

Virtual Networking Event Planning Guide

Section 1: Requesting a Date/Time for a Single Event or Series (AFTER APPROVAL)

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Section 1 – Requesting a Date/Time for a Single Event or Series (AFTER APPROVAL)

Leaders should follow these steps to secure a single date or series of dates for virtual networking events.

1. AFTER YOUR EVENT(S) IS APPROVED, visit the [AHLA Virtual Networking Event Scheduler](#) to select a single date or no more than one day per month through June 2021. Staff is using the Calendly system to schedule these events.
2. Once your date(s) is selected, a Zoom meeting will be created automatically. A calendar invite will be sent to the email address provided (you will be able to include the email addresses of up to 10 other leaders to receive the confirmation as well).
3. **Please note –**
 - a. The times listed in the Event Scheduler vary from month to month. The AHLA staff **has already considered:** AHLA In-Person Programs, Distance Learning Events, Federal Holidays and other observances, most leadership group calls, and Fridays. Please keep this in mind when scheduling an event(s).
 - b. Virtual networking events can be scheduled at 10:00 am, 1:00 pm, and 4:00 pm (Eastern) and held up to 45 minutes long.
 - c. Single event or series (monthly or bi-monthly)
 - i. Leaders may schedule the **single event** the group was approved for at any time
 - ii. If you group was approved for a series of events, staff encourages the group to **schedule the entire series** within the Calendly system to avoid future conflicts. Unfortunately, an entire series cannot be scheduled at once in the system; each event date has to be scheduled individually in the Calendly system or you can email AHLANetworking@americanhealthlaw.org and staff can assist with scheduling the entire series.
 - d. Events can be hosted by a Practice Group (an associated Affinity Group should coordinate and submit through the PG), Task Force, Council, or Editorial Board.
 - e. Before your call, a member of the AHLA Membership department will greet you and set you up as the host. The capacity for these events is 300.

- f. Smaller breakout rooms or Zoom Rooms are available for even more informal discussion. Due to the limited time and unknown number of participants, staff suggests Zoom Rooms be dependent on the number of total participants, e.g., 300 total / 30 room with 10 in each room). Hosts will only be able to assign participants randomly (*see more information about Zoom in Section 4*).
- g. The Event Scheduler is hosted in the Calendly system. Staff recommends leaders whitelist the address no-reply@calendly.com to ensure they receive email confirmations and reminder messages after the event is scheduled.

Teshia Birts (via Calendly) <notifications@calendly.com>
To Teshia Birts

Section 2 – Promoting the Event in Communities and using Social Media

Marketing by Association staff will highlight that leadership groups often host virtual networking events and will encourage members to visit AHLA Communities for more information. Staff will create a community event tied to the hosting group resulting in information about the event being picked up in the consolidated daily/weekly digest emails. The Connections to Learning biweekly email digest that is individualized to each member will also contain information about these events.

It is vital that Leadership Groups are prepared to assume primary responsibility to announce and promote the event by posting messages in relevant AHLA Communities as well as on social media platforms.

How to Post in Communities

How to post (Option 1):

- Send an email to the community address
- Insert the address into your email (Outlook, Gmail, etc.)
- (You must send the message from the email address you have on file with AHLA)

How to post (Option 2):

- On a specific community’s landing page, click on the green “Add” button next to “Latest Discussion Posts”

Suggestions for Promoting on Social Media

Leaders are also encouraged to craft messages and post to the three social media platforms AHLA uses (Twitter, Facebook, and LinkedIn). Include the respective hashtag and the AHLA profile name in the post. Below are a few examples:

- “I just registered to attend **#AHLAyps** Coffee and Conversation with other Young Professionals! Looking forward to making new connections, and hearing from great presenters! [@AmerHealthLaw](#)”
- “**#AHLAInHouse** Table-Talk session is a must for in-house counsel at health plans and their outside counsel and advisors. Registration for the session just opened: [Link @AmerHealthLaw](#)”

