

Education Brochures Production Schedule for 2020-2021



Date: June 23, 2020

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 2020-2021

Brochures in Mailboxes	Copy to Education Department
September 3	July 10
October 15	August 26
January 6	November 6
March 2	December 29