

Programming Considerations

These are the general considerations that should be discussed before any CBA group sponsors or puts on an event.

Audience

- Does this event serve a majority of your members in their professional capacity?
- Will this event upset any portion of your members?
- Will this event help to increase membership?
- Will this event reach [Greater Colorado](#)?

Content

- Does the content cover the rule of law, substantive areas of the law, the justice system, the judiciary or the practice of law?
- Does this help our members be better attorneys by reducing stress, improving their substantive or business knowledge, increasing profitability, making them more productive, or improving the profession?
- Does the event support the [CBA EDI mission and values](#) in terms of speakers and attendees?

Demand

- Are your members asking for this?
- Do they want/need it?
- Are you expected to provide this program?
- Will it alienate some members?

Alignment

- Is this consistent with the [CBA and your section/committee/division's mission, vision and values?](#)
- Does this event or program meet your group's strategic goals?
- Is there a long-term relationship established with the group or event?

Provider

- Does the event or its owner have a political agenda?
- Does this entity or event follow the [CBA mission regarding equity, diversity and inclusion?](#)
- Is this event Denver centric or does it reach the whole state?
- Is there a better fit elsewhere or within the CBA?

Impact

- Will this event have a significant impact on your members?
- Have other Bar groups done something similar? How did it work out?