Leadership Group Hashtags

- **#AHLAAMCTH** for Academic Medical Centers & Teaching Hospitals
- **#AHLAAntitrust** for Antitrust
- **#AHLABLG** for Business Law and Governance
- **#AHLAFraudAbuse** for Fraud and Abuse

- **#AHLAHCLL** for Health Care Liability and Litigation
- **#AHLAHITsters** for Health Information and Technology
- **#AHLAHHS** for Hospitals and Health Systems
- **#AHLAInHouse** for In-House Counsel
- **#AHLALabor** for Labor & Employment
- **#AHLALifeSciences** for Life Sciences
- **#AHLAMSCPR** for Medical Staff, Credentialing, and Peer Review
- **#AHLAPPMC** for Payers, Plans, and Managed Care
- **#AHLAPhysOrgs** for Physician Organizations
- **#AHLAPALS** for Post-Acute and Long Term Services
- **#AHLARAPture** for Regulation, Accreditation, and Payment
- **#AHLATax** for Tax and Finance
- **#AHLABHTF** for Behavioral Health
- **#ALHAERM** for Enterprise Risk Management
- **#AHLAyps** for Young Professionals
- **#AHLAWomensNetwork** for Women's Network
- **#AHLAfellows** for Lifetime Members & Fellows Network

Section 3 – How Attendees Participate in Virtual Networking Events

After the event is scheduled, a calendar invite will be sent to the main contact (and up to 10 additional leaders). The invite includes event details and other information leaders can use to promote the event to the AHLA membership. The group’s leadership should use the event details in their marketing posts and promotional efforts

Registration is *not* required for attendees so it will be important for leaders to remind potential attendees to use the calendar invite to “save-the-date.”

Again, the group is solely responsible for promotion and providing details on how to participate in the event.

Section 4 – The Day of the Event/Using the Zoom Platform

TIPS FOR THE DAY OF THE EVENT:

- Please make sure your facilitator/hosts/co-hosts have an intermediate level of experience with the Zoom platform. These individuals should log in to the event 20 minutes before the event begins using the unique URL link provided with the registration information. If you cannot find the URL, email staff at AHLANetworking@americanhealthlaw.org.
- A member of the AHLA Membership Team will also log in 20 minutes before the event and will assign the main facilitator as host; the facilitator can then assign any co-hosts to the event.
- If you plan to use smaller breakout rooms or Zoom Rooms, staff suggests logging in 30 minutes before the event to download/install the Zoom Rooms application, set up the rooms, and adjust the settings (see the Zoom Room Quick Guide link below under *Tips For Using Zoom*). Due to the limited time of the event, staff recommends random selection/distribution to the Zoom Rooms with no more than 10 attendees in each room.

TIPS FOR USING ZOOM:

- Downloading Zoom to Desktop or Mobile App - <https://support.zoom.us/hc/en-us/articles/201362233>
- How to join a Zoom meeting -- <https://support.zoom.us/hc/en-us/articles/201362193>
- How to connect to join audio in Zoom -- <https://support.zoom.us/hc/en-us/articles/201362283-How-Do-I-Join-or-Test-My-Computer-Audio->
- Zoom Rooms Quick Start Guide -- <https://support.zoom.us/hc/en-us/articles/360039703831-Zoom-Rooms-Quick-Start-Guide>

See Appendix I – Basic Instructions to Video or Call Using Zoom

See Appendix II – Flowchart illustrating approval process and steps

See Appendix III – Memo to AHLA Leaders

See Appendix IV – Screenshot of Virtual Networking Request Form

Basic Instructions to Video or Call using Zoom

If you already have Zoom or want to download Zoom and sign up for a free account

1. Go to the app store and search for “Zoom Cloud Meetings”
2. Click download to install the Zoom Cloud Meetings App to your phone, laptop or tablet.
3. Click “Get” (for iPhone) or “Install” (for Android).
4. Click “Open”
5. Click “Sign Up”
6. Enter your email address
7. You will receive an email (may take a few minutes) with a link that you will need to activate your account.
8. Click on that link, a webpage will open, then enter your email address and create a password
9. Allow all accesses (Siri, Google Voice, etc.)
10. You have now installed Zoom on your phone, laptop or tablet.

