

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

*** See EBA Master Planning Calendar for your committee/council dates. Contact Mary Margaret Frank with questions, MMF@EBA-Net.org.

SELECT A TOPIC

- Confer and coordinate with other committees and chapters as appropriate
- Determine subject matter and potential speaker(s)
- If topic or speaker may be controversial:
 - Seek balanced presentation
 - Must be clear that EBA does not endorse a position or speaker
- Consider speakers outside the Washington, DC area
- Energizers have a sponsorship and attendance goal

SELECT A FORMAT

- EBA encourages committees and chapters to be creative in programming formats and, if possible, include a networking component
- Formats to consider:
 - EBA Energizer- short educational program, typically an hour to a half-day, live and/or conference call or WebEx, in which one or more speakers' present information on a particular topic or related topics.
 - Networking only event
 - Miscellaneous format – generally these would be half day program with a networking component
- Determine if CLE will be desired (contact Lisa Levine for guidance and additional requirements)
- EBA sets registration pricing
- Confirm financial sponsors

LOGISTICAL CONSIDERATIONS

Understand Site Needs in Advance

- Connect EBA Meeting Planner with on-site contact at host location
- Meeting room set-up and capacity
- Audio/visual and technology
- On-site registration support (EBA staff does not attend)
- Name tags – if you need them, EBA will email you a file for you to print tags

MEETING EXPENSES AND REGISTRATION 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 Sponsor: Energizers require a \$250 sponsor, this includes free registration for the financial sponsor
- Anticipate expenses and determine if host or EBA is paying
 - Food/beverage
 - Venue
 - CLE application fees
- Registration fees are determined by the Pricing Event guidelines
- Events are expected to make a minimum 10% profit after expenses

- Seek to defray costs
 - o Seek to use law firm/corporate conference rooms free of charge
 - o Consider if the site provider will donate food/beverages
 - o Host brown-bag style lunches
 - o No honorariums or travel is paid