

EVENTS HUB

Organiser Playbook

Public-Facing Events

Events Open to Non-Members, Patients, and the General Public

The organiser guide for ISCP events where the audience includes non-members, patients, carers, students, or the general public. Covers inclusive design, accessible communications, safeguarding considerations, and media awareness.

Contents

1	About This Playbook	Page 3
2	Planning a Public-Facing Event	Page 4
3	Accessible and Inclusive Design	Page 5
4	Communications and Media	Page 6
5	Delivery and Post-Event	Page 7
6	Shared Templates and Downloads	Page 8
7	ISCP Contacts	Page 9

About This Playbook

Public-facing events represent ISCP to audiences beyond the profession. How you run them, how accessible they are, and how the profession is presented matters. These events carry additional responsibilities — but they also carry the greatest potential to raise the profile of physiotherapy.

EVENTS THIS PLAYBOOK COVERS

- 1 Public health awareness events**
World PT Day activities, community health fairs, GP surgery outreach.
- 2 Patient education sessions**
Condition-specific sessions open to patients and carers — e.g., back pain workshops.
- 3 Graduate and student recruitment events**
Open days, careers fairs, university outreach where the audience includes prospective
- 4 Media events and press briefings**
Where ISCP is presenting to journalists or providing clinical commentary to media.

KEY DIFFERENCES FROM MEMBER-ONLY EVENTS

- 1 Language must be accessible to non-clinical audiences**
Remove acronyms, clinical jargon, and assumed knowledge. Plain English throughout.
- 2 Accessibility requirements must be actively designed in — not added later**
Consider mobility, hearing, vision, and cognitive accessibility from the planning sta
- 3 GDPR and data consent requirements are higher for public audiences**
Members have existing data agreements with ISCP. Public attendees do not.
- 4 Media presence requires prior approval from ISCP Communications**
Do not invite media or allow press photography without clearing with communications@i

Planning and Accessible Design

PLANNING CHECKLIST

- Get ISCP Communications approval before any p
- Agree ISCP spokesperson if media may attend
- Confirm GDPR consent process for non-member d
- Set up registration with clear audience state
- State clearly: is this event free or charged?
- Provide clear location with transport directi
- Set up a public-facing event email for querie
- Confirm medical emergency procedure with venu

ACCESSIBILITY CHECKLIST

- Step-free access confirmed and communicated
- Hearing loop or BSL interpretation available
- Large print materials available on request
- Seating available throughout — not standing-o
- Quiet space available for attendees who need
- Catering: allergy information visible and cle
- Photography consent process in place
- Children: are they permitted? Is supervision

GDPR FOR PUBLIC EVENTS

When collecting data from non-ISCP members (names, emails, attendance), you must state at the point of collection: what the data is for, how long it will be held, and who it will be shared with. Do not add public event attendees to your CIG mailing list without explicit consent.

1 Include a data consent statement on your registration form
 "We will use your email to send you event joining instructions. We will not add you t

2 Store public attendee data securely and delete after 12 months if not needed

3 If recording: get written consent from all participants — not just verbal

4 If photographing: display notice at the event and ask for opt-outs

Communications, Delivery and Post-Event

1 All public communications approved by ISCP Comms before publishing
Do not post on social media or issue press releases without approval.

2 Event description written in plain English — reviewed by a non-clinician
Ask someone outside the profession to read your event description before publishing.

3 Media queries directed to communications@iscp.ie on the day
Do not give media interviews without clearance. Provide one named contact only.

4 Post-event: share any media coverage with ISCP Comms
Coverage — positive or critical — must be flagged to communications@iscp.ie within 24

5 Photograph consent collected if event images will be shared
Images of non-members require individual consent before sharing on ISCP channels.

6 Feedback form designed for non-clinical audience — plain language
Do not use your standard CPD evaluation form. Create a simplified public version.

SHARED TEMPLATES — AVAILABLE FOR ALL EVENT TYPES

Run-of-Show Template

Use for any event. A4 landscape timeline grid with time slots, who is responsible, wh
/downloads/shared/ISCP_Run_of_Show_Template.pdf

Event Budget Planner

Excel spreadsheet with four tabs: event budget, income and expenditure, break-even ca
/downloads/shared/ISCP_Event_Budget_Planner.xlsx

Technical Setup Guide

Step-by-step setup for Zoom, Microsoft Teams, and hybrid events. Includes common faul
/downloads/shared/ISCP_Technical_Setup_Guide.pdf

ISCP CONTACTS — WHO TO CALL FOR WHAT

Professional Development Unit professionaldevelopment@iscp.ie
Events, Zoom access, CPD certification, registration queries

Communications Team communications@iscp.ie
Social media promotion, ezine listings, Vimeo uploads, recordings

ISCP HQ — Administration admin@iscp.ie
Venue payments, credit card authorisation, general queries

ISCP Website www.iscp.ie
Event listings on iscp.ie, member portal, online CPD