

LES Chapters



LES Chapter Leaders' Open Mic
Chapter Event Management
November 1, 2011

New Chapter Trustees

2011-2012 Chapter Trustees

Caroline Rockafellow

VP Local Chapters

Betty Koutsogiannis, USA & Canada East

All Chapters east of the Mississippi River
LES Montreal Chapter, Past Chair

Hilton Sue, USA & Canada West

All Chapters west of the Mississippi River
LES Vancouver Chapter, Past Chair

Welcome New & Current Leaders!

Importance of LES Chapters

- LES Chapters are the “grass roots” of the organization and provide important local networking events to 3000+ participants per year
- LES Chapters are the entry into LES for many new and prospective members
- As a LES Chapter leader you serve a critical role in driving membership, meeting attendance and participation in LES educational programs

LES Chapter Event Management

Event Submission Forms

- Each Chapter will submit a LES Chapter Event submission form a minimum of **4** weeks before the event date.
- Chapter can use event form to submit “Save the Date” info; date, time, location

LES Chapter Event Management

Sample Event Submission Form



LES (USA & Canada)

Chapter Event Submission Form

*Chapter	<input type="text" value="Chapter Name"/>												
*Date & Time	<input type="text" value="Date & Time, Additional Schedule if applicable"/>												
Title or Topic	<input type="text" value="Title or Topic of event. Not required for Save-the-Date but highly recommended for full meeting announcement"/>												
*Location	<input type="text" value="Full address; phone and website are encouraged"/>												
Speaker(s) or Panelists w/ moderator	<input type="text" value="List all speakers, panelists, moderators, and their titles and organizations"/>												
Registration Fees	<table border="0"> <tr> <td>Early by:</td> <td>Regular by:</td> <td>Onsite</td> </tr> <tr> <td>Member:</td> <td>Member:</td> <td>Member:</td> </tr> <tr> <td>Non-Member:</td> <td>Non-Member:</td> <td>Non-Member:</td> </tr> <tr> <td>LES Student:</td> <td>LES Student:</td> <td>LES Student:</td> </tr> </table>	Early by:	Regular by:	Onsite	Member:	Member:	Member:	Non-Member:	Non-Member:	Non-Member:	LES Student:	LES Student:	LES Student:
Early by:	Regular by:	Onsite											
Member:	Member:	Member:											
Non-Member:	Non-Member:	Non-Member:											
LES Student:	LES Student:	LES Student:											
Description	<input type="text" value="Description of event title"/>												
*Event Contact(s)	<input type="text" value="Chapter contact information for questions about the meeting or event location. Please list no more than 2 people"/>												
Sponsors	<input type="text" value="List all sponsors and type of sponsorship; in-kind (donated meeting space, catering, etc.) or cash contribution. Please complete LES Chapter Sponsor Form."/>												
Speaker Bio(s)	<input type="text" value="List all speaker bios to be posted on all LES website"/>												
Notes	<input type="text" value="Insert additional information or notes here such as directions, etc."/>												

*Required for Save-The-Date Notice



LES (USA & Canada)

Chapter Event Submission Form

Event Budget Worksheet

Estimated Attendees:	<input type="text" value="Provide an estimated number of attendees based upon recent meeting and historical trends."/>
Anticipated Catering Costs:	<input type="text" value="Provide catering guarantee number and per person cost"/>
Meeting Space Costs:	<input type="text" value="Provide meeting space rental costs"/>
Other Costs:	<input type="text" value="List all other costs associated with the event including AV"/>
Total Cost per person:	<input type="text" value="Provide Total Cost per person for the event. Total cost per person is the total catering, meeting space, and other costs divided by the total number of anticipated attendees."/>

*Required for Save-The-Date Notice

LES Chapter Event Management

Registration Pricing

- All Chapters will offer LES member and non-member pricing
- Chapters may offer a discounted student fee available only to current LES Student Members
- All Chapter event registrations will be processed through the LES website or via fax/email/mail form forwarded to the LES office. Canadian Chapters may have alternative online registration procedures due to currency issues.

