



**PLANC**  
Pre-Law Advisors National Council

# **EVENTS BEST PRACTICES GUIDE**

*Law School Engagement Events*

LAW FAIRS | SPEAKERS & PANELS | LAW SCHOOL VISITS

## INTRODUCTION

In an effort to support the work of pre-law advisors across the country, the Pre-Law Advisors National Council (PLANC) created the *Events Best Practices Guide* with the goals of (1) establishing helpful best practice standards for planning law school engagement events, (2) creating a roadmap for facilitating increased coordination and collaboration amongst hosting institutions, and (3) providing a guide for advisors new to planning law school engagement events. Trend data, information and insights for the *Guide* were gathered through national surveys\* of law admissions professionals and pre-law advisors, and through the work of the PLANC Events Committee representing pre-law advisors and law school representatives from regions across the country.

Recommendations found in the *Guide* represent national standards and best practices for planning law school engagement events, but do not necessarily encompass all types of events and programs potentially hosted by pre-law advisors. For the purposes of the *Guide*, law school engagement events include *Law School Fairs*, *Law Admissions Speaker/Panel Events*, and *Law School Visits*.



## THANK YOU TO THE 2024-2025 PLANC EVENTS COMMITTEE

**Br. Glenn Bolton**, PCAPLA Pre-Law Advisor Rep

**Karen Britton**, SAPLA Law School Rep

**Mark Brown**, SAPLA Pre-Law Advisor Rep

**Daphne James**, SWAPLA Law School Rep

**Martha Kirby**, MAPLA Law School Rep

**Mary Nadarski**, WAPLA Pre-Law Advisor Rep

**Jessica Velasco**, SWAPLA Pre-Law Advisor Rep

**Megan Pickens**, MAPLA Pre-Law Advisor Rep and Committee Chair

**Maya Russell**, PLANC Chair and Ex Officio Committee Member

\*Data cited in the *Guide* is drawn from the following sources: *AALS - PLEALS Law School Survey (2025)* and *PLANC Event Planning Feedback Survey (2025)*.

“Law school engagement can be as much about developing your own working relationship with schools as it is connecting your students with them. Over time the law schools you collaborate with will become ever-more valued partners allowing you to ask for their insights, advice, and potentially even support for your ideas.”

*Anonymous Pre-Law Advisor - 2025*

## TABLE OF CONTENTS

<b>LAW SCHOOL FAIRS</b> .....	<b>4</b>
Selecting an Event Date – Collaboration & Coordination.....	<b>5</b>
Planning Logistics.....	<b>8</b>
• <i>Attendees</i>	
• <i>Venue &amp; Program Schedule</i>	
• <i>Event Promotion &amp; Communication</i>	
• <i>Staffing</i>	
• <i>Registration &amp; Fees</i>	
Financing and Budget.....	<b>13</b>
Additional Tips.....	<b>14</b>
<b>LAW SCHOOL SPEAKERS &amp; PANELS</b> .....	<b>16</b>
Selecting an Event Date – Collaboration & Coordination.....	<b>17</b>
Planning Logistics.....	<b>18</b>
<b>LAW SCHOOL VISITS</b> .....	<b>20</b>
Selecting an Event Date – Collaboration & Coordination.....	<b>21</b>
Planning Logistics.....	<b>21</b>
<b>APPENDIX A: SAMPLE FAIR SCHEDULES</b> .....	<b>24</b>
<b>APPENDIX B: SAMPLE FAIR TIPS &amp; GUIDANCE FOR ATTENDEES</b> .....	<b>26</b>

# LAW SCHOOL FAIRS

*Fairs, sometimes called forums, are essentially recruitment events for law schools and information gathering opportunities for students – fairs are typically hosted annually and structured similar to a career fair with law schools hosting “information tables” to engage with interested attendees during a 2-4 hour period. Law school fairs serve as an important tool for law schools and is cited as **the most valuable recruiting tool** for law school recruitment, along with campus visits. Although not expected, some fair hosts may also include speaker sessions or workshops in conjunction with their event.*

## PRIMARY GOALS:

1. *Connecting students with law schools for a networking opportunity.*
2. *Providing information about law schools and the law admissions process.*

## IS A LAW SCHOOL FAIR THE RIGHT EVENT FOR YOUR INSTITUTION?

Pre-law Advisors should consider the following factors carefully before hosting a law school fair:

- **What is Your Goal(s) in Hosting a Law Fair:** Ask yourself why you are planning the law fair, is it because “you’ve always had one”, are you hoping to raise funds, do you feel it is a necessary or expected part of your pre-law programming? Check with your department leadership about reasons and goals, and share the data provided here to help guide those conversations.
- **Anticipated Number of Attendees:** Law schools are simply unable to attend all fairs hosted each year, requiring critical decisions on where to invest travel resources. These decisions will be informed by many factors including future recruitment goals, staffing capacity, and travel budget; however, **the two primary decision-making factors for law schools will be the likely volume of student contacts and number of future applicants from hosting institution.** Most law school fairs hosted by pre-law advisors anticipate attendance between 150 – 500 individuals.
- **Venue Capacity:** Most fairs hosted by pre-law advisors anticipate attendance between 150 – 500 individuals, larger institutions or programs may host even greater numbers. Additionally, venue spaces will need to accommodate tabling for between 50-150 law school representatives, depending on the scale of the event. This will require large venues, easily accessed by attendees. **Venue availability and scheduling conflicts are two of the greatest challenges advisors face when hosting law school fairs,** cost may also be a factor.

- **Alternative Opportunities: Approximately 90% of hosted law fairs are open to attendees outside of the hosting institution.** Consider if an alternative fair a reasonable option for your students? Additionally, each of the regional pre-law advising associations (APLAs) currently host some type of coordinated law fair event (a/k/a caravans, swings, or forums). In addition to providing these regional opportunities, some APLAs will provide subsidies to pre-law advisors willing to facilitate student attendance at these programs. Finally, LSAC hosts both [in-person and virtual forum events](#) across the country each year. 24% of advisors cite student attendance at other regional fairs/forums as the reason they do not host a law fair event on campus.
- **Budget and Staff Capacity:** Most law school fairs are funded through event proceeds (registration fees) and subsidies/partnerships with other entities (ex: APLA caravans). The typical cost of hosting a law school fair will range between \$2,500 - \$10,000. The cost of a law school fair typically exceeds annual pre-law budgets and will require strong attendance by law school representatives to generate necessary funds to cover event expenses.

