



How to be a Content Contributor for *INNO*vation Education

Provide Content for *Anytime On-Demand* Programs

This kind of program does not involve any kind of “live” component (such as a webinar, conference call or facilitator). Everything is done on the learner’s schedule and at their convenience. Content should be “evergreen” and have a national audience focus. This is probably the easiest way to provide substantive content. You can also gain recognition for your Inn by transforming live Inn programs for a national audience. The [Elements of an Anytime On-Demand Program](#) document explains what is needed in more detail, but at a minimum, a PowerPoint with voiceover narration is required. These programs can be developed on one’s own, in conjunction with other members or colleagues, with external subject matter experts, or through partnerships with other organizations.

Mind the Gap

We rely on members to identify emerging topic areas that attorneys need to be trained in or made aware of in order to stay at the top of their profession. This does not include “hot topics” like changes in legislation, but rather broader trends in legal practice, education or skills. To bring this information to our attention, it is as easy as sending an email to education@innsofcourt.org. It is helpful to include a link to a relevant article or other resource. It would also be helpful to know your thoughts on: the best method of delivery (webinar, multi-week course, article, podcast, etc.), subject matter experts, and whether or not you’d like to assist in the creation of the content.

Write for the Bencher

We are always interested in articles for The Bencher, the flagship magazine of the American Inns of Court, which every member receives as part of their national membership benefits. Submission guidelines and the editorial policy can be found at home.innsofcourt.org/Bencher. We often incorporate Bencher articles in the online educational programs or even use them as inspiration for a new course.

Program Library

The Program Library is a fantastic resource for Inns who are looking for ideas or inspiration for their own programs. The more complete the submission is (the actual PowerPoint with talking points, scripts for skits, list of resources, Word versions, etc.) the more helpful the submission to other Inns (especially when they’re looking for something at the last minute when their speaker cancels!). These are also the programs that the Education Committee might consider converting from live to online.

Sharing is Caring

You are busy and may not have time to pull together a full program or create new content, but you do have ideas. No problem! Just send an email to education@innsofcourt.org with your idea or the name of a great speaker you heard. Whatever additional information you can provide is helpful, but if that’s all you can manage, we’ll do the follow-up.

Keep in Touch

Visit home.innsofcourt.org/education for more ideas and be sure to browse what’s available on *INNO*vation Education to get inspired. Questions? Email education@innsofcourt.org or call 571.319.4712 to speak with Libby Bingham, Director of Education & Mentoring Programs. Thank you for your help and support!