D.C. Bar Communities

Speaker Packet

DC BAR Communities

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Dear Speaker:

Thank you for participating in a D.C. Bar Communities program. For over thirty years, D.C. Bar Communities (formerly Sections) has depended on the generosity of volunteers like you to put on countless programs, judicial receptions, networking events, webinars, and more. We greatly appreciate your willingness to provide your time and expertise to speak to our members and guests. Please take a moment to read the information below regarding your program.

What to Expect of a Communities Event:

Communities programs provide a unique opportunity for members and guests to access the nation's leading legal experts in a welcoming learning environment. Our events encourage interaction between speakers and attendees, opening the door to active engagement and thoughtful discussion with an audience comprised of private and public sector practitioners, local and federal officials, members of academia, law students, and the press.

- If needed, a laptop will be provided on-site for you to use and it will be loaded with your presentation. If using Apple products, please inform staff prior to the date of your program, and we will make sure we have the appropriate equipment.
- D.C. Bar Communities staff will be on-site to welcome and help you set up.
- Please note that, at start time, our staff will make important pre-program announcements, including whether your event is on or off the record for social media posting and other reporting purposes.

What We Need From You:

We conduct several events daily. To ensure that yours goes smoothly, please email the following to CommunitiesEvents@dcbar.org at least **five business days** before the event. This is an important deadline, delays can negatively impact the outcome of your event and the effectiveness of the content being shared.

- Presentation materials and handouts, if any. *Please note that our operational policies do not allow us to accept free copies provided by outside sources.*
- A signed Copyright Release Form (provide as a separate attachment)
- Dietary restrictions or allergies, if any
- Names and email addresses for up to two guests you would like to have complimentary admission into the program.

On the day of the program, please arrive 30 minutes before the scheduled start time for your program. Arriving early ensures we can go over any presentation logistical details and that we have accommodated your presentation needs without delaying the start time of the program. If you are running late, please call 202-626-3463 or email CommunitiesEvents@dcbar.org.

Help Us Market This Event:

- Submit a short bio to include in our event page – make it a short paragraph (approx. 150 words), describing your professional background and accomplishments
- Tell your contact list about the program – a quick email forward to colleagues can bring in additional attendees
- Post information about the event on D.C. Connect (available to current members of D.C. Bar Communities)
- Are you a member of a professional organization? Speak to the Communities office or your Community chair about possible co-sponsorships with affiliate organizations and professional groups
- Link the program from the D.C. Bar website to your own website or any social media

D.C. Bar Parking

Our new state-of-the-art office building is located at 901 4th St NW. Parking is available in our building (entrance on I Street NW) for $16. If your presentation will occur in the evening, we may have free parking available on a first come first serve basis. There is also parking on 4th Street next to our building for $10 and metered parking spots in most nearby streets. Please remember that prices and availability are subject to change. We are also accessible via DC Metro.

We look forward to working with you!

D.C. Bar Communities Office Staff

D.C. Bar Communities Webinar/Webcast Guide

Tips for a Successful Webinar

Congratulations on being a part of a D.C. Bar Communities Webinar! Members have consistently told us that they value this option and find it useful due to their competitive schedules. Therefore, as part of our mission to deliver the greatest depth of access to our programming we aim to provide this option for as many of our programs as possible. This quick guide will tell you what the Communities Office needs from you, how to prepare for your Webinar/Webcast, and what to expect the day of your program.

Speaker Release Form and Post Event Distribution

- The Communities Office must receive your signed, unedited **copyright release form** before the program is open for registration. If you have any questions regarding the form, please contact the Communities office at CommunitiesEvents@dcbar.org.
- Webinars/Webcasts may be archived and made available for on-demand sales with the permission of the speakers. If you do not want your Webinar to be available for post-event, please inform the Communities Office.

PowerPoint Presentation Tips

- **Plan ahead.** Leave enough time for questions and answers. Ideally, you want to use no more than one slide per minute of presentation to give participants enough time to read and digest the information shown. Make sure to keep within the allotted time.
- **Address the key legal issues.** Ensure that your presentation has slides developing the key legal issues of your event's topic.
- **Don't make product pitches.** Participants do not appreciate it and you will lose their interest.
- **Provide contact information.** At the end, include a slide with contact information if you wish. People who view the presentation as on-demand content can use it to reach out to you as well.
- **Number your slides.** It helps you point participants to a specific slide.
- **Use contrasting colors.** Presentations are easier to view if there is contrast between your text and the background color. For example, white or yellow text over a black or dark blue background will be quite visible. *Avoid red text if possible.*
- **Use a large font and avoid animations.** This way you can be sure everyone can read while reducing unnecessary distractions.
- **Use the Communities PowerPoint Template.** If it wasn't provided to you, please let us know. Our team can also transfer your presentation to this template for you if you prefer.
- **Submit your presentation to** CommunitiesEvents@dcbar.org. We conduct several events daily. To ensure that yours goes smoothly, please email it to us at least **five business days** before the event. This is an important deadline, delays can negatively impact the outcome of your event and the effectiveness of the content being shared. *Unfortunately, our operational policies do not allow us to accept free copies provided by outside sources.*

Day of the Webinar/Webcast

- Arrive 30 minutes before the start time of the program.
- Wear a solid color shirt and suit. Steer clear from distracting patterns and lines.
- Your presentation will already be set up when you arrive.
- A Webinar/Webcast administrator will be onsite to help you set up and answer your questions.
- Online participants will submit questions through the Q & A pod in the Webinar/Webcast platform during the program. The Webinar administrators/facilitators will collect all questions from the online participants and give them to the moderator.
- The moderator should repeat the question out loud when it has not picked up by a microphone or if it was provided in written form only.