Finally, **the most common reason cited by advisors who do not host law school fairs is the lack of capacity or staff resources** to plan and host the event. While the actual hours of the fair event may require little active management, there is significant time, organization, and preparation required to host a successful law school fair. This may be particularly challenging for pre-law advisors who have additional roles on campus such as teaching, other advising duties, or additional administrative roles.

## PLANNING A LAW SCHOOL FAIR

### I. SELECTING AN EVENT DATE - COLLABORATION & COORDINATION



**COLLABORATION:** Any successful fair requires collaboration with students, campus partners, fellow pre-law advisors, neighboring institutions, law schools, and regional APLAs. Law school participation is essential for a successful fair. Securing participation requires early outreach and sharing planning efforts with colleagues.



**COORDINATION:** It is also critical to select a date that is conducive to both student *and* law school representative attendance.

- Dates should avoid significant conflicts to the greatest extent possible and align with regional travel schedules so representatives can travel to multiple events in one trip.
- Coordinating with regional partners and fellow pre-law advising helps maximize attendance and overall event success.

**Late September thru October is the most common timeframe to host a law fair** – consider alternative times to avoid the congestion!

#### **THE TWO GREATEST CHALLENGES LAW SCHOOLS FACE IN ATTENDING FAIRS ARE:**

1. Scheduling conflicts with other events,
2. Low student turnout.



## Most advisors will begin planning 12-9 months in advance...

### STEP 1:

#### RESEARCH & IDENTIFY POTENTIAL CONFLICTS BEFORE SELECTING YOUR DATE

- Review the academic calendar for any potential conflicts.
- Review the [LSAC Events Calendar](#) for the previous academic year to identify events typically hosted during your targeted timeframe. Be sure to pay close attention to events hosted in your geographic region or through APLAs or partnerships.
- Check with your ideal venue to confirm availability on potential dates, ask for space holds, and confirm general logistics such as cost points to ensure suitability.

### STEP 2:

#### CONFIRM EXISTING CONFLICTS & COORDINATE YOUR EVENT DATE BEFORE FINALIZATION

- **Confirm any existing conflicts, both in and outside of your region, for your target event date(s).**
  - ✓ Review the [LSAC Events Calendar](#) for events currently scheduled for your anticipated event timeframe. If you do not see an upcoming date for an event that would pose a potential conflict based on the previous year's calendar, reach out to the hosting school or APLAs to confirm upcoming year plans.
  - ✓ Check dates with admissions contacts at the law schools that matter most to your students to secure the participation of "anchor schools" that will help draw attendance at your event.
- **Avoid dates with existing conflicts, particularly within your region or large coordinated APLA events. If possible, explore coordinating your event date with other institutions hosting in your region.**
  - ✓ Consider institutional programs and events that may present conflicts for your students.
  - ✓ Consider dates around other events in your region to maximize law admission travel options.
  - ✓ Consider day vs. evening events as a possible way to coordinate consecutive event dates.

**STEP 3:**  
**PUBLISH &  
COMMUNICATE YOUR  
EVENT DATE TO  
ATTENDEES & PARTNERS  
ASAP**

- **Post your event date to the [LSAC Events Calendar](#).** This is currently the most comprehensive listing of annual events.
- **Update your event webpage with the *save the date* information as soon as possible – *date, location, and times* (even if registration details are pending).**
- **Communicate your date!**
  - ✓ Reach out to fellow pre-law advisors at regional institutions to provide your confirmed event date.
  - ✓ Identify student organizations or academic units at your campus that will help promote your event and ask them to “save the date” to avoid conflicts with other programs.
  - ✓ Post your event on college or university-wide calendars, websites, or campus activity lists.


**STEP 4: COMMUNICATE  
YOUR DATE TO LAW  
SCHOOLS ASAP**

- ***Aim to communicate with law schools as soon as possible regarding your event.***
  - ✓ Aim for a “**Save the Date**” communication **in spring, no later than May 1.**
  - ✓ Aim to share **official invitations with registration details**, in **early summer, no later than July 1.** Most law schools will have set travel schedules by early August.
- **Email law schools**, including both (1) individual school contacts and (2) the general law admissions office email accounts, in your communications to ensure your message is received by the person coordinating registration and travel.
- **Include strategic information in your email**, including:
  - ✓ If students from other institutions will be attending.
  - ✓ If your event is coordinated with other events or programs in your region and the dates of those events.
  - ✓ How your event will be promoted on your campus to encourage attendance.




**DID YOU KNOW?** *Law schools are more likely to prioritize fairs offering the opportunity to speak with a large number of prospective students; and to increase applicant numbers from the institution/region. **The majority of law school will set their fall recruitment/travel calendar between July 15 - August 1 each year!***

## II. PLANNING LOGISTICS

 **ATTENDEES:** Prospective law students are the target audience for law school fairs, preferably individuals applying during the current application cycle or the next upcoming cycle. Prospective students may include current undergraduate students, graduate students, alumni, students at other regional institutions, or members of the community. **A strategic way to promote attendance is to open the fair to as many prospective students in the geographic region as possible.**

When defining eligible attendees, consider the total potential attendance numbers, venue capacity, and strategic outreach for each eligible attendee group. One of the primary decision-making factors for law schools will be the likely volume and quality of prospective student interactions. Inviting attendees outside of campus is a strategic way to increase attendance numbers and provide law schools with the opportunity to meet with students from multiple institutions at one event. **Be sure to advise law schools of eligible and estimated attendee population in advance.**

 **VENUE & PROGRAM SCHEDULE:** Fairs require large, easily accessible venues, a large number of individual tables & chairs, and additional space for registration and possible catering. Some fairs may require space for additional events such as workshops or panels hosted in conjunction with the fair and need to be assessed for feasible attendee logistics, such as parking or transportation.

### DID YOU KNOW?

*90% of fairs are open to attendees outside of campus. More than 95% of law fairs are free for attendees.*

**TIP:** *Be sure to utilize APLA listservs and directories, as well as the LSAC Directory, to connect with regional colleagues!*

### Please utilize the following standards when considering venue and schedule.

#### ***What is the required capacity for a fair?***

The majority of fairs anticipate attendance between 150 - 500 individuals, larger institutions or programs may host even greater numbers. Additionally, venue spaces will need to accommodate space for between 50-150 law school representatives, depending on the scale of your event.

