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# Online Event Plan for Branches

## Overview

The purpose of this document is to ensure a consistent approach to the planning of online branch events.

This document outlines planning activities, considerations, and requirements. It should be completed for all online events.

More detailed information on how to complete each step is provided at the conclusion of the document.

## Step One: Who is organising the event:

|  |  |
| --- | --- |
| Name | Responsibilities |
|  |  |
|  |  |
|  |  |
|  |  |

## Step Two: What are the event details:

|  |  |
| --- | --- |
| Title: |  |
| Date: |  |
| Time, start and finish: |  |
| Platform (eg Zoom): |  |
| Log in details: |  |
| Captions required: |  |
| Ticket cost: |  |
| Humanitix Link: |  |

## Step Three: Risk Management

|  |  |  |
| --- | --- | --- |
| Potential risk | Likelihood (Low, Medium, High) | Mitigation strategies |
|  |  |  |
|  |  |  |
|  |  |  |
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|  |  |  |
|  |  |  |

## Step Four: Attendees

Are there specific people who need to be invited? (If yes, provide names, email addresses and if relevant, phone numbers).

Who will invite the guests? (Event organiser, BCA President, other)

## Step Five: Promotion

Prior to any promotional material being used it must first be approved by BCA.

Promotional material approved by:

|  |  |  |  |
| --- | --- | --- | --- |
| Platform | Required (Y/N) | Details | Completed |
| BCA Website |  |  |  |
| Phone System |  |  |  |
| Announcements List |  |  |  |
| Member Update |  |  |  |
| Social Media |  |  |  |
| Blindness sector list |  |  |  |
| First Nation’s list |  |  |  |
| Text Message |  |  |  |
| Mail Out |  |  |  |
| Other |  |  |  |

## Step Six: Run Sheet

Event Host (name, email and phone):

Tech Support (name, email and phone):

|  |  |  |
| --- | --- | --- |
| Time | Responsible | Notes |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Run Sheet distributed on (Date):

## Step Seven: Evaluation

Is a formal evaluation required? If yes, complete the below

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Responsible | Details | Completed |
| Draft evaluation questions |  |  |  |
| Upload to Survey Monkey |  |  |  |
| Accessibility Check |  |  |  |
| Distribution of link (post event) |  |  |  |
| Closure of evaluation |  |  |  |
| Completion of Evaluation report |  |  |  |
| Distribution of report |  |  |  |

## Step Eight: Event Follow Up

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Required (Y/N) | Responsible | Action Completed |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Supporting Information

## Step One

Prior to making event plans, establish exactly who is involved in organising the event.

Discuss exactly who will be responsible for what elements and list those in the responsibility section.

After the discussion, it may be helpful to provide all who are involved in the organisation of the event with a copy of this table, as well as a list of actions.

Ensure one person is nominated to keep this document updated.

## Step Two: Event Details

Identify all required details for the event.

To book a Zoom link or Humanitix Registration form, request this from BCA, [bca@bca.org.au](mailto:bca@bca.org.au). BCA will need to know if there will be a ticket cost for the event, factor the Humantix booking fee into the pricing.

If a registration process is required, ensure that there is more than one method for registration (phone, online, email, etc)

## Step Three: Risk Management Plan

Identify any potential or perceived risks and mitigation strategies.

If any risks are rated as ‘high’, seek confirmation of the mitigation strategies from BCA.

These risks may include risks to event success, risks to BCA reputation, risks to participants, financial risks or otherwise.

Examples of risks to consider include:

* Personnel – inexperienced or untrained staff in hosting or tech roles.
* Technology – unstable or overloaded internet connection causing connection issues
  + Participant technology skills in connecting and interacting with session
* Attendance – numbers of engagement and participation (due to topic, schedule of event, length of event and time of day)

## Step Four: Attendees

If you would like specific people invited to the event, list their names and email addresses.

Invitees may include hosts, facilitators, panellists, presenters, speakers, important guests or others who require a specific invitation.

## Stage Five: Promotion

Promotional material must always contain one or more contact points, including an email and telephone number.

### BCA Website

To have the event listed on BCA’s website, send a blurb and relevant links and details to [bca@bca.org.au](mailto:bca@bca.org.au). Blurbs must first be approved by BCA.

### Phone System

To have the event promoted through BCA’s phone system, send a summary to [bca@bca.org.au](mailto:bca@bca.org.au) to be added to the voice recordings. Summary must contain all relevant event details including date, time, location.

### Member Update

To have the event promoted in the weekly member update, send the details to [memberupdate@bca.org.au](mailto:memberupdate@bca.org.au)

Information received before 12:00pm on a Monday will be published in the update sent out on Wednesday.

### Social Media

To have the event published on Social Media send the blurb and relevant links to BCA ([bca@bca.org.au](mailto:bca@bca.org.au)) for approval and possible inclusion. Please bear in mind that social media posts are often scheduled, if you need the details to be posted on a specific day, request this in your email.

### Blindness Sector List

If your event may be of interest to other blindness organisations, send the blurb and all other relevant information to [bca@bca.org.au](mailto:bca@bca.org.au) for distribution.

This list will be received by approximately 40 service providers who work specifically with people who are blind.

### First Nation’s Distribution List

If your event may be of interest to organisations who work with Aboriginal and Torres Strait Islander people, send the blurb and all other relevant information to [bca@bca.org.au](mailto:bca@bca.org.au) for distribution.

Organisations on this list are not necessarily disability specific.

### Text Message

To notify members of your event who do not have access to email, a short text message can be sent with basic details and a request to call or respond for further information.

Send the message text to [bca@bca.org.au](mailto:bca@bca.org.au).

Text messages should be under 160 characters in length.

### Hard Copy / Audio mail out

If you wish to notify members in their preferred format (print, large print, braille or audio CD) approximately 12 weeks notice is required. Please discuss this with BCA to arrange this 1800 033 660.

## Step Six: Run Sheet

A run sheet should be created for all large events and distributed to all hosts, tech support, and people involved in the delivery of the event with at least 24 hours notice.

The run sheet must contain

* House keeping
* Roll Call
* Acknowledgement of country
* Wrap up and farewell

## Step Seven: Evaluation

If a formal evaluation is required, this must be designed and organised prior to the event. Evaluations should be designed in line with the event objectives and any measures of success outlined in grant or funding agreements.

Traditionally, evaluations have included by quantitative and qualitative measures and are completed through Survey Monkey with BCA’s assistance.

When distributing evaluation information ensure that attendees are advised they can complete it electronically or over the phone.

At the conclusion of the event a link to the evaluation and a timeframe for completion must be sent to all attendees.

Consider whether a separate evaluation form for hosts, panellists, and presenters is required.

## Step Eight: Wrap Up

At the conclusion of the event, or the next business day, all wrap up steps should be completed.

All presenters, guests, host, tech support, organisers (if different), must be thanked. This could be a personal text message, or email within 24 hours of the event, thanking the person for their contribution to the event. They should also be asked if they have any feedback on the event.

The wrap up also includes requesting the information be removed from the website, ensuring the Humanitix link is closed, removing the recording from the phone system and any other tasks.

You should ensure that summaries and recordings of the event are created and distributed.

Attendance numbers should be included in the Events spreadsheet.