If you don't have or want to download Zoom ... you can still participate!

Step 1: Go to your AHLA meeting invitation and click on the link or dial-in information to join the meeting

Example (only):

Meeting ID: ### #### #####

One tap mobile

+13017158592,,88250973960# US (Germantown)

+13126266799,,88250973960# US (Chicago)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 253 215 8782 US (Tacoma)

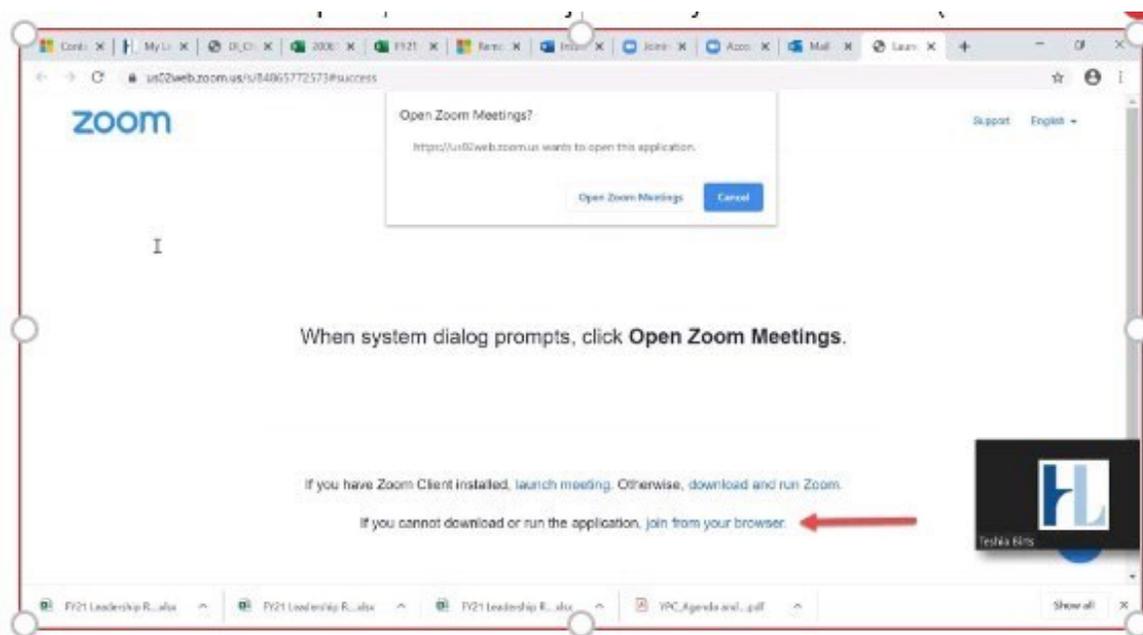
+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