#### ***What is the most ideal location for the fair venue***

97% of fairs are hosted at an on-campus venue, with approximately 85% of all law school fairs hosted at a venue at a *central campus, easily accessible* location. Common campus venues include student unions or event centers.

*Less than 4% of fairs are hosted virtually, however, depending on the scale of your event this might provide a feasible alternative if venue space, attendance, are a concern. Platforms for virtual fairs may be facilitated through Zoom, Handshake, or event software specifically designed for virtual events.*

#### ***How far in advance venue space be booked?***

Most advisors begin planning fairs 12-9 months in advance. Be sure to confirm unique booking requirements with your target venue. Be sure venue is confirmed before promoting your event.

<p><b><i>What time of day should the fair be hosted?</i></b></p>	<p>The ideal time of day for a fair event is when the highest number of students are likely to attend. Approximately 85% of fairs are hosted in “mid-day” between 11:00 am – 3:00 pm. With late afternoon fairs, between 3:00 – 6:00 pm, being the second most popular timeframe.</p>
<p><b><i>What is the typical duration of a fair?</i></b></p>	<p>Three hours is the preferred duration. Consider your student body size and overall interest level.</p>
<p><b><i>Is food provided for law school representatives?</i></b></p>	<p>90% of hosting advisors provide some type of meal. Depending on the timing of the fair you may wish to provide breakfast, lunch, or dinner. Typically, only one meal is expected.</p> <p>Beverages at a minimum (bottled water) should be included for each law school representative.</p>
<p><b><i>Are other events hosted in conjunction with the law school fair?</i></b></p>	<p>Just under half of all law school fairs include some type of additional activities or events. These may include a panel event, workshops, breakout sessions, or be part of a larger programming event.</p> <p>If you choose to host additional activities, be mindful <i>the activities do not draw attendance away from the primary fair event and that additional costs fit within your overall event budget.</i></p>
<p><b><i>What should the schedule of the event day be?</i></b></p>	<p>Event schedules should include the check-in times for schools and students, times for pre or post fair speakers/panels, and the hours of the fair itself.</p> <p>Additionally, you will need to plan for set-up and clean-up times. <i>See Appendix A for sample schedule.</i></p>
<p><b><i>How do law school representatives get materials to the event?</i></b></p>	<p>Most fairs provide representatives with the opportunity to ship materials in advance. Be sure to share this information with your registered law schools well in advance, including the earliest date on which materials may arrive.</p> <p>For planning purposes – be sure you have a space to store these items. Ideally you may be able to have these items shipped directly to your event venue, however, there may be a storage fee.</p> <p>Finally, consider establishing a designated materials drop zone for the day of the event with volunteers or carts to assist representatives who bring materials on the event day. Be sure to provide this information in advance.</p>



**EVENT PROMOTION & COMMUNICATION:** A primary measure of a successful fair is strong participation. Promotion and communication efforts are key to achieving this goal. Promotional efforts should be targeted toward a wide-range of groups, including the following:

- Law Schools
- Prospective Attendees
  - *Current Students*
  - *Alumni*
  - *Community Members*
- Regional Pre-Law Advising Colleagues
- Regional APLA
- Campus Advising Colleagues
- Academic Units
- Student Leaders & Organizations
- Graduate Schools (IA)
- Test Prep Companies (IA)

In creating a successful promotion/communication strategy keep in mind that the two primary groups to target are prospective attendees and law school representatives. Advisors utilize a wide range of methods to promote the fair, including the following:

- **Email – Campus Listservs\***
- **Website\***
- **LSAC Events Calendar\***
- **Poster/Print Materials**
- **Faculty – Academic Units**
- **Campus Digital Signage**
- **Student Activities Calendar\***
- **Campus Partners\***
- **Student Organizations**
- **Social Media (IG/X/LinkedIn/Facebook)**

\*INDICATES MOST FREQUENTLY UTILIZED METHOD

**TIP:** *Be sure to include a list of expected/registered law schools on your website to generate student excitement and to help promote!*

**When communicating with primary groups, be sure to include the following strategies and elements...**

**FOR EMAILS TO ATTENDEES...**

- Send an early “Save the Date” communication to prospective attendees & promote through other advising activities or sessions.
- Utilize peer channels such as student organizations.
- Diversify communication methods & outlets.
- Intensify outreach efforts as the event date nears.
- Communicate key details & provide “How To” roadmap, including sample questions for law school representatives. *See Appendix B for examples.*

**FOR EMAILS TO LAW SCHOOL REPRESENTATIVES...**

- Provide notice/save the date as far in advance as possible in spring, no later than **May 1**.
- Aim to share **official invitations with registration details** in early summer, or no later than **July 1**. Most law schools will have finalized travel schedules by early August.

- Provide all relevant details in advance:
  - ✓ *Event date & time (including time zone)*
  - ✓ *Event location (including address)*
  - ✓ *Venue details - parking, unique directions*
  - ✓ *Accommodations information/suggestions*
  - ✓ *Event day set-up time*
  - ✓ *Event day meal information*
  - ✓ *Shipping details for materials*
- Highlight if your event is coordinated with other institutions or partners.
- Provide details on all potential attendees.
- Send a reminder email to confirmed law school representatives 24-48 hours in advance of your event date, be sure to include: location with address, event start times (with time zone), law rep check-in/set-up start time, parking details, hotel details, and meal information.


