

BLS Communications Committee Meeting Agenda

Friday, September 2, 2022 at 1 PM

Labor Day Retreat

JW Marriot Marco Island, Room: Calusa 8

1. Content: Monthly Newsletter, Blog, & Social Media
 - a. Content Calendar = Google Sheet (if you want to be added to the working Google Sheet, you would need to have a Google account)
 - b. *Better Know a Judge* video series rollout
 - i. *Completed & Posted*: Bankruptcy Judges Robson, Mora, and Burgess
 - ii. *Completed, Not Posted*: Judge Brown
 - iii. *Being scheduled*: Judges Geyer, Berger, Cristol (written article)
 - iv. *Others?*: Judges Russin, Sneed, Grossman
 - c. *Get to Know Members Better* series
 - i. Start with BLS Officers/Executive Committee
 - ii. Format Options
 1. Question bank?
 2. 2 Truths & A Lie/False?
 3. This or That?
 - d. Content Help
 - i. Blog content
 1. Need to assign one month per Committee member for content
 2. Assign one month per relevant BLS Committee/Sub-Committee/Task Force
 3. Please let us know if you have any news to share
 - ii. CLEs – upcoming and after-market promotions (catch up on what you’ve missed)
 - e. Content Ideas
 - i. Sponsor Spotlight
 - ii. Calendar
 1. January – New Year’s Resolutions/Traditions; Winter Meeting
 2. February – Valentine’s Day (Love thy lawyer? Love thy client?)
 3. March – St. Patrick’s Day (travel stories; pictures)
 4. April – Spring Cleaning; Administrative Professionals thank you
 5. May – Mother’s Day (thanks to lawyer moms); Memorial Day
 6. June – Father’s Day (thanks to lawyer dads); Annual Meeting
 7. July – Independence Day; patriotic
 8. August – ?
 9. September – Labor Day
 10. October – Pro Bono Month
 11. November – Thanksgiving
 12. December – Holidays

- iii. Other Committees' Schedules
- iv. Fellows Spotlight
- v. Scholars Spotlight

2. Social Media – update from Tracey
3. BLS Website
 - a. Member registrations – encourage all BLS members to create profile
 - b. Update the IMF page (Crystal and Michelle Suarez are still listed as Chair of the IMF Mentoring Subcommittee. April Stone is listed as a member of the IMF Mentoring Subcommittee)
4. Sponsorship Packages
 - a. Review upper-level sponsorship packages for substantive committees; ensure website is delivering any promised exposure
5. Substantive & Standing Committee Liaisons (*please inform of the committee meetings that you will be attending*)
 - a. Bankruptcy/UCC –
 - b. Business Litigation –
 - c. Computer & Tech Law –
 - d. Corporations, Securities & Financial Services –
 - e. IMF –
 - f. IP Committee – Crystal Potts
 - g. Fellows & Scholars Retention Task Force Representative (MTG is 9/2 at 2-3PM)
6. New Business