# : Publications

Produce printed materials such as signs, printed meeting program, tickets, badges and flyers.

|  |
| --- |
| ***Coordination Notes***  Be sure to check with:   * *Education Committee –* to get complete program information for the printed program and for room signs. * *MALLCO Executive Di*rector – to get descriptions of roundtables for the printed program * *Exhibits/Vendors Team –*to get listing of sponsors and exhibitors for printed program and signs. * *Registration, Food, Events Teams* – to determine who will print name tags, tickets, flyers, directional signs, etc. * *Hotel Staff* ***–*** to get a map to include in the printed program. * *Printer –*to produce final program |

***Budgeting***

The major publication cost will be the printed program which is distributed at the meeting.

If possible, have photocopying and signs donated by a law school or law firm. If they cannot be, these costs should be calculated also.

***Signs***

A variety of signs are needed for a MAALL meeting. They include (but are not limited to):

Educational programs:

There should be an easel and sign outside each program room listing the name, speaker, and time for each program. One sign might be used for all the programs that will be held in a particular room on a particular event.

Sponsors: For each event that has a vendor sponsor, there should be one or more signs acknowledging the sponsor. These might be easel signs or small tent signs placed on tables.

Directional: Signs are needed, especially the first day, to direct people to the registration desk, and for any off-site events. It may also be useful for any rooms that are not easy to find and for buses so people know they are getting on the right bus!

Name: Tent signs may be used to identify speakers or people seated at a head table.

***Printed Program***

Contents

The printed program is the key document that participants use to navigate the meeting. It should include:

Executive Board Members

Education and Local Arrangements Committee Members

Vendor Sponsors

Exhibitors

Schedules for registration, exhibits, hospitality, etc.

Complete information on all programs and events including:

Program/Event title

Time

Speaker(s)

Description

Location

Map of hotel and/or other locations being used

Transportation and parking information for any off-site events

Might also include, if space permits:

Welcome statements from President, Education Chair, Local Arrangements Chair

Speaker biographies

Menus

Emergency phone numbers

Coordination

It is essential that you communicate with the Education Committee, the MALLCO Executive Director, the Equipment/Rooms Team and the Exhibits Team and that they understand the deadlines and provide you with complete information on programs, program locations and vendors.

All information for the program needs to be assembled, formatted and sent to a printer a minimum of 2 weeks before the meeting. (However check with your printer for exact time needed.)

This means that cut-off dates for submission of information to the person preparing the program will have to be set about a month before the meeting.

Changes after the program has been sent to the printer will have to be announced at the meeting.

Careful coordination is required to get all the information in time for the program. But it is a good incentive to get things done on time!

Selecting and working with printer

You should select a printer at least a month in advance. Ask other people who have done printing for recommendations or search online for review of printers. Also investigate campus printing facilities at local law school(s).

There are many different kinds of printers. Among them are photocopying centers like CopyMax or FedEx Office, medium level printers that will print one-time, small quantity jobs like the MAALL program, and high-end printers that only deal with large jobs from companies. You cannot always tell the type of printer from the company name, so call and ask or visit.

Talking with printers can be a daunting task since they use printer lingo. Some things you will need to know are outlined below. The easiest way to convey what you want is to either give the printer a sample publication and/or to have printing job specs you can give over the phone.

When you talk to the printer, you will need to discuss the following:

File format and software:

IMPORTANT! Consult early with the printer, before you have started designing, about the file formats they can work with. Typically, they will request the end product as a PDF file but may also accept files in their native format.

Prefer using desktop publishing programs such as Adobe InDesign or MS Publisher, if available, over word processing programs such as MS Word or WordPerfect. Word processing programs allow text and images to flow freely from one page to the next, whereas desktop publishing programs “freeze” items where you place them. WordPerfect and MS Word files can cause problems at the printers because files printed out on different printers can change their layout and appearance. For example, a document that looks fine on your screen may be moved around on a computer with different printer settings for the attached printers. Converting the file to PDF will most likely freeze the content, but it is not 100 percent guaranteed. Also, once you are comfortable with a desktop publishing software, you will find the task easier because of the design control it offers.

Regardless of the software you use to create the program, it is often best to convert your finished document to PDF. If conversion to PDF is problematic, ask your printer if you can submit the file in its native format. The printer may use that or they may convert it to PDF. Keep in mind, however, that any tinkering with the file that the printer must perform can rack up fees.

Discuss options for delivering the electronic file to the printer. Options could be emailing, saving to a cloud account, or physically delivering on a disc or flash drive.

Description of project:

For example: meeting program in booklet format. Paper is folded and stapled (or "saddle stitched") to form a booklet.

Number of pages:

Pages come in multiples of 4, so if you increase from 8 to 12 or 12 to 16, there will be a jump in the cost because the printer, if using plates, will have to make more printing plates.

Ink color:

They will want to know if you are going to use color. If you plan to just have printed in “black and white” without color images, they may refer to that as one color, meaning black ink. Using color inks, other than black, is expensive.

Paper stock:

Choosing paper weight and color is tricky if you don not already have a sample page or exact specs. If you have neither, you can try describing what kind of paper you would like and the printer can probably make a recommendation, though you may want to go to the printer to select in person. Using colored paper will not significantly increase costs, and an attractive publication can be produced by using black ink on a fairly heavy colored paper.

Number of copies:

If the printer you select uses plates, most of the cost is in the initial setup (plate-making), not the number of copies, so do not try to cut your number of copies too close. It is better to have some leftover than to run out. The printer may routinely print some extra copies beyond the number ordered, so ask.

Deliveries and deadlines:

The printer can usually send someone over to pick up or deliver when you need to do physical exchanges of disks or print-outs. Also, the printer may give you a sample of your job for your review before the job is run.This sample may be physical, and it may be a PDF to review on your screen, particularly if you sent the original file in a format other than PDF and the printer had to convert to PDF. The printer will ask when you need the finished product and where to send it. (If you are getting down to the wire, you may need to pick it up or have it delivered to meeting site!)

***Other Publications***

*The following might be handled by the Publications Team or by another team, but just be sure that someone is handling!*

Registration: Registration materials will be posted online, but the Team may want to have some print registration forms, directions and other local information available at their desk. Registration Team might handle themselves.

Name tags: Each registered participant must have a name tag. Might be handled by Registration Team instead. *(See Registration chapter.)*

Tickets: For meal events, especially those that have multiple choices. Each selection should have a ticket of a different color.Could be handled by Food or Registration. *(See Food chapter.)*

Flyers/brochures:

Information on special events. Might be handled by Events Team instead. *(See Events chapter.)*

Program handouts:

Generally, each speaker should provide his/her own handouts. However, copies (or additional copies) might need to be made for some. Coordinate with Education Committee to notify speakers of number of participants expected.

**Publications Samples**

Printed program, St. Louis 2012 – cover (printed on heavy paper)

Printed program, St. Louis 2012 - contents

*(See Events and Registration chapters for samples of other materials.)*