## **FOR YOUR LAW FAIR WEBSITE**



**TIP:** *Be sure the address provided for*

*your venue location is consistent with google maps and taxi/ride share services drop off locations. If there is a specific address that attendees should use for these purposes - clearly state that on your website!*

- Ideally, create a law fair website or online event page which can be easily accessed by attendees and law school representatives. Be sure to include a link to this site when you post your event on the [LSAC Calendar](#).
- Keep your website updated at all times, including removing outdated information before promoting your upcoming fair so as to avoid confusion.
- Your webpage should include the following content:
  - ✓ *Event Date & Time (including time zone; ex: Eastern, Pacific, etc.)*
  - ✓ *Event Location (including exact address for google maps/directions)*
  - ✓ *Program Schedule (fair hours, and additional program details)*
  - ✓ *Venue Details (parking, unique way-finding directions)*
  - ✓ *Listing of “Expected Law Schools” (be sure to update this regularly)*
  - ✓ *Attendee Eligibility - who can attend*
  - ✓ *Event Coordinator name and contact information*
- **Additional information you may wish to include:**
  - FOR LAW REPRESENTATIVES:**
    - ✓ *Registration Information*
    - ✓ *Accommodations information/suggested hotels*
    - ✓ *Event day schedule including set-up time*
    - ✓ *Event day meal information*
    - ✓ *Details for shipping materials and/or dropping materials at event*
  - FOR STUDENT ATTENDEES:**
    - ✓ *Registration or attendance requirements*
    - ✓ *Tips for preparing, including sample questions*
    - ✓ *Guidance on dress code*
    - ✓ *Volunteer Opportunities*
    - ✓ *Law Fair map*


 **STAFFING:** The most common reason cited by advisors for not hosting a law school fair is the lack of capacity. Hosting a fair requires significant advanced administrative work, the following are important tasks that will be required to host a fair:

- ✓ Creating Event Timeline & Task Calendar – **TIP: *Begin your task calendar 12-16 months in advance. List “to do” items, targeted communications with send dates, and critical logistical deadlines!***
- ✓ Creating Promotional Images (posters, social media images, etc)
- ✓ Creating & Managing Communications with students/prospective attendees, law schools, campus stakeholders, and vendors
- ✓ Managing Law School Registration
- ✓ Managing Attendee Registration
- ✓ Securing & Coordinating Venue Rental Space
- ✓ Securing & Coordinating Catering
- ✓ Securing & Coordinating Advertisement Efforts
- ✓ Coordinating Event Day Activities: Registration, Set-Up/Clean-Up
- ✓ Managing Staff & Volunteers
- ✓ Additional Administrative Tasks (ex: printing/preparing supplies/managing event budget/managing event webpage)

**Advisor Advice:** “Get help! *You can never have enough volunteers for an event. Hospitality is HUGE - greeters at the door, registration desk volunteers, setup and cleanup, etc. The more you have others attending to the standard stuff, the more you're available to address any issues that arise and/or network with law schools. Freshman students make great volunteers - they're eager to get involved and they don't need to attend for their own sake so it gives them a chance to be present and engaged.*”

There are many low or no-cost ways to facilitate additional staffing support for a fair; consider partnering with advising colleagues, utilizing student talent for items such as graphic design/communications work, or engaging student leaders and volunteers. Below is a list of possible sources of additional staffing support:

- **Student Volunteers**
- **Alumni**
- **Graduate/Law Students**
- **Advising Colleagues**
- **Creative Project Opportunities**
- **Temporary Employees**

 **REGISTRATION & FEES:** Law schools will require a means to register their attendance at the fair and submit registration fees, typically preferring electronic registration and payment methods. Methods of registering and facilitating payment will vary between institutions. Below are the most common methods:

- **PLATFORMS AVAILABLE THRU THE HOSTING INSTITUTION** - registration and payment platforms available through your institution are efficient and cost-effective means of facilitating registration. **The most commonly cited registration platform is Handshake.** Advisors should research available campus options in advance – if a platform is not available through your specific unit, reach out to the managing unit and inquire about the possibility of event specific access for your fair.

- **PLATFORMS PROVIDED AND MANAGED THROUGH THE REGIONAL APLA OR FAIR PARTNER** – fairs coordinated with APLA caravan/swing events or hosted with partner institutions, may also have access to registration platforms through these entities. Registration platforms managed by partner entities can provide a significant cost and staff saving measure. If you are coordinating registration with a partner, be sure to confirm and agree on regular communication plan for registration reports.
- **SECURING ACCESS TO REGISTRATION PAYMENT PLATFORMS** – if a registration or payment platform is not available through your institution or partnership opportunity, begin researching potential platforms early. Reach out to pre-law advising colleagues, campus colleagues who host similar events, and to your business office to determine logistical steps to securing services. Consider impacts to budget and timeframe necessary to secure a registration/payment platform.

---

### **Attendee Registration?**

*Approximately 30% of fairs require attendee registration. Common methods include available institutional system, Google Forms, or Handshake.*

*Some fairs will track attendance through a “check-in” process on the event day. Given large volume attendance, any event day registration process should be quick and efficient, requiring minimal staffing. **Be sure to advise attendees in advance of any items required for check-in (ex: student ID).***

---




## III. FINANCING / BUDGET


Most law school fairs are funded through event proceeds (*law school registration fees*) and subsidies/partnerships with other entities (ex: APLA caravans). Although the cost to host a fair can vary significantly depending on the scale and individual institutional costs, the typical cost of a law school fair ranges between \$2,500 on the low end and \$10,000 on the high end.

When budgeting for a law school fair you will need to consider the following expenses & total potential income to meet all event needs:

- ✓ Event Space Rental, *including AV, tables, chairs (1 per table), linens & staffing*
- ✓ Catering, *including designated space for food and/or meal*
- ✓ Advertising
- ✓ Registration/Payment Platforms
- ✓ Venue Capacity, *total number of law schools/test prep companies which can be hosted*
- ✓ Misc Administrative Costs, *including décor, storage fees, parking, signage, supplies*
- ✓ Secondary Event Costs (ex: *panels or workshops*)
- ✓ Necessary Minimum Number of Law School/Test Prep Registration Fees

 **SAMPLE BUDGET:** Below is a sample list of expenses for a law fair hosted at a large public institution in conjunction with an APLA. Expenses will vary based on your venue, institution, and region.

ITEMIZED EXPENSES	Amount
Venue – Law Fair   @ university Union (fair space, law rep/food room, & set-up)	\$585.00
Venue – Law Fair Panel   room & AV	\$388.00
Storage   at venue for advanced shipped law school materials - \$30/day for 7 days	\$210.00
Catering   box lunches w/beverage & additional beverages (water/coffee) (120 ppl)	\$2,505.00
Print Advertising & Signage   printed posters and reusable foam board signage	\$128.00
Digital Advertising   campus transit stations/student newspaper/campus digital signs	\$545.00
Parking   for law fair panel speakers only	\$175.00
Misc Supplies   décor, print materials & representative packet, etc	\$125.00
Registration   expenses for registration platform provided by regional APLA	\$0
<b>TOTAL:</b>	<b>\$4,661.00</b>

 **REGISTRATION FEES & EVENT PROCEEDS:** Most fairs charge between **\$200** and **\$349 per law school registration**. Advisors hosting fairs in conjunction with APLA caravan events, or other coordinated partnerships, may offer discounts for schools who choose to participate in more than one fair within the APLA caravan. Additionally, advisors who permit non-law school entities (ex: LSAT test prep companies) to participate typically charge increased registration rates for these for-profit entities. **Be sure you know your fair capacity in advance when assessing your budget and fees.**

Only approximately 22% of pre-law advisors indicate that raising funds for pre-law programs and operations is an important or very important goal in hosting a law fair; and nearly 60% of hosting advisors indicate that they generate no revenue from hosting a fair. Fairs hosted in coordination with APLAs may provide APLAs the opportunity to generate funds to support future caravan events, conferences, and general resources for pre-law members. Most commonly, registration fees are utilized to cover the direct expenses of hosting the fair.

