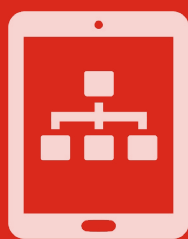
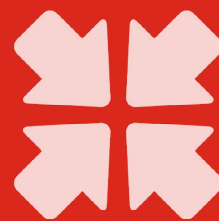




INTERNATIONAL ASSOCIATION  
OF YOUNG LAWYERS

# Seminar guidelines





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# Organising Committee (OC)

## 1. Constitution of the OC

The OC of a joint or double seminar has ideally 6 members (maximum 8 members).

It is crucial to assign dedicated tasks:

- Local members should organise the local programme (hotel, venues, social programme, cooperation with local organisation, etc.);
- Academic team should be in charge of the academic programme as well as the coordination of speakers and moderators;
- Sponsorship team should make sure that all is done to reach and surpass the sponsorship target.

## 2. Plan for success

- Read and follow these guidelines;
- Seek support from the APC and AIJA Brussels team;
- Schedule re-occurring OC calls to keep track of deadlines and steps to be taken;
- Liaise with Commission Officers in regards to timing and academic backbone;
- Once the location has been chosen, contact the National Representative (NR) of that jurisdiction. The NR can assist with seminar promotion and may provide useful contacts with local organisations/sponsors;
- Spread the word and consider smart marketing within specific sector, field of law, specific organisations and associations involved in the seminar topic;
- Consider involving Commission, Board or Officers from Legal Tech, Human Rights Committee, SCILL Commission, the Legal Tech board as well as the Sustainability and/ or Diversity officer.

## 3. Registration

Every OC member must register for the seminar. However, according to the current budget template up to 6 OC members are entitled to a waived registration fee, on the condition that break even numbers are met.



# Format of the seminar

## Joint or double seminar?

- Double Seminar: Participating Commissions have separate academic programmes in separate seminar rooms.
- Joint Seminar: Participating Commissions have one joint, integrated academic programme.

## Suggested schedule

### THURSDAY

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18:00 - 20:00	Welcome cocktail
20:30	Optional dinner*

### FRIDAY

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9:00 - 17:00	Academic programme
20:00	Dinner

### SATURDAY

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9:00 - 14:00	Academic programme & lunch
15:00 - 18:00	Optional social programme*
20:00	Optional dinner*

\*It is not included in the registration fee and participants have to buy a ticket for that social function.





# Requirements

When contacting venues, please bear in mind that in addition to organise a successful event, you have to make sure that you open registrations with an attractive fee accessible to young lawyers. AIJA recommends a starting fee (i.e., the lowest early bird fee for members younger than 35) no higher than €515.

The quotes to be collected are:

- Offers from potential seminar venues;
- Caterers;
- Audio-visual suppliers;
- Restaurants;
- Any suppliers that will host your social programme (ex: transport companies, DJ, guides...).

When contacting suppliers, please inform them that we will not sign for more than 60 participants (30 for Saturday's optional social programme) and make sure that there is room for more.

## Seminar venue

Local bar associations and universities are often willing to host the seminar on their premises free of charge.

If these locations are not available, please arrange a conference room in one of the local hotels.

When contacting seminar venues, please ask for the following:

- Friday: full-day meeting package per person including the meeting room, basic technical equipment (please see next point), mid-morning and mid-afternoon coffee breaks, a lunch, water, notepads and pens for each participant and speakers);
- Saturday: half-day meeting package per person including the meeting room, basic technical equipment (please see next point), mid-morning coffee break, farewell lunch, water, notepads and pens for each participant and speakers)



**AIJA tip:** If possible, visit the venue in person and verify the necessity of a sound system and microphones, as well as the need for a technician onsite. Check also the Wi-Fi connection.



### Technical equipment

For most seminars, this is what is required per session room: projection screen, beamer, laptop, clicker, sound system, lectern with microphone, one wireless hand-held microphone, three table microphones, flipchart with pens, Wi-Fi, technician onsite.

