

## RESERVATIONS - DATE/TIME/ROOM

The first step is to reserve your **date, time**, and **room** in advance with the **MEETING SERVICES DEPARTMENT**. Please contact Linda Kemble (212-382-6653 or lkemble@nycbar.org) or Nick Marricco (212-382-6637 or nmarricco@nycbar.org).

Note: If you need to cancel or reschedule your program after reserving your room, please notify either Linda Kemble or Nick Marricco in Meeting Services.

Then contact Martha Harris or Alan Rothstein to have your program approved.

## EVENT MARKETING & PUBLICITY

1. Events submitted before deadline date (see next page) are listed in the *44th Street Calendar*, placed on the City Bar's website at [www.nycbar.org](http://www.nycbar.org) and distributed to members through **e-flyers**. To list your event, please email the following information to Arlene Mordjikian at amordjikian@nycbar.org

**Date/Time**

**Title**

**Description of Program** (60 words max)

**Moderator(s)** (include title and affiliation) - must be confirmed

**Speaker(s)** (include title and affiliation) - must be confirmed

**Sponsoring/co-sponsoring committee(s)** (include chair's full name(s))

**Registration fee information** (lunch, dinner, and contact information) if applicable

We must have all the above information in order to list an event. We cannot do TBAs.

We reserve the right to edit program descriptions.

**Note 1:** To avoid confusion or conflicting information, we need to communicate with one contact person per event. We would appreciate that any changes from other committee members be passed to the contact person for the program, who is then responsible for passing on the information to Ms. Mordjikian. Likewise, if committees are co-sponsoring programs with outside groups, we need to receive all program information from our committee contact to ensure consistency.

2. Events that are listed in the *44th Street Calendar* will automatically be made into **e-flyers**. E-flyers are sent via email approximately two weeks prior to each program (and additionally is listed in the monthly calendar which is sent to the entire Membership the week prior to the beginning of the month). The Association will select and email the e-flyers to the appropriate committees and practice groups. We urge your committee members to distribute the e-flyer to their own contacts; we have found that outreach to colleagues is the most effective way of focusing attention on a program.

3. Events that are listed in the *44th Street Calendar* and on **e-flyers** will also be posted on our **website**: [www.nycbar.org](http://www.nycbar.org).

**Note 2:** If you have missed the deadline for the *44th Street Calendar*, or have edits/additions to add to the event you have already submitted, you must contact each appropriate staff member individually to publicize your event.

## DEADLINES

### ISSUE

### DEADLINE DATE

SEPTEMBER 2011	MONDAY, JULY 11, 2011
OCTOBER 2011	THURSDAY, AUGUST 18, 2011
NOVEMBER 2011	THURSDAY, SEPTEMBER 8, 2011
DECEMBER 2011	MONDAY, OCTOBER 10, 2011
JANUARY 2012	TUESDAY, NOVEMBER 8, 2011
FEBRUARY 2012	WEDNESDAY, DECEMBER 14, 2011
MARCH 2012	WEDNESDAY, JANUARY 11, 2012
APRIL 2012	WEDNESDAY, FEBRUARY 8, 2012
MAY 2012	THURSDAY, MARCH 8, 2012
JUNE 2012	TUESDAY, APRIL 10, 2012

No new events can be listed in the *Calendar* after the deadline (see next page). Programs submitted earlier will receive extra attention, and changes and revisions can be submitted up until the deadline date. If you expect a problem confirming all speakers by the deadline dates above, please contact Arlene Mordjikian prior to the applicable date.

## MEDIA OUTREACH

If your committee seeks press coverage for its program, please contact the City Bar's Communications Director Eric Friedman (212-382-6754 or [efriedman@nycbar.org](mailto:efriedman@nycbar.org)) approximately four weeks before the event, to discuss and, if appropriate, implement media outreach. One contact from the committee works best (usually the chair or the secretary). The contact person is responsible for providing the Communications Department with any last-minute program updates including cancellations, new speakers or moderator, etc., no later than one week prior to the event, when the press release is distributed.