# : Events

Identify attractions or libraries which would be suitable for reception, dinner or tours. Select and plan off-site events, which includes negotiating costs, making arrangements with contacts at the attraction or library, hiring caterers and selecting menus, and arranging for transportation and parking. Plan any special meeting activities.

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| ***Coordination Notes***  Be sure to check with:   * ***Food –*** to avoid menu duplication. * ***Transportation –*** to arrange for any necessary transportation to and from event venue. * ***Publications –*** to determine who will produce any necessary directional signs or flyers promoting the event. * ***Publicity –*** to be sure the membership is fully informed. * ***President or Local Arrangements Chair –*** to make meeting announcements about event logistics. |

***Event Selection***

Off-site events are generally planned to highlight local attractions and provide a pleasant social environment, and therefore will vary widely by locale.

Typically, MAALL has a reception or dinner on Thursday night and dine-arounds on Friday night. However these can be reversed or different approaches taken. Separate library tours may also be scheduled as part of the program, if there are law libraries or other libraries which are likely to be of interest to the membership. *(See section on Tours below in this chapter.)*

Likely venues for off-site events include museums, libraries, law firms, courthouses and publishing companies, but the possibilities are limited only by the locality, the budget, and the imagination of the team!

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| Recent MAALL event venues:   * 2013 Omaha Durham Museum * 2012 St. Louis Old Courthouse (part of Arch national park) * 2011 Lawrence Dole Institute/Bob Dole archives * 2010 Iowa City Hoover Presidential Library * 2009 Columbia Missouri Theatre, with historical trial re-enactment |

***Costs***

Off-site events are a significant part of the budget so they should be planned early. Costs may include transportation, caterer, rental, clean up, insurance, and entertainment. Be sure to ask the representative of the venue about any specific requirements.

MAALL purchases chapter liability insurance through AALL. Contact the MAALL treasurer to request a Certificate of Insurance.  *(See Budget Chapter for more information.)*

***Transportation***

If a Transportation Team is handling off-site event transportation, communicate with the Transportation Leader regarding event plans (timing, locations, logistics) so he/she may check costs and arrange appropriate transportation and parking. *(See Transportation chapter.)*

On the day of the event, ask the Local Arrangements Chair to announce transportation arrangements (time and location of buses, etc.)

Be sure to include information about transportation arrangements and parking in the printed program.

It can also be helpful to prepare an event flyer describing transportation arrangements as well as directions for those who wish to drive. *(See Publications chapter.)* Include this in registration packets or have available at registration desk. Also, provide hotel staff a few copies on the day of the event in case they are asked questions. (*See sample at end of chapter.)*

Help MAALL members find their way to the event by strategically placing Local Arrangements members at the event venue (and along the route, if walking.) Make them easy to spot by having them wear something uniform and distinctive such as hats or shirts connected to a local sports team, college, etc.

***Event Food***

If a Food Team is handling food arrangements, work with the Food Leader on food needs. *(See Food chapter.)* In any case, determine who will be responsible for working with the caterer.

Some venues may require use of a particular caterer; be sure to ask. If none is required, ask about caterers who have worked at the location previously, as they will have familiarity with the venue and its particular requirements.

If off-site events are planned for both Thursday and Friday nights, avoid having stand-up “grazing” type of meals both nights. Coordinate menus between evening event(s) and lunches so there is not duplication.

***Scheduling***

Allow some time between the end of the scheduled daytime programs and the evening events so people can rest and change clothes.

If event is held at a museum, art gallery, etc., be sure to allow people enough time to look around.

On the other hand, try not to have too much dead time, so that people get anxious to leave.

Do not have the event last too late, as MAALL days are very full and people get tired! Try to have everyone back at the hotel no later than 10:00 p.m.

***Event Agenda***

Socializing (or “networking”) is important to MAALL members, so be sure to provide opportunities for it at any events. The focus of MAALL evening events is usually social, without a formal speaker.

Including remarks by the AALL representative at an evening dinner was tried for a few years, but was not too successful.

Presenting a local entertainer is a nice touch if not too expensive. Note that having live groups present “background music” at receptions is probably wasted effort and money, as there is generally too much noise to hear the performers.

***Dining Groups***

If the host city has a lot of good restaurants, organized dining groups can be popular. The groups typically go out to dinner Friday evening, with each participant being responsible for the cost of his/her meal.

Each group should have a local host or hostess and advance sign up so a reservation can be made. Ask ahead if the restaurant will allow separate checks. If not, advise group members and agree on how payment will be handled.

Have copies of menus available at the registration desk for people to examine.

Be sure to include some restaurants that offer a variety of vegetarian selections.

Choose restaurants that are not too high-priced and preferably are not too noisy as people like to have a chance to talk.

Select restaurants that are within walking distance or easily accessible by public transportation, or have MAALL local members who are willing to drive and can transport several people.

If arranging for commercial transportation *(see Transportation chapter)*, do NOT have large buses drop people off in an area with several restaurants so groups can walk to different restaurants. That has been tried and does not work well because groups finish at different times. If complimentary hotel or university vans are available they might be a good alternative.

***Library Tours***

Everyone likes to see other libraries, so if there are some interesting ones in your area, try to arrange for tours. These might be combined with an evening event or take place during the day as a part of the program. *(Coordinate with Education Committee.)*

Choose libraries that are in walking distance, or you or Transportation Leader will need to arrange, and budget, for transportation. *(See Transportation chapter.)*

Have advance sign-up, especially for smaller libraries, so the tour does not get too crowded. This is also necessary if you are providing transportation.

Have a contact person at tour library who will be responsible for receiving the visitors, showing them around, and answering questions.

Do not limit your choices to law libraries; other types of libraries or other organizations may also be of interest.

***Optional Excursions***

Depending on the locale, it may be nice to offer excursions which are outside the regular MAALL schedule, such as on Thursday morning or Saturday afternoon. This might be to area attractions that are too far away, complicated or expensive to include as events for the full membership.

These might be outings lead by local MAALL members, or Local Arrangements might just facilitate sign up by MAALL members for regularly scheduled commercial tours.

***Publicizing Events***

The events can be a meeting highlight, so be sure to describe them in Local Arrangements newsletter articles, announcements, web page, etc. and in the printed program.

**Event Sample**

Thursday night flyer, St. Louis 2001