#### IV. ADDITIONAL TIPS

- **Maintain a Waitlist:** If you reach capacity for your fair, consider keeping a waitlist. Be sure to include details on your website if this option is available and monitor registration closely.
- **Have a Fair Docent:** Designated individuals to serve as your fair “docent” individual(s) who can observe the room and help guide attendees hesitant to engage with schools – suggesting school tables to visit or even walking to tables with the student. This could be an excellent role as the pre-law advisor!

- **Connect with Students:** If you have a GA, senior students, or other staff members that can staff a table for your office, the Fair is a great time to answer questions from students, promote resources, and share event day guidance with students.
- **Utilize Student Volunteers:** Utilize student volunteers to help with set-up, fair hour management, law school representative hosting, and clean up. Students can help move materials to the table, hang signs, assist with registration, notify law schools during the fair of important announcements, and help clean up the fair once concluded. Consider having sign-ups in advance and allocating shifts – consider a volunteer meeting to provide information to students in advance simplifying your day of activities. Be sure to work with your student organizations to promote attendance and solicit volunteer support.
- **Solicit Feedback:** Consider gathering feedback from attendees and law fair representatives following your fair through a survey or form. Ask for feedback on critical aspects of the fair such as the communication/promotion efforts, overall experience, and future suggestions. Be discerning with this feedback and use it as an opportunity to enhance your future events, but be mindful of what adjustments can be made while prioritizing the most important factors for overall success.
- **Communicate Expectations:** Realistically there will be aspects of your fair that may be less ideal than at others. Inevitably you may have to make some choices to provide the most ideal event. For example, you may have very challenging parking options to host at a central campus venue, but that venue is likely to increase student traffic. Higher attendance is likely a greater priority than ideal parking. Help mitigate frustration or disappointment by communicating these aspects of your fair in advance and often. Managing these expectations in advance with good communication will help support a more positive experience for your law school representatives and students!
- Find additional helpful resources in Appendices A & B.

To share feedback or suggestions regarding the Events Best Practices Guide, fill out the [online feedback survey](#).

# SPEAKERS & PANELS

*Law School speaker and panel events are likely the most common type of law school engagement events hosted by pre-law advisors. While most often these events refer to law school admissions speakers, it may include speakers working in other capacities within a law school or legal profession. These events may be hosted in-person but are also very conducive to virtual format. Additionally, these events can be a strategic alternative for institutions that do not host law school fairs, as the primary goals for both event types are identical.*

## PRIMARY GOALS:

- 1. Providing information about law schools and the law admissions process.*
- 2. Connecting students with law schools for a networking opportunity.*

## IS A SPEAKER OR PANEL EVENT THE RIGHT EVENT FOR YOUR INSTITUTION?

The two most commonly cited reasons that advisors choose not to host speaker or panel events is (1) insufficient capacity and (2) lack of necessary funds. Limited capacity and budget constraints are very common challenges for pre-law advisors; the good news is that speaker and panel events are extraordinarily versatile and offer solutions to these common challenges through strategic choices around collaboration and event structure.

These versatile events can be hosted in-person or virtually, on a wide range of topics, and with a diverse number of law school presenters. These types of events also present far less challenges in planning as they require little to no budget, can be planned with significantly less notice, offer unique collaborative opportunities, and demand far less overall attendee participation than law school fairs to be considered successful.

## DID YOU KNOW?

*25% of advisors indicate that hosting a speaker or panel event costs less than \$100 total, with 61% indicating zero costs!*

---

# PLANNING SPEAKER/PANEL EVENTS

## I. SELECTING AN EVENT DATE - COLLABORATION & COORDINATION

Speaker and panel events are hosted at various times throughout the academic year, and potentially during the summer months. **Speaker and panel events are typically planned 2-5 months in advance**, although some events may be planned on a shorter time frame depending on the availability of speakers and event format.

**Scheduling conflicts with other events and low student turnout are the two most commonly cited challenges for planning and hosting speaker/panel events.** Be sure to take the following steps when selecting an event date:

- ✓ Consult the LSAC calendar for any potential major conflicts, avoiding dates with significant, large recruitment events. If you are hoping to host an in-person event, consider the spring semester or early fall when the recruitment calendar is less full.
- ✓ Consult academic and campus calendars.
- ✓ Consult campus partners.
- ✓ Coordinate with student organizations to avoid organization conflicts.



### ADVISOR ADVICE:

*“Get to know your student population. What times tend to work best for that population & when it comes to bringing schools, choosing schools that makes sense based on the application profile.”*

As with law school fair events, speaker and panel events present an excellent opportunity to collaborate with **pre-law advising colleagues** and potentially increase your attendance numbers.

- **If you are hosting a speaker or panel event (in person or virtual)**, consider inviting students from other institutions. Be sure to share this collaborative effort and the potential attendee groups with your invited speakers.
- **If you feel you do not have the capacity or attendance numbers to host a speaker or panel event**, consider reaching out to a fellow pre-law advising colleague about a collaborative event or the opportunity for your students to attend an event already being hosted at a neighboring institution, creating a unique opportunity for your advisees.

Finally, speaker/panel events are excellent opportunities to partner with **student organizations**. Consider partnering with student organizations to share the burden of planning, facilitate strong attendance, and to help promote the event.

## II. PLANNING LOGISTICS

Please utilize the following standards when planning a speaker or panel event.

***How far in advance are speaker/panel events typically planned?***

Speaker and panel events are typically planned 2 -52 months in advance, although some events may be planned on a shorter time frame depending on the availability of speakers and event format.

