

Eblasts & Newsletters + Retreats, Meetings & CLEs

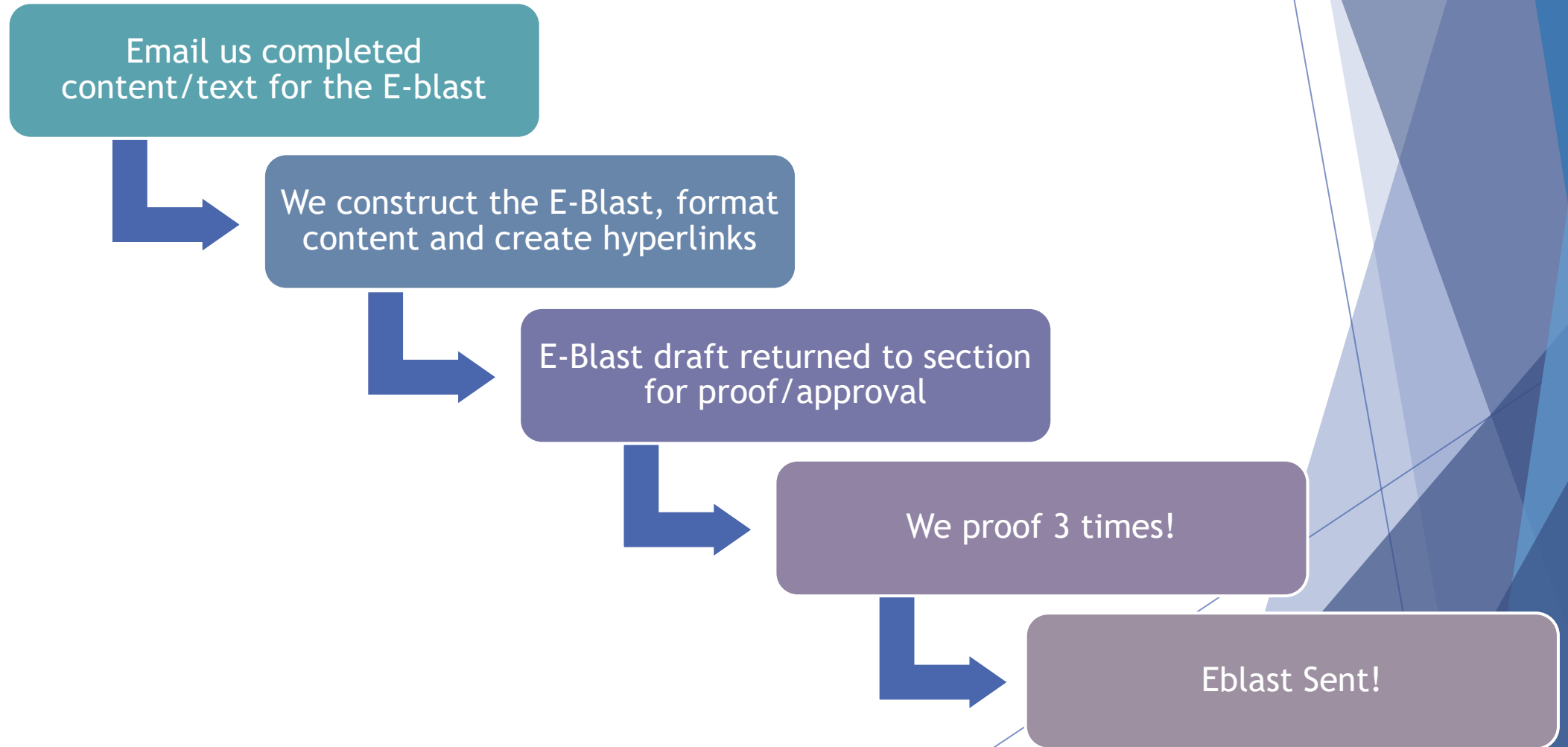
Lyndsay Jackson
Meeting & Program Planner

E-BLASTS

- ▶ Easy way to communicate with your members
CLEs, Internships, Grants, Award Nominations, etc.
- ▶ For section & State Bar business only
- ▶ Communicate at least once, every other month
- ▶ E-blasts are a process and take time to create
48 hours for a basic eblast, 72 hours for a newsletter
- ▶ **PROOF, PROOF, PROOF**
Including approval from the chair and/or sender

E-blast Drafting Process

Allow at least 48 hours.



Where to send your request?