If the above is not provided by the seminar venue, please ask the contact details of recommended suppliers and contact them to receive an offer.

### Social programme

Your event should include the following activities: Thursday welcome cocktail, optional Thursday dinner, Friday dinner, optional Saturday social programme and dinner.

Optional activities have to be paid in addition to the registration fee through tickets linked to the online registration form.

- Thursday welcome cocktail: it should include a 2h drink package with finger food. It is usually organised at the seminar's venue but another location can be considered if it remains within budget.
- Optional Thursday dinner, Friday and Saturday dinners:
  - The dinners should include a three-course menu (starter, main course, dessert) and a drink package per person offering wine, beer, soft drinks, water, coffee and tea. Vegetarian options should always be offered as well;
  - An easy and cost-saving solution is to book a restaurant where no rental fee applies, no additional decoration is needed, and the caterer is used to groups. This makes it altogether easy to organise. A more expensive location can also be booked (e.g. landmark of a city or a historically important venue) in case there is additional income covering for these extra costs;
  - If the locations are not walking distance from the seminar venue, please find a transport company that can give you a quote.
- Optional Saturday activity: the Saturday's afternoon is a great moment to offer the participants a unique local experience.



# Accomodation

If the seminar is held in a hotel, please include the below in your request when contacting them. if the event is held in a venue without capacity for accommodation, please contact hotels located nearby.

We usually ask for 50 bedrooms for each night from Thursday to Saturday. We advise to find a hotel with a rate of 200€ per night.

AIJA will not guarantee the room block and, therefore, a 100%cut-off date has to be approved by the hotel.

Guests are individually responsible for booking, guaranteeing and paying for their accommodation.



A photograph showing a group of people in business attire networking at a table. A man in a dark suit is smiling and handing a business card to a woman in a blue suit. There are several glasses of beer and water bottles on the table.



## AIJA tips:

Try to avoid bus transportation and choose venues that are within walking distance from each other or easily accessible by public transport.

*No law firm events! Law firm events are jeopardising sponsorship opportunities and local registration numbers. Please organise drinks, dinners and other social events in neutral (public) places.*





Organising Committee

- Confirm academic programme
- Confirm speakers & their costs
- Confirm sponsors
- Confirm volunteer/ intern helping onsite

- Fix date, location, topic
- Gather offers from venues
- Start approaching sponsors

Send introduction text to AIJA team

Call for speakers & sponsors

-1Y

-7M

-6M

-4M

AIJA

- Publish event on website
- Sign contacts with venues and suppliers

- Prepare flyer
- Populate website: text, hotel, etc.

**SAVE THE DATE CAMPAIGN**

**REGISTRATION OPENS**

- Close budget
- Set registration fees
- Set up the online registration system
- Upload the seminar programme



