



**GOODGUYS**  
GUYS OVERCOMING OBSTACLES TO DIVERSITY

# THE GOOD GUYS TOOLKIT:

**EVERYTHING YOU NEED  
TO HOLD A  
GOOD GUYS EVENT  
AND ENGAGE MEN  
AS AGENTS OF CHANGE\***

<http://www.goodguysinlaw.com>

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## PROGRAMMING GUIDE

Successful replication of a GOOD Guys Program will depend on all the usual considerations for planning a speaking event: convenient date, time, and location; known target audience; engaging topics, format, and speakers; realistic budget; effective marketing; and general preparations.

### DATE, TIME, AND LOCATION

The most important things to determine at the outset are the date, time, and location, which may in turn depend upon other key components, such as a particular speaker you have tapped for the event. These things should be set as early as possible and be convenient for your target audience.

The time should be set according to the format, anywhere from a short half-hour speaker presentation to a full-day program with multiple presentations and panel discussions. Set the start and end times to avoid busy times for traffic.

The date may not have as much flexibility, as events are often planned just a few months in advance, but there may be a particular month or day of the week that is best. Check the event calendars of other local organizations for avoidable conflicts.

The location should be at a convenient and high-profile venue, but the cost should be kept to a minimum. Consider asking a local organization, law firm, or law school to donate space.

### AUDIENCE

Identify the target audience for your event. While the event is aimed at teaching men the importance and benefits of being a GOOD Guy, the ideal attendees may vary depending on the specific topics chosen for the event, such as an event tailored toward corporations versus law firms.

Invitees do not necessarily have to be men who are known to have championed women or diverse professionals. We want to get influential men in the door in order to offer them high quality programming about being GOOD Guys. We want men with potential to act as agents of change.

Encourage your organization's members to issue invitations to their personal and professional contacts. Get them to think strategically about high-powered men who have supported their career or the careers of other women. These can be men in their firm or organization, clients and other outside contacts, and even well-known individuals they may not have met before.

Reach out to leadership of corporations, law firms, and organizations in your city, particularly high level men who will have the most impact. Even better, identify people who are connected with these leaders and have them reach out for you. These leaders do not necessarily have to be in the legal field.

### TOPICS

Decide on the topics to be covered during the event. The overall theme of the event is GOOD Guys, but a particular event can focus more heavily on a specific subject, such as implicit biases or the business case for diversity.



## FORMAT AND SPEAKERS

Determine whether your event format will have a speaker presentation, moderated panel discussion, or both. There are benefits to each type.

The speakers can be a main driver for attendance at your event. Well-known professors and consultants can use their own research and information to give a cutting edge presentation. Judges and general counsel are good draws for attendance and make good panelists.

Once you have confirmed your speakers, make sure you follow up with them regularly, to confirm what additional support is needed, such as transportation, accommodations, and audio-visual equipment set-up and operation. Conduct pre-event conference calls with the speakers to confirm their expectations and rehearse for the event.

## BUDGET

Establish your budget, considering all costs you may encounter – speaker fees, travel costs, venue, furnishings, audio-visual equipment, food and drink, marketing, and preparations. Expenses can add up quickly, so try to anticipate everything, including the small details like name tags and speaker gifts.

Cover anticipated costs through sponsorships and donations. It is of paramount importance that admission to the event be free, particularly for men. An admission fee would be a barrier to attendance and counter to the objectives of the program.

## MARKETING

Make a marketing plan that takes advantage of multiple inexpensive or free methods for inviting your target audience. This plan should reach people on both group and individual levels.

Fill out the flyer included in the Toolkit and distribute through traditional channels, including email lists, websites, Facebook, and LinkedIn. Then, fill out the invite in the Toolkit and send it to your organization's members for forwarding to their male supporters, mentors, and colleagues.

Reach out to other organizations and media. The unique nature of the event may garner free PR in email lists, newsletters, and publications.

## GENERAL PREPARATIONS

Create a schedule for event preparations, and delegate specific tasks to your organization's members. Use the resources in the GOOD Guys Toolkit to plan an unforgettable GOOD Guys Event.

Above all, ensure this will be a comfortable place for men to discover their potential to lead change. Set ground rules for discussions: keep things positive, avoid blaming, recognize the importance of everyone's contributions, and step in to steer the conversation if necessary.

We welcome you to contribute your questions, comments, and stories of success at the GOOD Guys Program website: <http://www.goodguysinlaw.com>