***Who should attend speaker/panel events?***

Prospective law students are the target audience for speaker/panel event, however, unlike fairs, attendees at any stage of their exploration may be well-suited to attend these types of events depending on the topic of the program. Prospective law students may include individuals who are current undergraduate students, graduate students, alumni, students at other regional institutions, or members of the community.

***What is the typical expected attendance for these events?***

45% of advisors indicate typical attendance numbers of *less than* 25 individuals. 38% of advisors reported attendance numbers of 25-50 individuals.

While the attendance expectation for speaker or panel events is far less than for fairs, collaborating with pre-law advising colleagues to invite students from other institutions is an excellent way to increase potential attendance.

***Should these events be hosted in-person or virtually?***

73% of advisors indicated that they host both in-person and virtual speaker/panel events. Virtual events can typically be hosted at zero cost and often increase student and law admission availability, however, both formats are well suited for these types of events.

***What time of day should a speaker/panel event be hosted?***

The most popular time of day for speaker/panel events is late afternoon (3:00 – 6:00 pm), with approximately 30% of advisors indicating they hosted events mid-day (between 11:00 am - 3:00 pm).

The best time of day is always when you anticipate the best attendance and is most conducive to speaker availability.

***What is the typical duration of a speaker/panel?***

Speaker/panels are typically 45-75 minutes in length.

**Are other events hosted in conjunction with speaker panel events?**

71% indicated that additional events are not hosted in conjunction with speakers/panels.

For those who do host additional activities, they typically include receptions or a series of workshops.

**What methods are most utilized methods to promote speaker/panel events?**

The following are the top cited methods for promotion:

1. *Email - Campus Listservs*
2. *Student Organizations*
3. *Website*
4. *Social Media (IG/X/LinkedIn/Facebook)*
5. *Campus Partners*
6. *APLA listservs (for open events)*

**What is the typical budget for speaker/panel events?**

**61% of advisors indicate zero cost to host a speaker/panel event**, with 25% indicating a cost of \$100 or less! The maximum indicated amount to host a speaker/panel was \$350 with 23% funding these events from their annual pre-law budget.

**What topics are appropriate for speakers/panels?**

Part of the versatility of speaker/panel events is the wide range of topics that might be covered during these events. Below are some topics for speakers/panels listed in order of popularity (*1 = most popular*):

1. *Law Admissions - General*
2. *Law school readiness/preparing for law school*
3. *Application Drafting (resumes, personal statements, etc)*
4. *Law School Specific Topics (ex: learning about specific law school(s))*
5. *Legal Careers*
6. *Law School Scholarships/Funding Law School*
7. *Selecting a Law School*
8. *Legal Education/Academic Topics*
9. *Waitlists*

- To share feedback or suggestions regarding the Events Best Practices Guide, fill out the [online feedback survey](#).

# LAW SCHOOL VISITS

*Visits often refer to programs where students travel to a law school to learn about law school admissions, legal education, and the law school experience. These visits are often arranged in collaboration between the pre-law advisor and law school admissions office at law schools within a regional distance. Visits may also include organized trips to law fairs or travel to attend specialized law school programming such as symposiums or other initiatives. Pre-law advisors may actively participate in planning, arranging transportation, and escorting students on these visits. Law school visits are the least common type of law school engagement event with just under 50% of advisors indicating that they host these types of activities, with unique visits to law schools the most common type of visit hosted. Visits can also be uniquely limited based on the geographic location of undergraduate institutions and availability of surrounding law schools. Nearly 80% of advisors hosting visits indicated they hosted only 1-2 visits per year.*

## GOALS:

1. *Providing information about specific law schools and the law admissions process.*
2. *Connecting students with law schools for a networking opportunity.*

## IS A LAW SCHOOL VISIT THE RIGHT EVENT FOR YOUR INSTITUTION?

Given the unique logistical aspects of law school visits, these types of events typically support a smaller number of overall participants. Typically open to undergraduate student only, 46% of advisors indicated 10-15 total student participants, with 80% of all advisors indicated supporting 20 or less student participants for visit events. The most commonly cited challenges to hosting law school visits are (1) scheduling conflicts with other activities, (2) travel arrangements/logistics, and (3) budget constraints.

Important considerations should include:

- ✓ **Logistical feasibility** – do you have the capacity, budget, and geographic proximity to schools or fairs to provide this opportunity for students?
- ✓ **Is this type of event the right fit for your student population** – do you have enough interest, conversely is your interest greater than a visit could accommodate?

# PLANNING LAW SCHOOL VISIT EVENTS

## I. SELECTING AN EVENT DATE - COLLABORATION & COORDINATION

The most commonly cited challenge to hosting law school visits is scheduling conflicts with other activities. Additionally, law school visits will likely require a full-day absence from campus making finding ideal dates more challenging as student attendees will need to balance participation with academic and other personal obligations. Finding a date will also require strong collaboration with law school hosts. Consider dates in the spring or outside of September and October which are during the height of the law admissions travel/recruitment season. In scheduling, be sure to:

- ✓ Consult academic and campus calendars.
- ✓ Consult law school hosts
- ✓ Coordinate with student organizations to avoid organization conflicts.

**ADVISOR ADVICE:**

*“Schedule the visit for a time when students are least likely to miss class, i.e. during breaks, evenings, etc. Provide enough time to promote the event as possible so students know about it and can arrange time for it.”*

For visits to fairs/forums or for specific law school programming, dates will be determined by the hosting institution. Be sure to determine if these are conducive dates to travel for students at your institution before committing.

## II. PLANNING LOGISTICS

Please utilize the following standards when planning a visit event.

**How far in advance are visit events typically planned?**

Law school visits are typically planned 2-5 months in advance, although some events may be planned on longer time frames depending on individual logistics.

**Who should attend visit events?**

Prospective law students are the target audience for visit events. Depending on the nature and focus of the visit, attendees at any stage of their exploration may be well-suited to attend these types of events. Additional, if the visit is to attend a specific programming at the law school – some additional eligibility criteria may be appropriate (ex: attending a symposium for first-generation students). 75% of advisors indicated that their visits are open to all students.

**What is the typical expected attendance for visit events?**

46% of advisors indicated 10-15 total student participants, with 80% of all advisors indicated supporting 20 or less student participants for law school visit events.

**Should the undergraduate institution provide travel for these visits?**

**DID YOU KNOW?** 32% of advisors indicate they do not provide transportation, with 25% indicating they only sometimes provide transportation.

