

## Section III: EBA Program Planning Guide: *Tips to Plan an Event*

### SELECT A TOPIC

- Confer and coordinate with other committees and chapters as appropriate
- Determine subject matter(s) and potential speaker(s)
  - *Please note: all panels need to be diverse. See Section VI.*
- If the topic or speaker may be controversial:
  - Seek a balanced presentation
  - Must be clear that EBA does not endorse a position or speaker
- Consider speakers outside the DMV area
- Programs have a sponsorship and attendance goal (see below)
- Strongly consider use of remote/regional access to program in planning structure

### SELECT A FORMAT

- EBA encourages committees and chapters to be creative in programming formats and, if possible, include a networking and remote component
- Formats to consider:
  - **Required:** one 2.5 hours to a half-day program covering 2+ subject areas -> examples: panels, workshop, panel + reception
  - *Energizer* → short educational program, typically an hour, live and/or conference call or WebEx in which one or more speakers' present information on a current event in a particular subject matter
  - Networking only event
- Determine if CLE will be offered
  - Contact Lisa Levine, [llevine@eba-net.org](mailto:llevine@eba-net.org), for guidance and additional requirements
  - *Please note: consider offering CLE for all substantive programs because more attendees are likely to register for your event*
- EBA sets registration pricing fees
- Confirm your financial sponsors *\*see financial sponsor form attached*

### LOGISTICAL CONSIDERATIONS

*Understand site needs in advance*

- Connect EBA Meeting Coordinator with on-site contact at host location to confirm logistics
- Connect EBA Meeting Coordinator with on-site IT department to determine technology logistics
- Meeting room set-up and capacity
- On-site registration support (EBA staff does not attend)

### MEETING EXPENSES AND REGISTRATIONS FEES

**PLEASE NOTE:** Please remember, all events are “EBA Events”, even if hosted by an outside entity (law firm, corporation, university, etc). As such, all EBA pricing and attendance policies apply and any changes/additions to a meeting must first be cleared through EBA before going into effect

- Confirm a financial sponsor:

## 2020-2021 EBA Leadership Orientation

- Half-day programs require a **\$600 sponsor**
  - Energizers require a **\$250 sponsor**
- Registration fees are predetermined by EBA
- Events are expected to make a minimum 10% profit after expenses
- Seek to defray costs
  - Seek to use law firms/corporate conference rooms free of charge
  - Consider if the site provider will donate food/beverage
  - No honorariums or travel is paid – consider options to bring in speakers remotely