

Make Friends and Influence People by Organizing a Successful Event

One way to take charge of your leadership potential as a woman lawyer is to organize a talk or program that involves a speaker who could potentially help your career and perhaps eventually hire you. Tactics to ensure a successful event while showcasing and distinguishing yourself include the following:

- Identify one or two people whom you'd like to know and who can advance your career.
- Choose a trendy topic for them to address.
- Create a catchy title for the program.
- Send fliers to other contacts you want to cultivate (and include your name as chair or moderator).
- Pack the room (if you miscalculate the interest, downscale it and spin it as an intimate conversation).
- Impress the speakers with your outstanding introduction (sprinkle in a positive book review or little-known fact; make yourself appear the expert).
- Have a photographer take pictures of you and the speakers together.
- Engage the audience and impress the speakers with your memorable introduction.
- Plant questions in the audience to keep the Q&A rolling and ensure that questions are posed to each speaker.
- Cut off questions before exhaustion sets in.
- When the audience throngs afterward, politely control monopolizers.
- Present the speakers with a tasteful memento of the occasion.
- Whisk the speakers comfortably off in a cab.
- Immediately dispatch a personalized thank you note.
- Follow up with a second letter including photos of the event.
- Publish an article with photos of the event in an appropriate newsletter or magazine and forward a copy to the speaker(s).
- Send the article to each contact on your mailing list.
- Continue to cultivate the contact(s).

(Adapted from an interview with the Hon. Delissa A. Ridgway, U.S. Court of International Trade, New York)