



How To Realize A Year Of Magic For Your Small Bar Utilizing A Shoe-String Budget & Limited Human Resources

1. The Proverbial “Box of Crap”
2. Strategic Date Setting
 - a. Off Season; Inside vs. Outside
 - b. Use Venue Staff
3. Get Sponsors
 - a. Summer is all about lining up money
 - b. Make Your Sponsors Feel Special
4. Collaborate
 - a. Legal Organizations
 - b. Non-Lawyer Organizations
5. Borrow vs. Buy
 - a. Previous Events
 - b. Other Organizations
6. Discount vs. Free Admission
7. Know your Audience
 - a. Ask members
 - b. Have your finger on the pulse of the organization
8. Active Members
 - a. Form committees
 - b. Past Presidents
 - c. Use their networks