



In-Depth

Quarterly Offering of Subject Matter Resources

Overview:

"*In-Depth*" is a new website feature, consisting of a quarterly posting of various AIPLA informational and educational resource materials on a given topic in IP law. Each posting will feature a collection of three to four sources from across AIPLA.

All of the resources will be accessible for AIPLA members. One of the resources will be downloadable for anyone visiting the website.

Frequency:

To begin, the goal is to publish one collection quarterly. Ideally, once established, the frequency may increase to bi-monthly or monthly.

Subject Matter:

Each posting will vary by subject matter. The AIPLA committee structure will provide general categories for specific subject matter, but input on specific areas within an individual committee's practice area is sought. Topics are to be relevant to targeted IP practitioners.

Content:

As stated above, a collection of three to four individual source of information is to be identified for each posting. Material sources should vary as broadly as possible so to provide maximum exposure to the diversity of AIPLA resources. *No two sources should be of the same type.*

Resources may include, but are not limited to:

- Presentations, papers, or recordings from AIPLA stated meetings
- AIPLA Webinars - CLE or otherwise
- AIPLA published books/Author interviews (These would be new.)
- White papers, best practices, tools (new or existing)
- Papers (published or new)
- *Quarterly Journal* articles

Committee Resources:

Committee leadership and members are asked to support *In-Depth* by:

1. Identifying a specific and timely topic within their field of practice on which to develop a collection of informational and educational offerings.
2. Researching potential resources of value to feature in conjunction with the AIPLA staff liaison.
3. Providing a brief opening/overview (approx. 100 words) as to the significance of the subject matter. This may be provided by committee leadership, member, or designated SME.
4. Promoting the feature through professional channels.

Goals:

There are two over-arching goals for *In-Depth*:

1. To raise awareness among members of the vast AIPLA resources that they can readily access, and secondarily;
2. To increase recognition among nonmembers of AIPLA's value.

So - essentially it is both a membership engagement/retention tool and a recruitment tool.

Additional Information:

If you have questions or comments relative to *In-Depth*, please contact:

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