Providing travel to visits will depend heavily on institution specific factors including:

- ✓ **Institutional policies on providing transportation to students** – be sure to check with university counsel!
- ✓ **Transportation need** – campuses in the same city or community as the law school do not necessarily need to provide this option.
- ✓ **Budget** – confirm if there available funding to cover cost of transportation.

**If transportation is provided, what method of transportation is typically provided?**

Typical methods of transportation include the following:

- ✓ **University fleet/rental vehicle** - some campuses provide internal transportation options (university fleet) for university related events at little or no cost (I think you can remove these periods?)
- ✓ **APLA Subsidy** - advisors wishing to travel with students to fairs/forums may be eligible for APLA subsidies – particularly if traveling to APLA hosted fair caravans.
- ✓ **Community transit system** – bus or subway.
- ✓ **Charter bus** – through university program or private company.
- ✓ **Train** – Amtrak or other regional provider, students are provided tickets/vouchers/reimbursement.
- ✓ **Uber/Lyft/Taxi** – for local visit, reimbursements or vouchers provided to attending students.

**Are other events hosted in conjunction with visit events?**

Hosting multiple events in one day may be challenging given transportation time and length of visit at the designated law school.

Some advisors may choose to visit more than one law school if they are traveling to a location that provides access to multiple schools or opportunities to visit a law firm or courthouse.

For example: “Two schools in one day works well if they're close (within an hour) - one am, one pm. Often a law school will be willing to provide lunch so be sure to factor that in”.

**What methods are most utilized methods to promote visit events?**

The following are the top five cited methods for promotion:

1. Email – Campus Listservs
2. Student Organizations
3. Pre-Law Website
4. Social Media (IG/X/LinkedIn/Facebook)
5. Campus Partners

**What is the typical budget for visit events?**

**46% of advisors indicate zero cost to host a visit event**, with 25% indicating a cost of \$500 or more.

Funding for visits is typically sourced from an annual pre-law budget. Common additional funding sources may include sponsorship by law schools, donor funds, cost-sharing with other campus groups, registration fees (IA), and APLA subsidies.

Some advisors may require participants to self-fund travel or other related expenses.

**What type of activities occur during visits?**

Law school visits organized between advisors and law schools can often be tailored to the individual visit. Typical activities may include:

- ✓ Admissions information session
- ✓ Mock class or class visit
- ✓ Law building tour
- ✓ Law student or professor panels
- ✓ Networking with law students who are alumni of your school
- ✓ Breakfast/lunch/dinner

Law schools willing to host individual visits may also have a template program or agenda. Establish good communication with the law school well in advance of the visit, including establishing expectations of the pre-law advisor, law school, and participating students.



**ADVISOR INSIGHTS...**

Law school visits can be time consuming and logistically challenging, but they offer the unique opportunity to help your students envision a future place in law school by taking them into the law school environment in a supportive and encouraging way. For first generation students particularly, this can be more empowering than you realize!

- To share feedback or suggestions regarding the Events Best Practices Guide, fill out the [online feedback survey](#).

# APPENDIX A: SAMPLE FAIR SCHEDULES

## EXAMPLE 1

### LAW FAIR SCHEDULE & HOURS (CENTRAL TIME ZONE)

<b>9:30 -10:45 AM:</b>	LAW SCHOOL REPRESENTATIVE CHECK-IN/SET-UP	LOCATION
<b>11:00 AM - 2:00 PM:</b>	LAW FAIR HOURS*	LOCATION
<b>2:30 - 3:00 PM:</b>	LAW ADMISSIONS PANEL	LOCATION

*\*Attendees may begin checking-in at 10:50 am, doors open at 11:00 am. Current students should bring their student ID card. Attendees are welcome to come and go at any time during Fair hours.*

## EXAMPLE 2

8:00 a.m. – 3 p.m.	<b>Advisor and Student Check-In</b> , [insert location]
8:30 a.m.	<b>Depart from</b> [insert location] <b>College of Law</b>
9:00 -10:45 a.m.	<b>College of Law Visit</b> , Law Building
10:30 -11:00 a.m. <b>or</b> 11:15 - 11:45 a.m.	<b>Law Expo 101: Maximize your time at the Law Expo</b> , [insert location] <i>Join presenters from the University's Academic Advising Center to learn how to maximize your experience at the Law Expo. This session is intended for student attendees.</i>
11:00 a.m. - 3:00 p.m.	<b>Law School Fair</b> , [insert location] <i>Speak with representatives from 90+ law schools across the country in an open-house tabling event. This session provides the opportunity to gain insights about the law school application process and experience straight from the source, as well as to ask individual questions about specific law schools and the application process at the school. Students are also encouraged to stop by the AccessLex table for financial information, the advising table, and the "Ask and Expert" table sponsored and the Phi Alpha Delta Pre-Law Fraternity.</i>
11:30 a.m. -12:30 p.m.	<b>Pre-Law Advisor Workshop</b> , [insert location] <b>(For Pre-Law Advisors Only)</b> <i>New to pre-law advising? Looking for a refresher? This session will provide an overview of pre-law advising fundamentals, a guide to the application process, ideas for programming around pre-law topics, and updates from LSAC. There will be an opportunity for discussion and asking questions.</i>
12:30-1:15 p.m.	<b>Law School 101: Preparation and Application</b> , [insert location] <i>How can you prepare for law school while an undergrad? What classes should you take? What clubs should you join? How and when should you apply to law school? These questions and more will be answered in this session. This session is intended for all Expo attendees.</i>
	<b>Law Career Outlook</b> , [insert location] <i>This session will provide information on placement rates, how career services offices help law students reach their goals, and what you can do with a law degree. A law school director of career services will discuss career advising and career opportunities in the legal profession and related areas. This session will be helpful in learning more about different career paths for law school graduates and offer insight into the skills needed to be a successful legal practitioner. This session is intended for all Expo attendees.</i>

2:30-3:15 p.m.

