



## Academy of Breastfeeding Medicine Annual Meeting Hosting Watch Party Tip Sheet

### 1. Get the Basics in Place

- **Pick a Location**
  - Choose a spot that's comfortable and convenient, whether it's your workplace, a conference room, or a community space. Make sure it has:
    - A strong internet connection
    - Enough seating and space for your group
    - Audio/visual setup (large screen, projector, or big monitor)
- **Confirm the Date and Time**
  - Double-check the meeting schedule and set your local start and end times to avoid confusion.
- **Communicate Clearly**
  - Share the date, time, and location early.
  - Let attendees know what to bring (laptops, notepads, etc.).
  - Provide clear directions and parking info if needed.

### 2. Promote Your Watch Party

- **Invite Participants**
  - Send email invites and share the opportunity with your network.
  - Mention the 5% discount—each attendee in a watch party of 5+ gets the discount.
- **Provide the Registration Code**
  - We'll send you a unique code to share with participants for the 5% off. Make sure everyone registers using this code.
- **Check Out our Toolkit**
  - We've put together a [toolkit](#) with sample emails and social media posts you can use to spread the word about your watch party.

### 3. Plan your Watch Party

- **Arrange Food and Drinks**
  - Consider coffee, water, and light snacks to keep people fueled.
  - If you're planning a meal, communicate any cost-sharing ahead of time.
- **Create a Welcoming Atmosphere**
  - Have name tags or a simple sign-in sheet.

- Set up a small area for breaks and networking.

#### **4. During the Meeting**

- **Facilitate Interaction**

- Encourage casual conversation before and after sessions.
- Keep things friendly—people may want to focus on the sessions but also connect during breaks.
- Use our [toolkit](#) to post on social media and share your excitement.

#### **5. After the Meeting**

- **Wrap It Up**

- Thank everyone for joining and share any follow-up resources or links.
- Remind your participants to complete the session evaluations to be eligible to receive CE or CERPs credits.
- If you want to keep the momentum, suggest staying in touch for future events.

#### **Questions or Need Help?**

Reach out at [abm@bfmed.org](mailto:abm@bfmed.org) if you have any questions.

**Thank you for bringing people together for this experience!**