

## Quick guide for paid events

This quick guide is to support you with your paid event planning. There are checklists that you can use when planning your event on pages four and five.

As attendees for your event will pay for their ticket you will need to contact the [RCOT Events Team](#) before deciding a date and to discuss your event. Following this, complete and send the Paid Event Form to the Events Team **at least 6 months prior to your event**, so they can ensure they are able to support and promote your event.

### Planning your event

We encourage you to use the RCOT learning standards to support and guide planning a quality CPD event. We have some [resources on the website](#) you can use. You can check your content against these standards to ensure you are meeting them.

Use the checklist on pages four and five.

### Support provided to you

The Events Team will provide the following support for your event:

- Event expertise and advice
- Help with delegate registration queries
- Delegate reports - weekly/monthly/one-off prior to the event
- Joining instructions for your delegates
- Post-event online delegate evaluation forms / CPD reflection
- Digital certificate of attendance - Personalisation for digital certificates is only for events up to 30 delegates. For larger events, general certificates can be provided, or we encourage the use of our CPD reflection tool
- Supplying RCOT merchandise (subject to availability for in-person events)
- Materials for you to create delegate badges, including RCOT branded delegate badge “holders” and lanyards
- Marketing – Event listing in OTNews (three months), listing on branch page and RCOT event page

### Online events:

#### Speakers

Any speakers who are RCOT members should join online.

Any external speakers will require the joining link to be sent to them as they won't be able to register online. This should be sent to them by the event lead prior to the event.

#### Online platform

Each Branch has been issued a Zoom account with a licence to host online meetings with up to 300 participants. This account is used by each Branch and should be used for all events. Zoom accounts have a two-step verification process to log in as default. We have turned this function off but is switched on with each Zoom update.

Make sure you have logged into the Zoom account well in advance of your meeting and that you

have access to the email address linked to the Zoom account in case you need to complete verification. Leave plenty of time before your event starts to do this.

If you would prefer to use MS Teams, you will need to have access to an account that you can use.

## **In-person events**

### **Venue contracts**

When booking your venue for an in-person event, you will need to visit and scope the venue to ensure it meets the needs of your event. All contracts for venues should be forwarded to the RCOT Engagement Officer for signature. Don't sign these yourself as this means you are personally liable for any costs and responsible for any terms and conditions.

### **Advertising your event**

Send the Paid Event Form to [Events.ExhibitionsOfficer@rcot.co.uk](mailto:Events.ExhibitionsOfficer@rcot.co.uk) **at least 6 months prior to your event** to allow advertising and promotion to members. We work with the Web Team and the Editorial Team to ensure that your event is available on the website and in OTnews. It can take up to five working days to process your form and for the web team to have this uploaded to the website. During busy periods this may take longer but we will aim to have it available as soon as possible.

When processed we'll upload your event to the RCOT events page where members can register to attend. Any issues with registration should be sent to [Events.ExhibitionsOfficer@rcot.co.uk](mailto:Events.ExhibitionsOfficer@rcot.co.uk) where we will be able to help.

We will also arrange for your event to be promoted in OTnews and you can select three preferred months to advertise your event. A listing appears in OTnews and on the RCOT website for the month(s) booked commencing on the 15th of the month. Bookings must be received no later than the 27th of the previous month (or the closest working day if this falls on the weekend). For example - a booking received by the 27 July will appear in August OTnews and online.

### **Templates available**

The branch resources page has templates you can use to support an in-person event. These include:

- Risk assessment template
- Event photo poster
- Direction signs

Any materials you print for an in-person event should be done with consideration to environmental sustainability. Any unused materials should be recycled where possible.

### **Event support**

You should ensure you have enough committee members to support your event.

- In a virtual event this would include someone to assist with admitting delegates to the meeting and supporting with monitoring the chat box during the meeting.
- For an in-person event this could include creating the delegate badges, helping at the registration desk, speaker and delegate assistance, and dealing with general queries during the event.

## **Admitting delegates to an online event**

Delegates are asked to sign into the event using the name they have registered with. Remember that some members may have problems with their technology and may not be able to change their name or have issues accessing the event. In this instance, you can admit them to the meeting and use the chat to have a private conversation with them.

## **CPD 5-minute reflection**

Encourage your event delegates to complete the [5-minute reflection](#) form for their own record of the event and for their CPD folder. This encourages members to reflect on their learning from the event while helping them to meet [HCPC's CPD standards](#).

