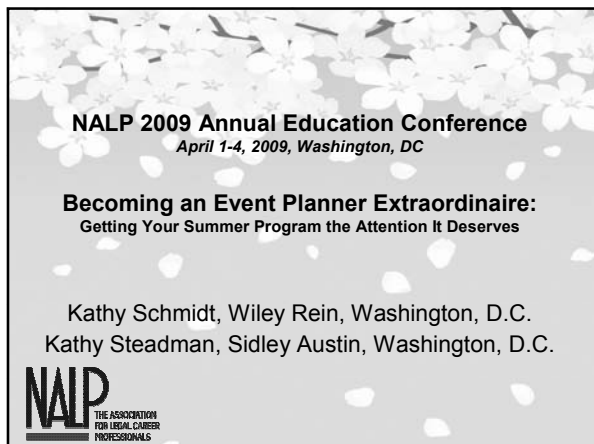




NALP 2009 Annual Education Conference
April 1-4, 2009, Washington, DC

Becoming an Event Planner Extraordinaire:
 Getting Your Summer Program the Attention It Deserves

Kathy Schmidt, Wiley Rein, Washington, D.C.
 Kathy Steadman, Sidley Austin, Washington, D.C.

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 THE ASSOCIATION
 FOR LEGAL CAREER
 PROFESSIONALS

On Your Mark...

- What's your objective?
- Who should be there?
- When is the event?
- Where will it be held?
- How does this fit into the budget?

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Get Set...

- Developing themes
- Publicizing
- Tailoring to your needs
 - Size
 - Office
 - Budget

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GO!!!

- Plan, prepare and be organized
- Ticket distribution
- You and your team at the event
- Meet with your contacts when you arrive

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Make It Great For Your Guests

- Find out their interests
- Get “buy-in” from attorneys
- Make sure they go
- Tailor events to your guests
- Change or rotate your program’s events
- Have different types of events
- Believe in your event

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What Did I Forget?

- Reminders
- Dress code
- Directions
- Confirmation
- Nametags
- Copy of the contract
- Handling your host
- Tip money

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When It Goes Wrong!!!

- Not enough food
- Guests are early or late
- Back-up plan
- Out of the box thinking
- Be flexible and be patient
- Don't Freak Out!

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In Good Times And In Bad

- Everybody "gets it" and is going through it
- Impact on the law firm's image
- Have a pulse on the market
- Overhead and overtime
- "Sandwich Summer"

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Best Practices

- Handling RSVP's
- Be early
- Make a game plan
- Calendars
- Be careful of checklists
- "That's how we did it last year" mentality
- Try new things and don't be afraid of change
- Don't Freak Out!

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