If you have any additional questions, or would like to set up a time to speak with our Webinar administrators/facilitators before your program, please contact CommunitiesEvents@dcbar.org.

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Tips for Strengthening your Program Handouts

Handouts are a great way to supplement your presentation. They should provide additional information on the main issues you plan to address. Handouts are not PowerPoint slides. The best slides outline conversation topics and provide visual cues for participants in the room and online. Handouts, instead, aim to deepen the participants' knowledge on the topic of your presentation. Below are a few tips that will help you prepare strong and memorable handouts.

- Appearance matters:
  - Have a consistent font size, include visuals (illustrations, charts, graphics, logos, etc.)
  - Use color
  - Connect the handout to the Power Point Presentation
  - Create "white spaces," for notes and visual appeal
- Help participants reconnect with the program:
  - Include speaker name(s), program title, organizing D.C. Bar Community, and the date
  - Consider providing contact and social media information for follow up
- Make the information flow so that it makes sense for participants who come back to the handouts later
- Tell participants where to find more information by listing additional resources (books, links to blogs and websites) and the materials you used to prepare

Resist the temptation to combine slides and handouts into a single document. If two or more slides have more than 5 lines of regular-sized text, they probably belong in a handout. Depending on the subject matter and duration of your program, you may want to consider one or more of the following ideas:

- Provide a one pager on take away concepts participants can use as a reference tool (handouts don't necessarily have to be multiple pages)
- If necessary, include a table of contents or index
- Present information at various levels—beginner, intermediate and expert—in anticipation of participants with different levels of expertise
- Provide learning opportunities, such as worksheets or activity guides with directions and steps—adult learners perform best when doing something
- Invite future action by asking people to create or complete an action sheet

Remember, if you run out of time or are presenting a complex topic, the quality of your handouts might allow you to cut down on the amount of material you cover in your presentation. Good handouts will help you avoid overwhelming the participants and invite them to continue learning at their own pace after the presentation is over.

Submit your handouts to CommunitiesEvents@dcbar.org as soon as they are ready. We conduct several events daily. To ensure that yours goes smoothly, please email all documents to us at least **five business days** before the event. This is an important deadline, delays can negatively impact the outcome of your event and the effectiveness of the content being shared. *Unfortunately, our operational policies do not allow us to accept free copies provided by outside sources.*

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Marketing Tips for Communities Members

Tips for a Successful Program

- Only Co-sponsor a program when it is applicable to your specific Community. Members do not like frequent emails about programs that are not related to their Community. The Communities Office will identify other potentially interested communities and send them notices.
- Write a guest post for the D.C. Bar blog or invite speakers to do so.
- Submit a short biography in paragraph form of the speakers, describing their professional background and accomplishments. Many speakers will already have these. Include a few quotes from the speaker about the program topic and we can post on the D.C. Bar blog.
- To promote an on-demand program, create a blog post that will be published after the program to generate interest in the on-demand product.
- Tell your contact list about the program – a quick email to colleagues linking to the event page can bring in additional attendees. Ask yourself "who do I know who might be interested in this program?" and send it to them.
- Are you a member of another professional organization? Speak to the Communities Office about possible co sponsorships with your affiliates and strategic partners.
- Link the program from the D.C. Bar website to your own website or any social media pages (Facebook, Google+, LinkedIn, etc.).
- If you would like additional coverage in the D.C. Bar website, you need to make sure your event is approved and online before the six-week program presentation deadline. Only after the program is up for registration can we begin to look at outside marketing.
- Update your Communities Press and Media List often so that press releases are sent to the right media outlets and industry associations. You can contact communities@dcbar.org with press or media contact emails that you would like us to maintain and communicate with. Your current list can be found on the events portal of the D.C. Bar website, in the leadership resource page under Communities.
- When writing the long program description, include specific benefits for each type of attendee, and make the description brief and easy to understand by anyone outside of the practice field.
- Ask speakers to share their Twitter handles prior to a presentation.
- Write a column or piece for the local newspaper, local business journal, or trade publication about your program. If there are a least 10-12 weeks lead time we can submit this article to the D.C. Bar Washington Lawyer for publication.

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Model Biography for Speakers

Tips for a Successful Program

Submit a short biography in paragraph form describing your professional background and accomplishments to CommunitiesEvents@dcbar.org.

You can use the following example as a model.

> JANE M. DOE is a partner at Doe, Doe, & Puffin, LL.P. in Washington D.C. Ms. Doe's practice is focused on pesticide, bird, and environmental law. She is nationally renowned for her work promoting the implementation of the Migratory Bird Treaty Act. Ms. Doe graduated, cum laude, from Cardinal University Law School in 1983 and was admitted to the D.C. Bar in 1984.