Meeting ID: 882 5097 3960

Find your local number: <https://us02web.zoom.us/j/88250973960>

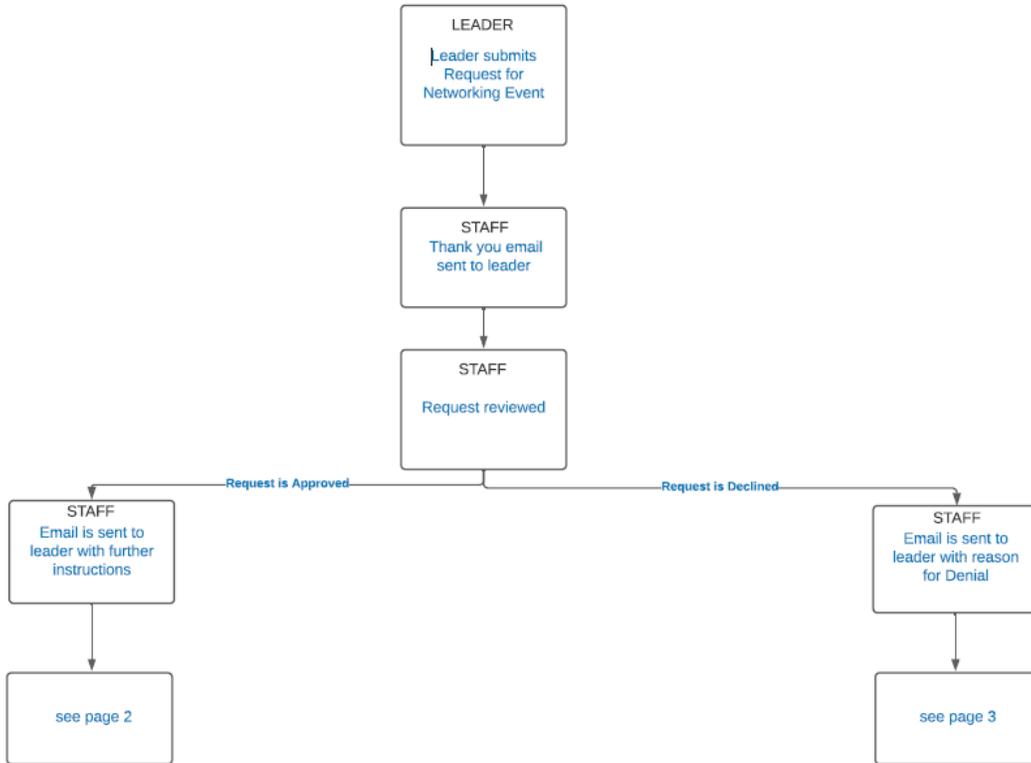
Step 2: When a new window opens, click on the “join from your browser link” (see screenshot)



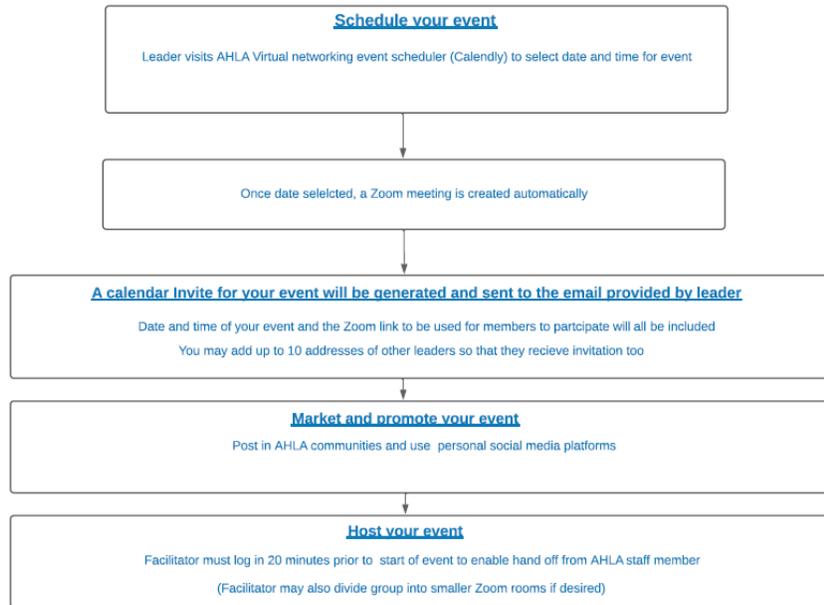
One More Note: Once in the Zoom meeting, you will have an option to turn your video and microphone on or off. On the bottom left corner of your screen there are two icons: a microphone and a video camera. If there is a red line across one of the icons, it is turned off.

If there is no red line, then it is turned on.