**Diversity and Law School**, [insert location]

*Law schools are interested in recruiting students who reflect the rich diversity of our country and seek to create a diverse law school class. Diversity may include a variety of characteristics, such as race and ethnicity, sexual orientation, physical disabilities, or socioeconomic status. This session is an opportunity for students from diverse backgrounds to get general advice about application procedures and life in law school. Attending the session will allow you to understand the specific challenges that students from diverse backgrounds face and ask questions of a law school diversity officer and current law students. This session is designed for all Expo attendees.*

**Financing Law School**, [insert location]

*Pursuing a legal education is a significant life decision—one that will allow you to follow any number of professional pathways. You may ultimately choose to practice in a corporate firm, go into public interest law or use your legal background in another field. But regardless of where you end up, it is important for you to understand the realities of your student loans and finances now. In this session, we'll discuss the costs of pursuing legal education, describe the financial aid application process, review the available financing option and identify ways to be financially prepared to achieve your goals. This session is intended for all Expo attendees.*

---

## EXAMPLE 3

---

### DAY 1:

---

#### ADMISSIONS PANEL (PACIFIC TIME ZONE)

<b>6:00 - 7:00 PM:</b>	LAW ADMISSIONS PANEL	LOCATION
------------------------	----------------------	----------

### DAY 2:

---

#### LAW FAIR SCHEDULE (PACIFIC TIME ZONE)

<b>8:30 -9:45 AM:</b>	LAW SCHOOL REPRESENTATIVE CHECK-IN/SET-UP	LOCATION
-----------------------	---	----------

<b>10:00 AM - 2:00 PM:</b>	LAW FAIR HOURS*	LOCATION
----------------------------	-----------------	----------

*Lunch Break 12:00 - 12:30 PM*

*Lunch buffet will be served in [insert location] at Noon.*

**REGISTRATION:** Attendees may register in advance online [insert link] for the Admissions Panel and Law School Fair by [insert date].

# APPENDIX B: SAMPLE FAIR TIPS & GUIDANCE FOR ATTENDEES

## EXAMPLE 1:

---

### INFORMATION FOR STUDENTS AND ATTENDEES

Law school fairs provide unique opportunities to connect with a wide range of law schools. Benefits include the opportunity to:

- Gather information about law schools that interest you.
- Meet the people who will be reading your law school applications and make a good first impression on them.
- Discover new law schools that would be a good fit for you.
- Talk with admissions professionals about what qualities they seek in a candidate.
- Collect some fun freebies and application fee waivers!

The Fair is open to all individuals to attend. We highly encourage individuals applying during the current application cycle or next year's application cycle to participate!

#### **What to Wear?**

Dress is business casual or smart casual. This is not a formal business event and therefore business attire is not required or expected. Be sure to wear comfortable shoes as you will be standing and walking around for long periods of time.

#### **What to Bring?**

It is not necessary to bring a résumé, schools will not be accepting these documents or offering reviews. Most schools will have a sign-in sheet (or QR code) for you to provide contact information if you wish. Be sure you provide an email you are utilizing for applications or that you consistently monitor. You will want to have some method of taking notes about the information you gather from representatives as you will talk to many individuals throughout the day.

**Note:** If you are a current student, please be prepared to present your student ID Card at the check-in table.

#### **When to Arrive, How Long to Stay?**

You can visit the Fair any time during the published hours 11:00 AM - 2:00 PM. You may spend as little or as much time as you would like and you may leave and return as your schedule allows. If you are actively engaged in the law application process this year, we encourage you to plan for at least 1.5 - 2 hours at the Fair to maximize the number of schools you can visit. We also encourage you to plan to attend the Law Admissions Panel at 2:30 pm if you are able!

#### **How Can I Prepare for the Fair?**

You can learn more about how to prepare for the Law Fair through the following resources. [insert link to on demand webinar or online resource with tips]. We will also be available throughout the event to answer any questions you may have!

## EXAMPLE 2:

---

**What should I wear?** Business professional is recommended (but not required) as a good first impression to the law school representatives. Your Career Center may have a clothes closet or hold events for purchasing professional clothes on sale.

**Professional Conversation:** If you are interested in attending a specific school, it may help to research them before speaking with a representative. When you approach the table introduce yourself and share a bit about your goals and plans. Treat this like a mini job interview. Come ready with questions about the programs they offer, or the city their school is located in. But no need to bring a resume. You will submit one later as part of your application.

You will likely fill out an information card for schools you are interested in. Write your information legibly and use your university or professional-sounding personal email account. Be sure to check your spam folders for communication from law schools.

**Sample Questions For Law Schools:** Basic information available through viewbooks or law school websites is not the best basis for questions or use of your time with representatives. Research items such as LSAT/GPA medians, application fees, deadlines, and COA prior to the fair. Ask clarifying questions about these items, however, knowing the basic information will help develop more nuanced questions, demonstrate your interest, and gain more helpful insights from representatives.

- Do you have scholarship opportunities beyond merit-based scholarships or scholarships after the first year?
- What type of legal settings do most of your graduates work in, where is the highest concentration of alumni?
- Does your school offer fee waivers?
- What type of academic opportunities do you offer in [pick a concentration or specialty you are interested in]?
- What is your average enrollment size, how would you describe the community at your school?
- What kind of extracurriculars/organizations do you offer?
- When looking at an applicant's LSAT score, how do you assess lower LSAT scores?
- What is it like living in [insert school's location]?
- What support is available to students pursuing public interest careers both during and after law school?
- How many students find clerkships following graduation, what type of support exists for this path?
- What type of opportunities or resources are available for law students on main campus?
- What type of employment opportunities or internships do you offer your students?
- How can I schedule a visit to your campus, and can I sit in on a class during the visit?
- Are you a commuter school, or do most students live near the law school or on campus?
- What wellness resources are available to your law students?
- What services are available to law students? (*academic success programs, embedded counselor, financial aid services, IT services, recreation centers, meal plans, health insurance, etc.*)
- What kind of opportunities are available for students to engage with alumni?
- Do you have a mentoring program for 1Ls?
- What journals, clinics, and advocacy opportunities do you offer?
- What are some pitfalls to avoid in the application process?
- What is something unique about your school that most people don't know?
- What is one factor you think students under value or miss when considering law schools to apply to or attend?
- How can I continue connecting and learning more about your school?

***This is also a great time to ask for clarity on aspects of the application requirements at individual schools.***

*Example A: You do not require a Why X statement in the personal statement or in supplemental essays, however, do you appreciate receiving that information in the application? How valuable is it in your application decision making?*

*Example B: I have a TA who I worked very closely with thru one of my courses and has observed the majority of my work in the class through instruction and assessment, would you consider the TA an appropriate person to write my academic LOR?*