

Event Planning Timelines

...in a perfect world.

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Booking an Event

CLE Course or Council Retreat



BOOK YOUR MEETINGS FOR THE YEAR

- Flexibility is key: 3 locations and 3 dates.
- Think seasonally – avoid UT football games, religious holidays, the first day of deer season...
- Total meeting cost is more than just the room rate: food & beverage, audio/visual, travel, rental cars, parking...
- 3 months out will severely handicap you.
- We will bid multiple properties.

**12 - 14
Months Out**

**(But not less than
6 months out!)**



Retreat or Council Meeting Timeline

3 Months Out

FINAL SELECTIONS & DEADLINES

- Choose your offsite dinner locations.
- Council starts booking hotel reservations – it is better to make an early reservation and cancel, than to make a late reservation.

1 Month Out

FINAL SELECTIONS & DEADLINES

- Confirm AV Orders.
- Make food & beverage menu selections
– set quantities low and finalize a week before.
You can increase but you can never go down!
- Get RSVPs for dinners.
- Remind Council to make their hotel reservations before the cut-off date.
- Circulate initial agenda.



CLE Course Timeline

What we handle

THERE ARE LIMITS TO WHAT WE HANDLE

- We handle smaller CLEs:
 - 1/2 day to 1 1/2 days
 - Approximately 120 registrants
- We can help with advertising for bigger events.
- We *try* to staff...

6 Months Out

PLAN PROGRAM

- Download and use the CLE Deadline Calculator (in today's course materials).
- Have a planning meeting.
- Send out a 'Mark Your Calendar' email with bulleted topics.
- Start confirming your program.

4 Months Out

CONFIRM PROGRAM AND DETAILS

- Program confirmed.
- Pricing set – shopping cart built.
- Notify speakers of deadlines and details: article, hotel reservations, PPTs due, dinners.
- Send agenda to us (in proper format).

Properly Formatted Agenda

YOURS SHOULD INCLUDE...

- Start time / End time
- Topic Title
- Speaker name
- Speaker city
- Title if any
- Affiliation

1:00	Preservation of Error in CPS Cases .5 hr. Michael Hull, <i>Houston</i> Harris County Attorney's Office
1:30	Mock Trial Presentation: How to Keep from Losing Your Appeal During Trial .75 hr. Hon. John Delaney, <i>Bryan/College Station</i> Senior Judge, Child Protection Court
	Charles Griffin, <i>Austin</i> Department of Family and Protective Services
	Karen J. Langsley, <i>Denver</i> Langsley Law
2:15	Top 10 Appellate Tips for Trial and Appellate Advocates .5 hr. Hon. Gina M. Benavides, <i>Corpus Christi</i> Justice, 13 th Court of Appeals
2:45	Filing the Petition for Review .5 hr. Blake Hawthorne, <i>Austin</i> Clerk, Supreme Court of Texas
3:15	Break

3
Months Out

YOUR ADVERTISING SHOULD LAND NOW!

- Approximately 5 weeks to get a printed brochure to someone's desk.
- Approximately 1 week for us to do an electronic brochure, shopping cart and e-blast.
- **Build these time frames into your schedule!**

1 Month Out

FINAL SELECTIONS & DEADLINES

- Last chance to book hotel reservations
– watch for attrition fees!
- Get MCLE Credit.
- Confirm AV Orders.
- Make initial food & beverage menu selections
– set low and go up right before event.
- Presenter materials and bios are due.

Words of Caution!

CAN I HAVE A DO-OVER?

- Remember – we sign contracts!
- Your room rate should be \$220 max.
- Lots of time and money is often on the line.
- If your house is on fire...
- Rushed advertising causes mistakes.
- The later you are, the less people will be there.
- We need prompt approval on bills.