Send all e-blasts requests to Reyn Rossington.

- ▶ Rrossington@TexasBar.com

Also copy your point person.

- ▶ Lyndsay Jackson: LJackson@TexasBar.com
- ▶ Jake Stoffle: JStoffle@TexasBar.com

E-blast Membership Drive & Non-Renewal Reminders

- ▶ 1 membership drive blast per year to practice area and similar practice areas.
- ▶ Remind non-renewals to rejoin after dues are in.
Now is a good time!
- ▶ Highlight your member benefits: Newsletters, Online Library, CLEs, etc.

E-blast Nopes

- ▶ “Can you send this out today?”
It takes 48-72 hours to properly send out an eblast.
- ▶ “Can you put something together for us?”
Please send us your complete eblast content all at once.
- ▶ “Can you send this out to the entire bar?”
We can eblast your section, and only occasionally include an additional similar area of practice.

This is a process and we need YOUR help!

NEWSLETTERS

- ▶ 2 Per Year as required by Board Policy
- ▶ Know your level of commitment
Use the newsletter design style that's right for you.
- ▶ Worship your editor!
- ▶ Graphics - \$45 per hour
Typical newsletters takes 4-5 hours to complete.
- ▶ Articles must be complete and proofed when provided to Sections. Don't edit in process!
- ▶ Do not plan to send your newsletters between late May thru early July.

Basics of a Newsletter

We do not edit or proof. You provide the pieces, we help with layout.

-
- Cover Page
 - Table of Contents (TOC)
 - Chair and/or Editor Message
 - Articles & Cases
 - Upcoming Events
 - Council List

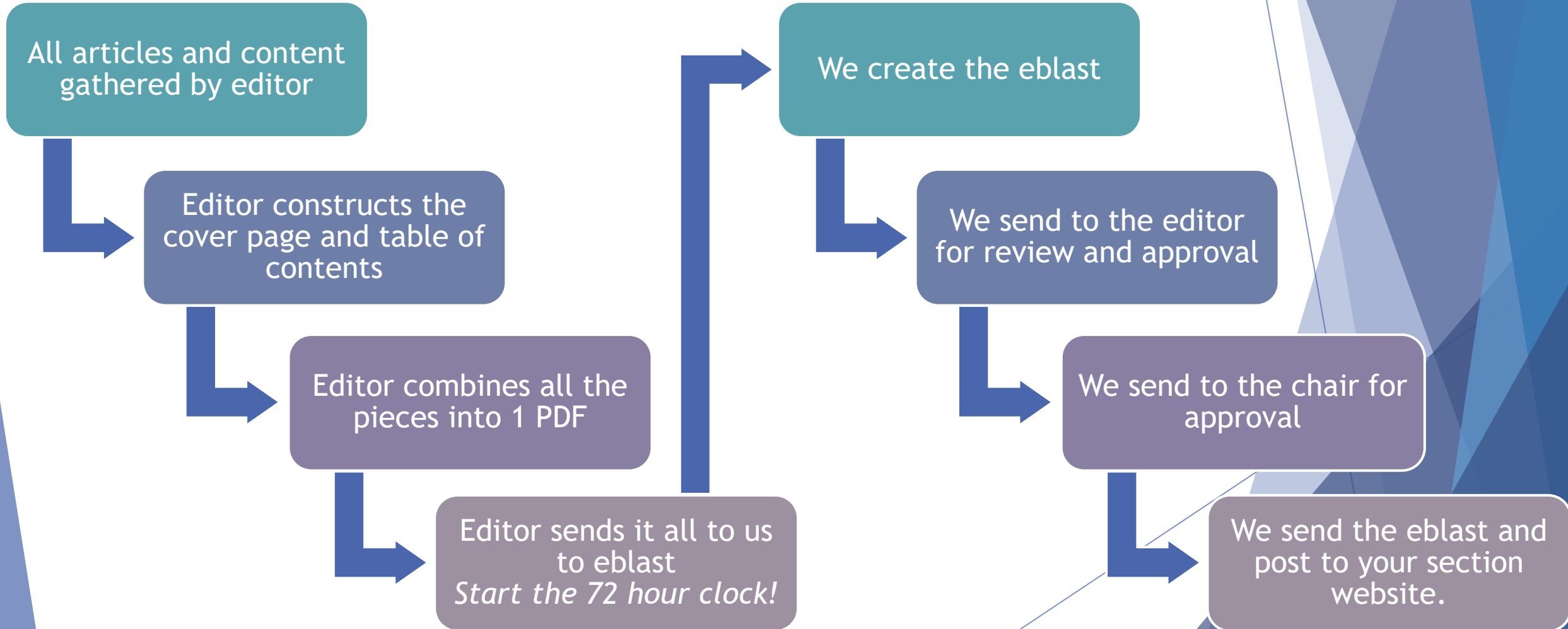
Best Practices

for Larger Newsletters

- Ability to download full version PDF.
- Ability to download individual articles.
- Use teasers and “Read More” links.
- Link to case citations & ancillary info.
- Link TOC to jump to individual articles.
- Provide bulleted highlights for us to eblast.