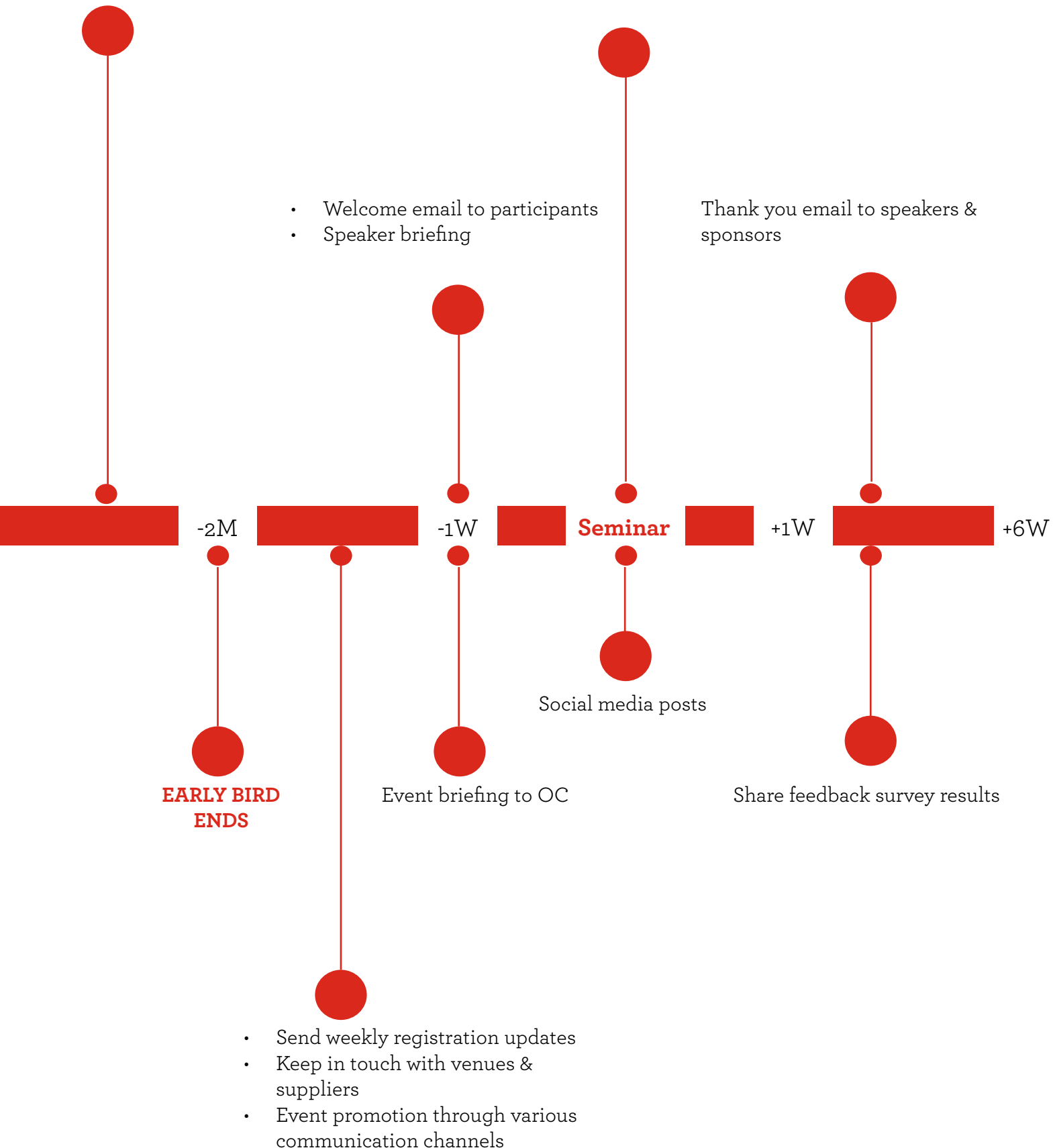
## AIJA seminar guidelines

- Invite local law firms
- Fix a meeting with the local bar association
- Apply for CLE accreditation

- Onsite event management
- Social media feed to AIJA (pictures, quotes)

- Welcome email to participants
- Speaker briefing

Thank you email to speakers & sponsors



# Academic programme

The Organising Committee is in charge of the academic programme with the support of their Commission Officers as well as the Academic Programme Committee (APC). You are also welcome to involve other Commissions such as SCILL, Boards or Officers (Legal Tech, Sustainability, Diversity).

There are many different types of sessions: panels, round tables, keynotes, workshops, mock trials, etc. We highly encourage that you seek interaction between the speakers and the participants.

The OC selects AIJA speakers (panellists, moderators, etc.) diligently (e.g. based on an application) to ensure that they are 'fit for the job'.

When selecting moderators and speakers, diversity in terms of gender and nationality is of paramount importance!

The sessions are usually taking place between 9:00 - 17:00 on the Friday and 9:30-13:00 on the Saturday. We recommend not finishing later than 17:30 on the Friday so that the participants have time to work or refresh prior the social programme.

## CLE credits

AIJA is an official accredited CLE provider in some local bar associations. To obtain the CLE accreditation for your event, you need to file an application with the local bar association in a timely manner.