LES Chapter Event Management

Marketing & Outreach

- LES Chapter events are promoted through the LES website and email blasts
- Up to 3 email blasts will be sent per Chapter event, provided the event is submitted to LES office with enough advance notice.
- Chapter leaders may promote event to local networks and contacts independent of the LES Chapter email distribution list

LES Chapter Event Management

LES Email Marketing Schedule

- Chapter Email Marketing Schedule (*assumes the minimum 4 week notice to LES office*)
- Announcement (Email 1): Email sent within 3 business days of receipt of event submission form
- First Reminder (Email 2): Email within 2 weeks prior to the event
- Final Reminder (Email 3): Email sent within 24-48 hours before event

LES Chapter Event Management

CLE

- Some LES Chapters offer Continuing Legal Education (CLE) credit for their events to attract legal professionals
- If outside CA, It is the responsibility of the Chapter to apply with their local bar association for their desired event.
- The LES office is available to assist with this process as needed, and for additional questions please contact chapters@les.org

LES Chapter Event Management

Event Forms & Templates

- Chapter will be responsible for printing and distributing name badges and attendance lists.
- LES office will provide name badge templates, attendance roster templates and supplies (badge holders, lanyards, etc.) Additional supplies are available on a per request basis.

LES Chapter Event Management

Onsite Event Management

Chapter leaders and/or volunteers should arrive early to setup the registration area and should include:

- Printed name badges and holders
- Expected Attendance roster
- Sign-In Sheet
- Onsite Registration forms
- LES Promo materials
(Membership forms, meeting brochures, etc.)
- Other forms as needed, including CLE forms

LES Chapter Event Management

Onsite Registration

- All onsite attendees must complete a LES Chapter registration form and provide payment information (check or credit card)
- Registrants may attach a business card in lieu of completing the contact information section
- If cash payments are received, send a check or money order to LES instead of the cash itself.
- **Do not send cash in the mail!**

LES Chapter Event Management

Chapter Event Talking Points

- Introduce Chapter leaders and welcome attendees
- Highlight LES Membership benefits and upcoming LES national meetings
- Introduce speaker(s) and thank sponsor(s) as appropriate
- Present speaker(s) with gift at the conclusion of the presentation
- Thank attendees and promote online evaluation form (will be sent within 24 hours)

LES Chapter Event Management

Chapter Payments and Reimbursement

- All vendors are to be paid via check during the regular LES payment cycle.
- LES has **2** check payment cycles per month; the 15th and last business day of the month.
- All Chapter payment requests must be received **24** hours before the scheduled payment cycle to ensure processing.

LES Chapter Event Management

Chapter Payments and Reimbursement Cont.

- All vendor invoices and reimbursement requests must be submitted to the LES office within **two weeks** of receipt at the local level. Payment requests received more than 14 days after the event will not be paid.

LES Chapter Event Management

Chapter Event Evaluations

- Online event evaluations will be sent from the LES office within 24 hours of the event's conclusion.
- A standard online survey will be used gather feedback and comments and the Chapter may add 1 additional question per event.

LES Chapter Event Management

Sample Online Survey


LES Chapter Meeting Survey Sample - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Local Chapter Events Dashboard | MailChimp SurveyMonkey - Que... WP Halloween street clos... Georgetown, Washin... GoToMeeting : Web c... LES Chapter Meeting ...

www.surveymonkey.com/s/3P3Q8KL

Most Visited FedEx M Rosslyn M King Street 20 LES Calendar LES SVC Constant Contact HTML Glossary ETF Expense Ratio? - ... SurveyMonkey

 Exit this survey >>

LES Chapter Meeting Survey Sample

DATE

LOCATION

TOPIC & SPEAKER

1. Program & Networking

	Very Satisfied				Not Satisfied
The meeting was as described on the Chapter web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The topic was relevant to my work or organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The speaker was knowledgeable about the topic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There was enough time and opportunity to network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The meeting time was convenient for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The meeting location was convenient for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to attend future LES _____ Chapter events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

start

1:37 PM

LES Chapter Event Management

Around the World with LES



- Each LES Chapter will participate by hosting an event on April 26
- Additional information on ATW will be provided on an annual basis for Chapter leaders

LES Chapter Event Management



Open Discussion

LES Chapter Event Management

Next Open-Mic Webinar

**Date: Tuesday, December 6, 2011
4 PM EST/1 PM PST**

Topic: Sponsorship & Local Partnerships

Thank You!



Thank you for participating and we look forward to another successful year in 2012!