

## Tips for a Successful Law Day Event

- ✓ **Finalize a date and time** as early as possible for your Law Day event; consider sending out a "save the date" notice.
- ✓ **Make contact with potential partners** as early as possible – school and court calendars fill up quickly.
- ✓ **Form a planning committee early.** Committee could include your partners and representatives of your intended audience, as well as possibly a member of the media. Make sure the committee has a point person, and that everyone knows who that person is. Consider having an intern work with the planning committee. If the event will take place in a courthouse, include security and maintenance staff on the planning committee.
- ✓ **Communicate regularly** with your Law Day event partners, whether schools, lawyers, community groups, via periodic letters or emails.
- ✓ **Widen your audience** – consider contacting other less obvious organizations throughout your community to broaden the impact of your Law Day event. For example, in addition to contacting middle and high school students, consider contacting community colleges, alternative schools, or adult education programs.
- ✓ Consider inviting **elected officials**, who are always happy to participate in community events, and giving them a role in the event.
- ✓ Depending on the type of event you are planning, consider having a "**Master of Ceremonies**" and make certain that person knows who is in the room for purposes of introductions.
- ✓ Produce **written materials** for your event, such as a program.
- ✓ **Publicize the event** ahead of time; invite the media and make the event media friendly with photo and interview opportunities.
- ✓ Join the **ABA's Law Day listserv** to receive periodic information on Law Day planning and events by going to <http://www.abanet.org/publiced/lawday/>.
- ✓ Make certain to **acknowledge the support** received from partners and others in planning and running the event -- from the podium, in the program and/or through notes or letters after the event.
- ✓ **Debrief after the event** (what worked, what could have been improved, etc.) with the key planners so as to improve future Law Day events.