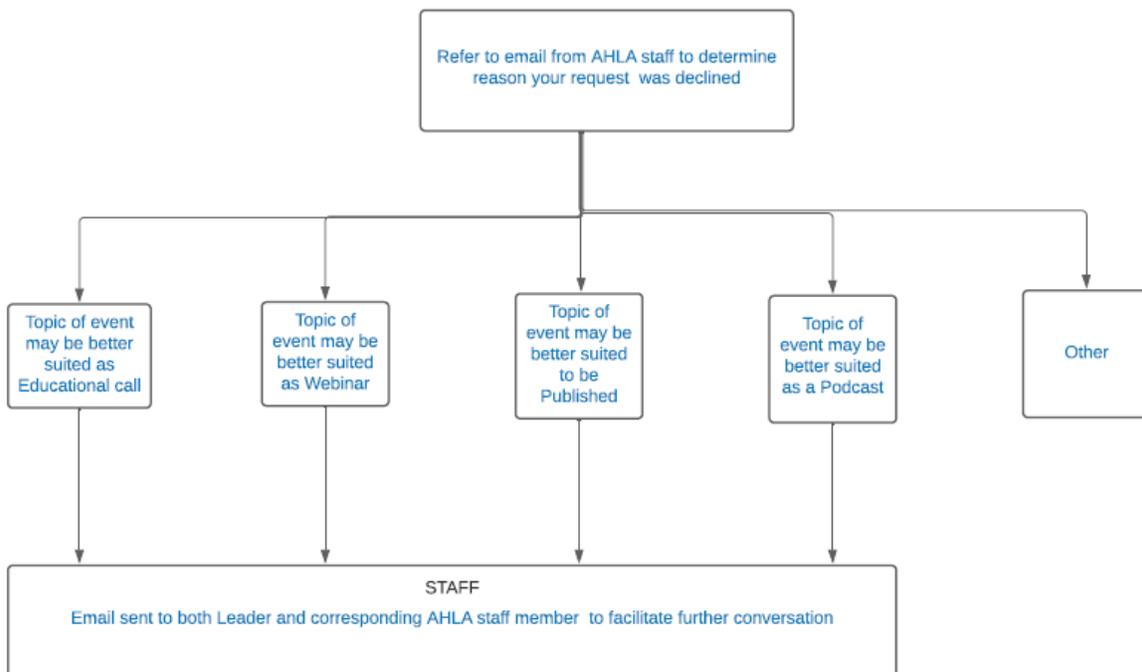
AHLA Virtual Networking



Your virtual networking event has been approved!
Next Steps



Next steps if your request has been declined



Guidance for AHLA Leadership Groups to Hosting Virtual Networking Events

To best meet members' needs and coordinate across the Association, a process and guidelines have been established that will enable leadership groups (i.e., Council, Practice/Affinity Group, Task Force, or Editorial Board) to submit a request to host a virtual networking event(s).

A leadership group may submit a request for a single event or series of events (i.e., hosting an event monthly or quarterly); the event(s) can be held for up to 45 minutes and will begin to be scheduled from mid-September 2020 through the end of June 2021.

Examples of Networking Events

- Coffee and Conversation – *“Grab a beverage, set up your virtual background, and hop on with leaders of the x group to talk about xyz.” OR “Join other members who belong to the x Practice Group and learn more about what the PG does and why they need your expertise and involvement.”*
- Lunch Bunch – *“Bring your lunch and jump online with AHLA colleagues and leaders of the x group and share your best practice for working remotely.” OR “Join other solo practitioners and leaders of the x group and talk about what’s keeping you up at night.”*
- Q&A Session – *“Calling young professionals and students. Join leaders of the YPC Council and participate in a Q&A about what it’s like to work at a firm, in-house, or government work setting.”*
- Tabletop Discussion – *“Want to engage with your colleagues on an important topic? Join leaders of the x group to talk about social justice issues.”*
- ZoomRoom Networking – *“Connect with other AHLA Fellows. Based on the number of other Fellows who log or dial in, we’ll break into smaller, equal-sized groups to enable casual networking and catching up with one another.”*
- Group Chat – *“Want to catch up with friends and colleagues? Come and relax, hang out, and participate in an informal group chat. Say hi, see who is attending, and let everyone know where you are participating from.”*

Making a Request

The online request form will require the following information be provided by the leadership group:

- Group requesting to host an event
- Name and email of leader making request
- Name and email of leader who will facilitate the event
- Type of networking event
- Desired frequency (i.e., single event, bi-monthly, quarterly, etc.)
- Topic or title of the networking event
- Brief description about the networking event
- Intended audience (i.e., individuals enrolled in a specific PG, Fellows, young professionals, members of the Women’s Network, etc.)

