours a day, 7 days a week.

There's no need to imagine it. The Cyber Chapter of the ALA has been around for over 22 years. Its members meet online in the Cyber Chapter forums, exchanging information and advice, celebrating victories, and consoling each other in defeat. They brag many of the Association's most dynamic and knowledgeable members, including former international and geographic chapter presidents.

What is CLM?

Members of ALA demonstrate their mastery of knowledge, skills, and abilities to do what it takes by studying for and passing ALA's Certified Legal Manager or CLM program.

CLM exam categories include:

- Business Ethics
- Communication & General Management
- Financial Management
- Human Resource Management
- Information Technology
- Legal Industry & Business Management
- Operations Management
- Substance Abuse

How does Cyber's Free Monthly Webinar fit in?

In 2012 the Cyber Chapter saw a need for more educational opportunities. The service we used to conduct the webinars was so affordable, we made our webinars open and free to everyone, not just ALA and Cyber members. We set a goal to hold a one-hour webinar once a month, on the 3rd Tuesday at 2 pm Eastern, which we have done, still free, for over four years with few exceptions. The webinar recordings are included as part of the Cyber Chapter's CLM and Education Materials library, accessible by all Cyber Chapter members.



How it works – From Soup to Nuts

- Be sure your presentation meets the criteria below under what you can and cannot do. If you're not sure or have questions, please contact our webinar speaker coordinator before filling out the webinar speaker application.
- When you're ready the webinar speaker application is found here: speakers.cyberala.org. There is no cost for you to present for us. We do not pay for the services of professional speakers.
 - For flyer content please include a short yet descriptive paragraph or two about your webinar. It is helpful to also include a list of bulleted key points.
 - There is an optional fee if you would like to receive the registrant and attendee lists (those who elect to opt-in and share their contact info) which can be paid when you apply or if you prefer you can come back and pay it after the webinar.
 - It is helpful if you can send us a draft of your PowerPoint slides, but final is not required until the Friday before the webinar.
- We will prepare a flyer from the information you give us in the commitment form. The draft flyer is then sent to ALA National for the CLM credit approval which takes about a week. We will not publish the webinar on our site and Anymeeting until we have their approval. Once we have it, the webinar is published and we will send you the final flyer to share as you wish.
- About three weeks before your webinar we will contact you to schedule a walkthrough of the Anymeeting system, test your setup, and prepare you for the webinar.
 - Your computer or laptop will need Java installed and a browser. No other special software needed. Speaker phones and built-in, Bluetooth, and webcam mics are not recommended.
- The day of your webinar you will connect to the Anymeeting system about 20-30 minutes in advance. We will do a final audio and video check and then mute until top of the hour.
- A Cyber Chapter opening slide will be up on screen until after your introduction when you slides are brought up. That opening screen includes a link for attendees to download the prepared handout. Another closing slide will be pulled up at the end.
- The host will talk for the first 3 to 4 minutes and introduce you when it's time for you to unmute and begin. You will advance your own slides. The host will be in the background to help you and attendees throughout the webinar, and collect up questions for the Q&A at the end.



- ❑ The session is recorded. It will take a day or two for editing and recoding before being available from a link on the cyberala.org website. It will be available for about 30 days or until the next webinar recording is uploaded. Beyond 30 days, the recording will be found only on the Cyber Chapter's forum for its members to access as part of the CLM & Education Materials library.
- ❑ It takes about two weeks to get all the Evaluation forms back and tabulated. By end of that webinar month you can expect to receive a follow up email with the feedback responses and, if you paid for them, the registration and attendees lists of those who opted-in to share their contact info.

Speaker Benefits

- ✓ Exposure to Cyber Chapter's international membership presence.
- ✓ Name of speaker and their business on our listing at <https://www.anymeeting.com/cyberala>
- ✓ Name of speaker and their business on webinar promotional flyer distributed to Cyber Chapter's membership, Cyber Chapter's [Webinar Mailing List](#), on ALA Chapter Presidents' forum, and by link from Cyber Chapter's home page.
- ✓ Name of speaker and their business on the opening slide of your webinar, as well as on the closing slide of the webinar just prior to yours.
- ✓ Name of speaker and their business on the webinar's recording which will be shared publicly for approx. 30 days from Cyber Chapter's home page and also shared indefinitely with Cyber Chapter's members through the CLM & Education Materials library forum along with any webinar handouts you provide.
- ✓ Webinar banner linked to webinar registration page on Cyber Chapter's home page for approx. 30 days.
- ✓ (optional) Ability to purchase lists of your webinar registrants and attendees (names and email addresses of only those who opt-in to share that information with you).

What you can do:

1. Plan to spend about 50 minutes covering an educational topic relevant to the business of law. Content of your presentation must pass ALA's CLM approval. See [categories](#) above.
2. Share the flyer we create with others who would find the content helpful. The sooner we have your flyer approved by ALA, the sooner promotion can begin.
3. Send us a headshot for the flyer; business logo and link are permitted only for Cyber Chapter Business Partners.
4. Discretely use your logo on the PowerPoint slides.



5. We will make a PDF handout for the attendees using the PowerPoint slides you give us (2 slides per page, with room for their notes).
6. (optional) Send us extra pages to add at the end of the handout such as checklists, white papers, samples, full articles, appendix, etc.
7. (optional) During the webinar we can include popup polls for attendees to vote on. They can pick only one answer (note multiple choice) and there can be up to 5 answers possible.

What you cannot do:

1. Session cannot be about a specific product or service, nor a comparison of products or services.
2. Use no more than 1 slide to promote your product or service.
3. Spend no more than 3 minutes talking about your product or service.
4. Do not include animations or transitions in your PowerPoint file. The AnyMeeting system strips them out when it flattens your slides.
5. Do not include embedded video or audio into your PowerPoint file. We can pull up a video on YouTube if that is helpful but the YouTube video should be short and enhance the presentation; not be the presentation.

Want to be a Cyber Business Partners?

Another opportunity is to become a [Business Partner](#) for the Cyber Chapter. Benefits include the addition of your business' logo and a link to your website on the webinar flyer and wherever your name and business name appear.