



Event Planning Timelines

the new normal in a pandemic

Lyndsay Smith, Meeting & Program Planner

LSmith@TexasBar.com • (512) 427-1419

THE NEW NORMAL

FROM THE SBOT EXECUTIVE OFFICE:

- ▶ Until further notice, meetings and events held by sections must be held virtually with all participants attending remotely.
- ▶ Sections may not enter into agreements for any in-person event or meeting to be held during the calendar year 2020.
- ▶ State Bar staff may not attend, or provide on-site support for any in-person meetings or events.

*But don't stress, we can help you go digital
...we have gotten REALLY good at Zoom!*

PLANNING IN THE AGE OF CORONA

WHAT THE SECTIONS DEPT CAN FACILITATE:

- ▶ Council Meetings via Zoom
- ▶ Smaller CLE Webinars via Zoom (1 hour minimum - half day maximum)
- ▶ Only 1 CLE Webinar per month for each section.
 - ▶ Larger and/or frequent CLEs need to be redirected to TexasBarCLE
- ▶ Want to host your own Zoom? We can help educate you on Zoom 101, security settings, and more!

*We love planning ahead, but keep it all digital for now
...absolutely no in-person events til we say go!*

DIGITAL EVENT PLANNING TIMELINES

Online Council Meetings

CLE Webinars

3-6 months out:

- ▶ Set a Date
- ▶ Send “Save the Date” Email

- ▶ Select Course Director
- ▶ Set a Date
- ▶ Send “Save the Date” Eblast

6-8 weeks out:

- ▶ Create and Share Zoom Link
- ▶ Request applicable meeting materials from council

- ▶ Select Topics and Speakers
- ▶ Set Pricing / Create Cart
- ▶ Create Zoom Link
- ▶ Send Registration Eblast

1 week out:

- ▶ Share Agenda with Council
- ▶ Gather meeting materials and post online

- ▶ Hold Dress Rehearsal for Speakers and Hosts
- ▶ Request Course Materials
- ▶ Send Reminder Eblast

POST-PANDEMIC

EVEN WHEN ALL OF THIS IS OVER:

- ▶ HEADS UP VICE-CHAIRS... The next in-person events will likely be in Fall 2021, when you are chair. In Spring 2021 we will reevaluate and start the planning process.
- ▶ Download and use the Events Deadline Tracker (*found in today's course materials*).
- ▶ Start slow and plan for lower attendance rates (possibly 1/3 less than your pre-pandemic numbers).
- ▶ Flexibility is key: 3 locations and 3 dates. We will request the bids for you.
- ▶ Think seasonally, avoid local sport's home games, religious holidays, opening day of deer season...

*You may be sick of it by then but
...Zoom will still be an option!*

A GOAL WITHOUT A PLAN IS JUST A WISH

FINAL WORDS OF WISDOM TO KEEP IN MIND...

- ▶ SBOT reviews and signs all contracts!
- ▶ The later you are in planning an event, the less people will attend an event.
- ▶ Last minute/rushed advertising causes mistakes.
- ▶ We need prompt written/emailed approval on bills.
- ▶ Make purposeful decisions, lots of time and money is often on the line.

Success is connected with action.

Successful people keep moving forward.

Questions?

Thank you!