



STATE COORDINATOR'S GUIDE ON HOW TO PLAN AN ABA YLD "MEET & GREET" EVENT

The main focus of the ABA YLD Touch 10,000 Program is to put young lawyer leaders in touch with New Bar Admittees (NBAs) – to inform them about their free membership, to welcome them into the ABA, and to provide a personal voice to the ABA's 150,000 young lawyer members. This program is designed to ensure that NBAs are personally contacted by Ambassadors who will explain the vital function that the ABA serves in the legal community as well as the many opportunities present in the ABA YLD.

As part of Touch 10,000, each State Coordinator will plan a Meet and Greet event. Local "Meet & Greet" events are an excellent way to connect ABA YLD members and NBAs in a relaxed social setting, share the value of ABA membership, and help young lawyers excel in their professional life. This event will be promoted through the outreach efforts of the Touch 10,000 Ambassadors. Each State Coordinator should also work with the Membership Board and individual State Membership Chairs to publicize the Meet and Greet events.

The goal is to have a nationwide ABA YLD "Meet & Greet" on the same day during the Fall and Spring outreach periods. The Meet & Greet date will be distributed to State Coordinators at the beginning of each outreach period. At this time, there is no budget for the Meet & Greet event. State Coordinators & Ambassadors will pick a centrally located venue for the event to take place. It is expected that Ambassadors and the State Coordinator will attend the event and encourage the NBAs to attend as well.

I. How to Plan a Meet & Greet Event

When it comes to planning a networking event, you want to choose a place that can comfortably accommodate your group but which also has something to offer to attendees that can help boost attendance. It is important to consider a place that has reasonably priced food and drink, to collect business cards at the door, and make it easy for NBAs to talk to people in the room.

Determine a Location

1. Consider your happy hour "staff." The mix of people you invite will determine every other aspect of your social event. Find a happy medium in a bar or restaurant that will appeal to the range of attorneys who will attend. Take an informal poll among the Ambassadors for ideas.
2. Compile a list of local restaurants. Find out if they already host a public happy hour or if they have private rooms where you can meet.
3. Select a time right after work and find a happy hour to match. We recommend choosing 6:00 p.m. to 8:00 p.m.
4. Choose your venue. Make sure the place is big enough to accommodate your group and has reasonable menu and beverage prices.
5. Do your research. Check the community or local college newspaper for advertised happy hour specials. Ask your friends on Facebook for good recommendations, or check out phone apps like Happy Hours and Happy Houred, which list specials spotted by other users.
6. Brainstorm potential sponsors with your fellow Ambassadors. A few possible sponsors to contact may include ABA sections who may have local leaders or law firms with ABA ties.

Resources:

<http://www.operationhappyhour.com>

<http://www.happyhour.org>

<http://www.metromix.com>

<http://www.citysearch.com>

<http://www.yelp.com>

The Invitation

1. Decide how to invite people. Feel free to use email, company message boards, flyers or electronic invitations.
2. Ambassadors should include the Meet & Greet event in their e-mails to NBAs.
3. State Coordinators should also contact their State Membership Chairs regarding event publicity.



Resources:

<http://www.meetingwizard.com>

<http://www.doodle.com>

<http://www.evite.com>

<http://www.pingg.com>

At the Meet & Greet Event...

1. Get attention. Put up signs that lead attendees to the right location and entrance if necessary. Make sure the venue host/hostess can direct the attendees to your event.
2. Greet NBAs. One to two people should be able to handle the task of greeting NBAs and checking people in.
3. Collect business cards. (Consider a door prize raffle).
4. Lay out name tags in alphabetical order by last name or have blank name tags and magic markers so they can make one out for themselves.
5. Have food distributed throughout the space or have servers to bring food around to your guests. Drinks should be offered from one central bar location (or a few).
6. Allow Ambassadors and NBAs to mingle. Join in conversations, but do not try to manage them. Be available to answer questions about the ABA YLD.
7. Get on with your program. This is a chance to introduce yourself and the Ambassadors. Remember to thank the NBAs for attending and any other people who have helped to coordinate the event. Remember to remind your guests about upcoming ABA YLD conferences and events. Encourage them to register for the ABA Annual Meeting.
8. Choose a business card from the collection to reveal the winner(s) of the door prize. The person should be present to receive it. (Optional idea!)
9. Wrap up the event. If you have a set end time, it will usually dwindle down on its own. If you are cleaning up and packing things away, people will get the idea. If they do not, circulate and thank everyone again for attending.
10. Clean up. Remember to leave your space as clean as it was when you arrived.