- Anticipated number of participants

Notification

AHLA staff will review the request and notify the leader making the submission within 3-5 business days of the submission.

- When a request is approved, the leader will be notified and provided with an opportunity to select a day/time preference for the event(s). To avoid conflicting with other existing AHLA events, staff will have already excluded those dates and will provide several options from which to choose. The leader will be able to make his/her selection(s) through a scheduling tool called Calendly. Leaders should whitelist Calendly.com to ensure receipt of their confirmation.
- Upon receipt of the Calendly selection, a confirmation showing the date, time, and Zoom link for members to participate in the networking event will be provided to the leader who submitted the request. This information will be used by the leadership group to promote their networking event.
- Should a request need to be declined, the leader will be notified and provided with an explanation as to the reason why, e.g., conflict with another AHLA event, topic better covered as a webinar, educational call, or publication, etc.

Promotion and Marketing

It is vital that the leadership group hosting the networking event have a plan to promote and market its own event(s) through the AHLA communities and their personal social media platforms. The Association will supplement these efforts by promoting the existence of networking events more generally. Staff will create a community event tied to the hosting group resulting in information about the event being picked up in the consolidated daily/weekly digest emails. The Connections to Learning biweekly email digest that is individualized to each member will also contain information about these events.

Hosting the Networking Event

The Group's facilitator for the networking event will need to join the call approximately 15-20 minutes prior to the start time; this enables an AHLA staff member to open and turn the call over to the leader host. The host will then be able to admit participants as they arrive to the call.

Members will not need to register for the event and can participate either by dialing in or viewing through video on a tablet, laptop, or computer. A networking event will be open to the first 300 participants. Should a Group wish to divide the participants into "zoom rooms," the facilitator will be able to break the group of participants into as many as ten separate breakout 'Rooms.' Room assignments are randomly assigned by Zoom.

The networking events are an optional activity for the sole purpose of networking with AHLA colleagues. While a networking event can supplement a group's other activities, they cannot be used to present a topic better suited for a distance learning or publishing activity and will not count towards or against the minimum requirements as it relates to these efforts.

A [Virtual Networking Event Planning Guide](#) is posted as a PDF in the Leader Resource Center and in the All Leaders leadership community. Leadership groups are asked to review the Guide before making a [Request](#).

Additional questions?

Contact Aliza Epstein at aepstein@americanhealthlaw.org or (202) 833-0779 or Collin Sumera at csumera@americanhealthlaw.org or (202) 833-6951.



AHLA Virtual Networking Event Request

Based on a topic, theme, or area of interest, virtual networking events are hosted by AHLA's leadership groups. Free and open to all AHLA members, these events are up to 45 minutes and promise to be uplifting and offer a safe space to check-in with colleagues from around the country, make new friends, and discuss topics of interest.

Leaders should complete and submit the request form at least 30 days in advance prior to the desired date and will receive a response from AHLA staff within one week.

Before submitting the form, please check 'Send me a copy of my responses.'

Group making request: *

Full name of individual submitting request: *

Email address of individual submitting request: *

Full name of facilitator who will host event (prefer intermediate level of experience on Zoom platform): *

Email address of Facilitator: *

Type of Networking Event: *

Desired Frequency *

Please specify the topic or title of the virtual networking event: *

Description of Event: *

Intended Audience (e.g., individuals enrolled in a specific PG, young professionals, women's network, Fellows, life members, etc.): *

Anticipated Number of Participants: *

Send me a copy of my responses

Submit