Strategic Communications for Bar Leaders

by Tim Eigo

State Bar of Arizona

Presented by the ABA Standing Committee on Bar Activities and Services and the Division for Bar Services
Dr. Strange
*Like*
... or
How I learned to stop worrying and love me a little
...strategery

ABA BAR LEADERSHIP INSTITUTE
“The single biggest problem in communication is ...”

[mandatory dead white male advice]
Time to make the donuts!
We enter strong.

- Respected
- Change Agents
- Thought Leaders
Visibility

• Cited
• Acknowledged by lawyers, judges, public
Some people are born
on third base
and go through life
thinking they
hit a triple.

Barry Switzer
What we’re really talking about today …

Engagement … and how talented associations use it …

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Well, isn’t that special?
Your comfort zone

Where the magic happens
1. There are tools and approaches that can …
2. Caring is a 2-way street.

The important question is... Who cares?
3. Less jibber-jabber.
4. Bridge the disconnect for the audience.
WTH, @azatty? Did you just give 👎 to LSD use? #NotCool #ThinkOfTheKids #EnoughAlready #GetCoveredNow 🏀 🏆 🇺🇸 #BLI15
Story 1

Lessons for bars?

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Love the @azatty shoutout, like you’ll love our MangoKeylimeCheesecake nomnomnom WhereOK=Great OurSmall=Big! 🍪맛있네요 #BLI15
Story 2

Don't remove the moisture-proof wrapping from your package of CAMELS after you open it. The Humidor Pack is protection against dust and germs. In offices and homes, even in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh CAMELS and keeps them right until the last one has been smoked.

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Never try to sell a meteor to a Dinosaur. It wastes your time and annoys the Dinosaur.
I recall when I first said "I believe that children are our future." Rock on, #BLI15 @azatty ! #BeenThere #DoneThat
Bars = mainstream media (MM)

Young = future

Young lose trust in MM

Future for MM ≠ bright
You must be at least this tall to ride.

I wish I was a little bit taller.

But no taller than this.
Bye-bye!
I'M THE REAL DEAL

WHAT YOU SEE IS WHAT YOU GET

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KEEP CALM
AND
DON'T GET TOO COMFORTABLE
1. Be suspect of the accepted “code.”
2. Surround yourself with diverse expertise.
3. Read (constantly and widely).
4. Every now and then, turn that knob to 11.
Even the hamburger (icon) is disappearing.
... and their connection to bars is ... ?
I just want to say one word to you, just one word — mobile
Try out “adaptively authentic.”
Bye-bye!
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