



Direct Mail Marketing Dates

The Connecticut Bar Association sends direct mail advertising to its members for upcoming CLE programs four times a year. Historically, this has been one of the CBA's most effective marketing approaches for CLE programs. Accordingly, Section Executive Committee members are strongly encouraged to plan their CLE programs in accordance with the guidelines set out in the CLE Planning Form to enable the CBA to include Section CLE programs in these mailings. In order for a CLE program to be included, the appropriate information must be submitted to the CBA by the copy deadline for the mailing preceding the date of the program.

Education Brochures Due Dates for 2019-2020

| Brochures in Mailboxes | Copy to Education Department |
|-------------------------------|-------------------------------------|
| September 3 | July 11 |
| October 15 | August 26 |
| January 6 | November 6 |
| March 2 | December 27 |