



National Pathology Week

2–8 November 2009

How to plan and publicise your event - A short briefing guide.

No matter how big or small your event is, it won't have much impact if you don't publicise it. Publicity for your event will help you to:

- Attract an audience
- Promote the objectives of National Pathology Week
- Generate media coverage.

Where to start

If you work for an NHS Trust, contact the Trust's Communications Department to let them know that you are planning an event for NPW. They will be interested in your event as it is potentially good publicity for the Trust and they will be able to help you publicise it by providing mailing lists, posting details on the Trust's website etc. They'll also know how to maximise local media coverage and will have links with local MPs and dignitaries.

Objectives and key message for NPW 2009

The theme of NPW 2009 is "Pathology: the heart of modern healthcare". This can be interpreted in two ways:

- An opportunity to highlight the importance of pathology in general, holding an event that promotes any aspect of the specialty.
- A chance to highlight the way in which all the pathology disciplines contribute to the prevention, diagnosis, treatment and monitoring of all types of heart disease.

Who is your event aimed at?

Once you have decided what event to run and when to hold it, you can begin to publicise the event (if you are stuck for an idea, visit the events template page on the NPW site which features step by step guides for a variety of events from NPW 2008

<http://www.nationalpathologyweek.org/organisers/event-templates.php>)

To market your event effectively, you will need to identify your audience. The main audiences for NPW are:

- Secondary School Students KS4 (14-16) and KS5 (16 -18)
- Patients and members of the public
- Medical Students
- Fellow health professionals.
- MPs and policy makers

Post details about your event on the National Pathology Website

The first step in publicising your event is to register it on the NPW website so that it can be added to the online programme. Please visit

<http://www.nationalpathologyweek.org/organisers/event-form.php>

Please note that the information you provide will be available to potential audience members so please make sure that event details are clear and a contact number/email is given.

Marketing your event

You might find it helpful to draw up some basic information – a short text that can be used as a basis for promotion e.g. as a press release, or on flyers and posters. Don't forget to include:

- Venue
- Date
- Time
- Contact details
- Headline
- Supplementary information – who is the event aimed at? What will happen on the day etc but remember to keep it brief.

Invitations

Invitations can be a good way to reach specific audiences such as:

- MPs
- Other local healthcare professionals such as GPs
- Patient groups
- Local voluntary organisations
- Friends
- Colleagues.

Again working with your Communications Department could be very helpful here. Depending on the type of event, you could see if they have mailing lists of local patient groups who might be interested in coming. If you work for a foundation Trust consider inviting Trust Board members to your event.

If space is limited and you are planning to invite large numbers of people, you should make that clear on the invitation, eg people have to book in advance or the event is on a first come, first served basis.

You may wish to include other promotional material (e.g. flyers) with the invitation. There are a number of downloadable posters and flyers on the NPW website including one you can customise to include details of your event.

Inviting schools to your event.

The best way to invite your local school is to the school reception, explain who they are and ask to be put in touch with the Head of Science/science departments and then follow this up with an invite or letter. You can find contact details of your an use this website to find schools: <http://www.schoolswebdirectory.co.uk/index.php> or contact your Local Education Authority (LEA),

For more information about working with schools, contact Ruth Semple.
ruth.semple@rcpath.org Tel -020 74516753

Mailouts, posters and flyers etc.

If the target audience is small, such as the most effective means of promotion may be by sending a letter and/or other promotional material such as poster and flyers. You could also think about displaying flyers and posters in prominent places in staff rooms, hospital foyers, canteen etc.

E-marketing: Email details of your event to people who may be interested in your event. This is an inexpensive way of getting your message across to a large number of people. Text should always be in the body of the message, as some servers have stringent firewalls.

You may want to think of other on-line methods of publicising your event. eg social networking sites such as Facebook or Twitter.

Websites: Ask the Trust Communications Department if they can post details of the event on the Trust's website

Acknowledgements and logo

We would be very grateful if you can acknowledge the College on all the material you generate. There is a special logo to support National Pathology Week, which can be downloaded from the website. Please include this on all your material. Please call the Communications Office on 020 7451 6752 or email Samantha.jayaram@rcpath.org if you need any guidance on how to use the logo.

National Pathology Week sponsors logo

Siemens sponsor National Pathology Week, so their logo should be added to marketing materials. For a copy of the Siemens logo and how it should be used contact:samantha.jayaram@rcpath.org

Inviting the media to your event.

If the target audience is the general public or a large, broad group, your local media may be interested. Ideally, newspapers – and possibly radio and television too – could run a story beforehand, as well as cover the event itself.

Many of your local media organisations will be listed in the Yellow Pages (www.yell.com) and your hospital/workplace's Communications Department or Press Office will have details.

For more detailed information please see the Working with the Media Top Tips briefing note.

Timing

Making sure that you let people know in advance when and where your event is happening is crucial to maximise attendance. As a rough guide the following timings apply:

Register your event by September 14th

Please register your event on the NPW website by September 14th. This will ensure that we can allocate promotional items promptly to people who need them. You can still register your event after this date and post the details online, but we can't guarantee to provide any promotional items.

4–6 weeks prior to event

Local press - Send out listings release (so the date is in their diaries). See Working with the Media: Top Tips

3-4 weeks prior

- Invite your target audience to your event. NB – if you are planning to invite schools – the earlier in the school term the better.
- Circulate leaflets and posters.
- Begin e-marketing
- Draft the press release, get any quotes checked.

1-2 week prior

- Send out press release for editorial/feature articles.
- Send out email reminders to your invited audience.

A few days prior

Call to confirm attendance.

On the day

- Make sure someone is available to take some photographs (make sure you get consent if you are taking photographs of children and young people under 18. A consent form can be downloaded from the Organisers page at the NPW website).
- Follow up media enquiries – even if the local press haven't been able to come to the event they may want to interview someone about it. Make sure someone is available to speak to the press on the day.
- Don't forget evaluation, ideally both before and after the event.

After the event

Thank all those involved and the media who covered the story. It's always useful to have made contacts through NPW such as local school teachers and journalists. You can always contact them again after NPW if you have another pathology-related event or story you think they may be interested in.

If you would like more information on how to publicise your event, Contact Samantha Jayaram. Email: Samantha.jayaram@rcpath.org . DD Tel: 020 7451 6752.