Newsletter Drafting Process

Allow at least 72 hours.



Newsletter Pro Tips

- ▶ Recycle your CLE articles!
Use collateral course materials available to members who were not able to attend CLE events.
- ▶ Use pictures and graphics to up the visual appeal.
- ▶ Don't get swamped all alone, delegate!
Consider forming a newsletter committee.
- ▶ Send in complete and proofed articles.
When you edit in process, you restart the 72 hours!

RETREATS, MEETINGS & CLEs

How to book like a pro!

- ▶ Flexibility is key.
3 locations and 3 dates -- we bid multiple properties.
- ▶ Think seasonally and be aware of city events.
Avoid religious holidays, college football home games, annual festivals, the 1st day of deer season...
- ▶ Your room rate is NOT the total meeting cost!
Don't forget about food & beverage, audio/visual, travel, rental cars, parking, tips, fees...
- ▶ **PLAN AHEAD!**
Trying to book something in 3 months or less will severely handicap you.

Planning Timeline

For Retreats & Council Meetings

6 MONTHS

- Select date and venue.
- Let council know - Email hotel reservation link.

3 MONTHS

- Make any offsite dinner reservations.
- Remind council to make travel arrangements.

1 MONTH

- Confirm AV orders.
- Confirm F&B menu selections.
- Get RSVPs for dinner.

1 WEEK

- Meeting materials are due and posted online.
- Email final agenda and itinerary, including Zoom info for anyone attending digitally.

Planning Timeline

For CLEs

6 MONTHS

- Select date and venue.
- Have a planning meeting -- start confirming your program.
- Send a 'save the date' eblast.

4 MONTHS

- Make any offsite dinner reservations.
- Remind council & speakers to make travel arrangements.
- Send brochure to us properly formatted (*see next slide*).
- Set pricing -- registration/shopping cart created.
- Notify speakers of deadlines & eblast membership.

1 MONTH

- Hotel reservation block typically closes at this time.
- Get MCLE course number and credit.
- Confirm AV orders and F&B menu selections.

1 WEEK

- Course materials are due and posted online.
- Send reminder/last chance eblast.

Properly Formatted Brochure

For CLEs

- ▶ Start Time
- ▶ Topic Title
- ▶ Credit/Ethics Hours
- ▶ Speaker Name (*Title/Prefix if any*)
- ▶ Speaker City
- ▶ Firm/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

What Sections Handle

There are limits to the CLEs we can manage.

- ▶ Smaller CLEs: ½ Day to 1½ Day programs.
- ▶ Less than 200 registrants.
Anything bigger needs to be kicked up to TexasBarCLE.
- ▶ Sections only get 1 Zoom 1 hr webinar per month.
Webinars require at least 3 weeks notice.
- ▶ We can help with advertising bigger events.
- ▶ We *try* to staff...

Beware. Be Aware!

Can I have a do-over?!

- ▶ SBOT signs all contracts!

It usually takes 1-2 weeks - build that into your timeline!

- ▶ Room rates, F&B and AV prices have all skyrocketed.

We still need to aim for room rates under \$250 per night.

- ▶ Spring Retreats are EXPENSIVE!

Switch it up -- at the start of your year, plan a Fall Retreat, spring should be your Council Meeting.

- ▶ The later you are in planning, the fewer people will attend.

- ▶ We need prompt approval on all bills.

- ▶ ATTENTION VICE CHAIRS/CHAIR ELECTS:

The spring before you are chair, you should be thinking about where you want to go next fall!

WE HAVE YOUR BACK, HAVE A GREAT YEAR!

Event planning is just
precision guesswork based
on unreliable data.



How many meeting planners
does it take to fix a...

...DONE!



I adore spontaneity, providing
it is carefully planned.



Sorry your party is
just a meeting
with food.