# Budget

AIJA has created a budget template with price indications. Each cost item can be more or less expensive than the price in the templates as long as the end result, based on which we calculate the fees, remains reasonable.

The break-even number equals the number of expected participants, i.e. 60 pax. If registrations open less than four months before the event, these numbers can be decreased by 20 which significantly highers the fees.

The break-even shall safeguard that the seminar expenses do not exceed the revenues from the registration fees of the seminar.

As AIJA is a non-profit organisation and it is mainly funded by the proceeds of its events. Exceeding the break-even means organising a profitable event and ensure AIJA's healthy financial sustainability.

The AIJA event coordinator assigned to your event is in charge of updating the budget and the AIJA Treasurer will have to approve it prior opening registrations.

Fee-waived registrations have to be confirmed before the budget is closed:

- OC members (granted only if break-even is reached);
- External speakers (attendance, travel, accommodation can be covered only if budget allows). We strongly recommend that you check the reimbursement policy and ask the AIJA event coordinator for more information prior committing to any expenses;
- Volunteers/ interns (in exchange for onsite support);
- Sponsors (as specified in the sponsorship packages);
- Bureau member (usually the AIJA President).



# Registration

The registration fees shall be calculated on basis of the seminar budget and then approved by AIJA Treasurer.

## Speakers, external speakers and in-house counsels

- Speakers: every speaker, whether AIJA member or not, must register for the seminar. They are entitled to a lower registration fee;
- External speakers: external (keynote) speakers are encouraged and welcome, as it is seen as added value and highly rated by the participants. On a case-by-case basis, and subject to the amount of sponsoring and their qualification, the registration fee of external speakers may be waived for the seminar day of their presentation. Depending on the budget, they can be invited to some of the social functions and travel as well as accommodation expenses can be covered;
- In-house counsels: as they are seen as an added value to our seminars, a fixed early bird rate of 150€ has currently been set. Please note that this remains subject to the approval of the treasurer.

# Sponsorship

The targeted amount of sponsorship for each seminar is 15 000€ net and can be higher if the OC decides to go for more expensive venues or any items affecting the budget.

The AIJA team is in charge of updating the sponsorship brochure for your event based on the description that you will share with them.

Reaching out to sponsors is an absolute priority. Often speakers' firms are inclined to sponsor, but you can also target local banks, universities/ LLM programmes, legal publishers, service providers, luxury brands, etc.

50% of any additional sponsorship confirmed after closing the budget can be used for paying any extra costs (e.g. Friday after party, Thursday dinner, photographer) if break-even is reached.





# Communications

## BEFORE THE EVENT

- **Introduction text and title:** OC members will send a title proposal for the seminar together with an introduction text describing the academic and social programmes, as well as the host city. These will be published on the AIJA website and in the sponsorship brochure.
- **Media partnership:** OC members reach out to local media publications for barter offerings the event visibility across their website, social media and newsletters. OC members can do the same with local law firms, bar associations and law societies.
- **Promotion:** The OC will provide the AIJA team with the texts used for the promotion: save the date, opening of the registrations. In addition, the OC will take an active part in the promotion by reaching out to their network via private emails or social media

## DURING THE EVENT

- **Executive summary of the event:** OC will designate a member in their team to write a summary of the seminar including the main highlights from the academic and social programmes. The executive summary will be edited by the AIJA team and published on our digital and social media channels after the event.
- **Social media:** OC members are invited to share general atmosphere photos, comments and quotes from the event in a dedicated WhatsApp group. This content can be published on our social media channels.

## AFTER THE EVENT

- **Promotion:** The OC will provide the AIJA team with the texts used for the promotion: save the date, opening of the registrations. In addition, the OC will take an active part in the promotion by reaching out to their network via private emails or social media
- **Feedback and debrief:** OC members will receive the feedback survey filled out by the participants one month after the seminar.



# Learn. Network. Share

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**[www.aija.org](http://www.aija.org)**



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