

2020 Short Course on CCMs—draft outline

Title: “Becoming a Great CCM”

Proposed schedule:

9:00 am to 9:05 am	Welcome
9:05 am to 9:20 am	Introductions—students introduce themselves and tell us why they are interested in becoming a CCM or building up their CCM business
9:20 am to 9:40 am	History of CCM program/quick overview of how to become one
9:40 am to 10:30 am	What do CCMs do? Start with a short panel introduction of different CCM specialties by table leaders, then break up into small groups led by these CCMs with different specialties such as forensics, air quality, marine and specialty forecasting, risk management, media, and CCMs in government and academics (Round 1). Each table will be provided with a list of guided questions to help direct the discussion, including things like what you/your company does, where you work, how you got into this line of work, what meteorological specialties are most important for your work, other considerations.
10:30 am to 11:00 am	Break and networking
11:00 am to 11:30 am	Round 2 of table visits and discussion on different types of CCM work (using the same guided questions, just allowing class participants to join a different group)
11:30 am to noon	Questions and open discussion on morning topics
12 noon to 1:15 pm	Luncheon provided by the Association of Consulting Meteorologists
1:15 pm to 2:00 pm	Building a great consulting business: Short panel introduction to different aspects of running a business, including ethics, liability, tax implications, legal requirements, and marketing by different experts, then break up into small groups which will focus on different questions related to those topics—may try to break up into different sizes of companies (Round 1)

2:00 to 2:15 pm	Break and networking
2:15 pm to 2:45 pm	Round 2 of table discussions on running a great consulting business
2:45 pm to 3:15 pm	Open discussion by all participants on topics related to how they started or run their business and what makes a great CCM
3:15 pm to 3:30 pm	Closing remarks

Participants are welcome to stay after the end of the course for additional networking if they do not want to attend the Presidential Forum.