



# Event Planning Timelines

Meetings, Webinars & CLEs

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# THE SECTIONS DEPARTMENT IS AT WORK FOR YOU!

- ▶ In-Person Council Meetings (and any associated receptions/dinners)
  - ▶ You pick 2 cities and 3 dates, we bid the venues and get contracts for you!
- ▶ Council Meetings via Zoom
- ▶ In-Person CLEs (and any associated receptions/dinners)
  - ▶ ½ day - 2 day CLEs with under 200 attendees.
- ▶ Webinars via Zoom
  - ▶ Each section gets a single 1-hour webinar per month.

*Want to host your own Zoom? We can help walk you through how to setup your own account, educate you on Zoom 101, security settings, and more!*

# IN-PERSON COUNCIL MEETING PLANNING TIMELINES

## 12-6 Months:

- ▶ Select date and venue.
  - ▶ Let council know - Email hotel reservation link.
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## 3 Months:

- ▶ Make any offsite dinner reservations.
  - ▶ Remind council to make travel arrangements.
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## 1 Month:

- ▶ Confirm AV orders.
  - ▶ Confirm F&B menu selections.
  - ▶ Get RSVPs for dinner.
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## 1 Week:

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

# ZOOM COUNCIL MEETING PLANNING TIMELINES

- 3-6 Months:**
- ▶ Set the date.
  - ▶ Send a “Save the Date” email.
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- 6-8 Weeks:**
- ▶ Create and the share Zoom link.
  - ▶ Request applicable meeting materials from your council.
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- 1 Week:**
- ▶ Share the agenda with your council.
  - ▶ Post meeting materials online/share materials with your council.

# IN-PERSON CLE PLANNING TIMELINES

## 12-6 Months:

- ▶ Select date and venue.
  - ▶ Have a planning meeting -- start confirming your program.
  - ▶ Send a 'save the date' eblast.
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## 4 Months:

- ▶ Make any offsite dinner reservations.
  - ▶ Remind council & speakers to make travel arrangements.
  - ▶ Set pricing -- registration/shopping cart created.
  - ▶ Send us the brochure so we can add cart info and eblast membership.
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## 1 Month:

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

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

# CLE WEBINAR PLANNING TIMELINES

**3 Months  
to  
3 Weeks:**

- ▶ Select CLE date, including start and end times.
- ▶ Select topic title and write a brief description (2-3 sentences).
- ▶ Select speaker and confirm their email.
- ▶ Calculate desired MCLE hours, including if there are any ethics.
- ▶ Set pricing (if any).
- ▶ Set AV dress rehearsal date with speakers.

*If you send those 6 bits of info, the Sections Dept. will do the rest! Or if you're hosting on your own you will also need to...*

- ▶ Request MCLE Course Number (\$50 late fee if you're less than 15 days out).
- ▶ Create Zoom link.
- ▶ Eblast/advertise to your members.

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**1 Week:**

- ▶ Post course materials online/share with attendees.
- ▶ Have AV dress rehearsal with speakers.

# FINAL TIPS TO BOOK LIKE A PRO

- ▶ Flexibility is key.
  - ▶ Provide multiple dates. Have 2 different cities in mind. Can you change up your meeting path?
- ▶ Think seasonally and be aware of city events.
  - ▶ Avoid religious holidays, college football home games, annual festivals, the 1st day of deer season...
- ▶ **PLAN AHEAD!**
  - ▶ Trying to book something in 3 months or less will severely limit your options and our ability to negotiate.

I adore spontaneity, providing  
it is carefully planned.



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

...DONE!



Sorry your party  
is just a meeting  
with food.



*Thank you!*