



2016-2017 HNBA GUIDE TO HOSTING AN HNBA RECEPTION/EVENT

PLANNING AN EVENT

- Determine a venue and approximate size of the event.
- Law firms and some companies are usually willing to host a lunch or reception for the HNBA. Try to locate sponsors for your event.
- Once date and venue determined, decide if you will have a keynote speaker/theme.
- Determine who is responsible for RSVPs and logistics on the ground.
- Submit form for Event and Budget Approval to the VP of Regions & Affiliates; and copy to HNBA Treasurer

MARKETING THE EVENT

- Develop a guest list targeted to recruit members. For example, secure having local affiliates send out the invitation, reach out to law students and law schools, friends and colleagues of yours, etc. IF you have had events in the past, think of past speakers, scholarship recipients, etc. who may not be HNBA members.
- Plan to send invitations and reminders – set dates in a calendar. First notice should go out not less than four weeks prior to the event. Then one week, then two days, then send a reminder the day of.
- Invitations can be sent through HNBA National Office (but keep in mind publication schedule.)
- Publicize the event in eNoticias.
- Send individual invitations to affiliate leaders in the region, ask affiliates to promote the HNBA membership event
- Secure vendors/sponsors for: food, beverages, any other items/giveaways.

EXECUTION OF THE EVENT

- Logistics to prepare, 2 weeks before the event to the day before the event:
 - Create name badges for those who RSVP'd
 - Establish audio visual needs (microphones, podium, projector, etc.)
 - Decoration/signage on site
 - At least one or two weeks prior to the event, request from National Office HNBA marketing materials such as: membership brochure/postcard; Save the Dates for HNBA events; HNBA publications; Partnership Brochure, etc.
 - Have Regional/Affiliate marketing materials on hand, and materials promoting each HNBA national event and any other publications.
 - Posters (can be printed at FedEx, images available from National Office – e.g., HNBA poster).
 - Have sign up forms at the event; be sure to record the information of all attendees, and follow up.