

SLA Outreach Events
Frequently Asked Questions

1. How can I plan an SLA Outreach Event?

Answer: You can contact Norman Wain or Layth Gafoor by e-mail (normanwain@usatf.org or layth@lucentem.com) . They will put you in contact with any other volunteers in your region with whom you can work on planning an event. A member of the SLA Outreach Committee will be assigned to your group and will be available to answer any questions you may have as you plan your event.

2. Can you give me some suggestions of the types of events that have been successful in the past?

Answer: There are a wide range of events that you can plan, depending on the amount of time you want to spend and your contacts in your local area. The SLA website lists the prior Outreach Events organized by state. Also, here are some general examples:

- a. Happy Hour – You can work with a local bar or restaurant to reserve private space that can be used for the event. Consider negotiating discounts on drinks and food. If you want, you can also arrange for a guest speaker.
- b. Luncheon or Breakfast – You can work with your employer or a local law firm to get space donated to host an event which could include a panel discussion or guest speaker. If your employer or the local law firm wants to sponsor the lunch or breakfast, this could be a great option. Otherwise, you can host a “brown bag” lunch or breakfast where the attendees bring their own food.
- c. Sporting Event – You can work with a local sports team on a package for discounted tickets for a sporting event. You can find a way to incorporate a panel discussion or guest speaker before the game. You can work with the team on discounts for food and beverages and add it into the cost of the ticket. Alternatively, offer a cash bar or find a local sponsor for the event to cover the cost of the food and/or beverages. You might also be able to arrange for a luxury suite to be donated for this purpose as well.
- d. Joining forces with another group – You can work with a local law school’s sports law group or the local bar association’s sports law committee to co-sponsor an event.

3. Does the SLA provide funding for these SLA Outreach Events?

Answer: The SLA Outreach volunteers have planned events since 2008 without any SLA funding.

4. Are these SLA Outreach Events for SLA members only or can I invite non-members?

Answer: Depending on the event, you can invite members only or non-members as well. In the past, where the event provides access to a limited number of attendees (e.g., a luxury suite at a sporting event), it is typically reserved for SLA members only as a member benefit. Where there is unlimited space, we encourage the SLA Outreach volunteers to include non-members.

5. Once the event is planned, how is it marketed and publicized?

Answer: The SLA posts the events on all of its communication outlets, including its website (www.sportslaw.org), in the monthly sports law newsletter, on its Facebook page, and through an e-mail blast to its database of members and non-members (including sports law groups at local law schools) who reside in your geographic region. In addition, we encourage all SLA Outreach volunteers to promote the event to their local contacts.

6. What is the purpose of an Outreach Event?

Answer: When the SLA conducted a survey in 2010 we learned that SLA members wanted the opportunity to network with their local sports law communities between conferences. Also, the events are used to promote the SLA annual conference and SLA membership.

7. Will I be provided with any SLA information to distribute at the event?

Answer: Yes. Prior to the event, you will be sent SLA membership materials and conference information (if they are printed at the time your event is being held).

8. Will I have any other responsibilities at the event?

Answer: We ask that you distribute the SLA materials that are sent to you at the beginning of the event. In addition, we ask that you collect contact information from those individuals attending the event.

9. Are there any additional SLA benefits provided to the SLA Outreach volunteers?

Answer: Yes, if you plan an Outreach event you will be invited to attend an exclusive breakfast for SLA Outreach volunteers and Committee members. The purpose of this breakfast is three-fold: (i) to thank you for your efforts to extend the reach of the SLA and make the organization more valuable and

meaningful to its members, (ii) to provide you with the opportunity to share event ideas with the other SLA volunteers who have planned events around the country during the prior year, and (iii) to provide you with the opportunity to network with the other SLA Outreach volunteers and Committee members.

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