## **If something goes wrong in your online event**

If during your virtual event who is being excessively disruptive or inappropriate you can ask this person to leave or remove them from the meeting. Any instance of this should be reported to RCOT as soon as possible after the event with all the details of the delegate and information on the incident so it can be investigated.

## **GDPR**

Following any event all information with delegate information should be destroyed or deleted within one month.

# Check lists

## Online event

### Plan your event

- Contact the [RCOT Events Team](#) to discuss your event(s) and preferred date(s) at least six months in advance of your suggested event date**
- Set the purpose and objectives of your event
- Set the deadline for event bookings and delegate rates
- Use the [RCOT learning standards](#) to support and guide your event planning
- Contact and arrange speakers (considering any cost/contract)
- Confirm the date and time of your event
- Access your event platform and set up the event e.g. Zoom or MS Teams
- Complete the paid event form and send to [RCOT Events Team](#) at least 6 months prior to the event**  
RCOT will set up the event on our CRM for delegate registrations. We will arrange advertising on the RCOT events page along with the booking link and advertising in OTnews (timescales allowing)

### Advertise your event

- Ask the comms/social media lead to share the event on the SS/region social media accounts
- Forward your event information to the newsletter editor/regional communications leads for inclusion in your next newsletter

### Event preparation

- Ensure you have enough committee members to support your event
- Consider back-up speaker presentations
- Check you have the delegate list and any additional registrants (these will be emailed to you prior to the event)
- Consider how you will ask delegates to evaluate the event and give feedback
- Share the zoom link with any external speakers

### On the day of the event

- Check for any further delegates who may have registered late (these will be emailed to you)
- Open your event on your chosen platform
- Admit delegates as per the delegate list from RCOT (remember some people may have tech issues or access the event using an alternative account so we advise you to use your discretion if you are unsure)
- Take note of who attends your event using the delegate list
- Share poll during event or share feedback link
- Consider sharing the [5-minute reflection](#) for CPD events with delegates

### After the event

- When the event closes, send the list of who attended to the [RCOT Events Team](#)
- Send any post event information to [RCOT](#) for distribution to attendees within 1 week of the event
- Analyse feedback forms if used or review zoom poll
- Destroy all delegate data from devices within 1 month

## In-person event

### Plan your event

- First contact the [RCOT Events Team](#) to discuss your event(s) and preferred date(s)**
- Set the purpose and objectives for your event
- Agree with the RCOT Events Team the deadline for event bookings and delegate rates
- Use the [RCOT learning standards](#) to support and guide your event planning
- Contact and arrange speakers (considering any cost/contract)
- Confirm the date and time of event
- Set budget in conjunction with the SS/region treasurer
- Select and book venue and catering if applicable (**contract to be forwarded to RCOT Engagement Officer for signing**)
- Confirm if delegate badges/stickers are required at registration
- Complete the paid event form and send to [RCOT Events Team](#) at least 6 months prior to the event**

RCOT will set up the event on our CRM for delegate registrations. We will arrange advertising on the RCOT events page along with the booking link and advertising in OTNews (timescales allowing)

### Advertise your event

- Ask the comms/social media lead to share the event on the SS/region social media accounts
- Forward your event information to the newsletter editor/regional communications leads for inclusion in your next newsletter

### Event preparation

- Ensure you have enough committee members to support your event
- Confirm with the venue the booking and any catering/AV required
- Print [5-minute reflection](#) forms for CPD
- Consider back-ups for speaker presentations
- Contact [RCOT](#) for merchandise for delegates, tablecloth and badges if needed
- Arrange to have your SS/Region promotional banner at the event
- Print out any papers required e.g., direction signs for venue or session plans
- Check the delegate list from RCOT which will include dietary and access requirements
- Arrange event feedback form either in print version or MS form if required
- Print out the delegate list for use at the registration desk – keep safe on the day
- Print out delegate badges (if required)

### On the day of the event

- Set up the registration desk
- Set out the delegate list for registration and delegate pack if available
- Set out delegate badges/stickers (if using)
- Post signs as needed e.g. welcome, photograph notification and direction posters
- Set up the room with your promotional banner and any other materials
- Check any AV/laptop to ensure all is working
- Confirm numbers with venue for catering
- Confirm timekeeping arrangements for speakers
- Open and introduce event
- Promote on social media during event (consider anyone who has opted out of photos)

### After the event

- When the event finishes send the list of who actually attended to [RCOT](#)

- Analyse feedback forms
- Destroy all printed and electronic delegate data within 1 month