

SINGLE COMMITTEE EVENTS

# 12-Week Event Engagement Timeline

Week-by-Week Planning & Promotion Guide with Post-Event Follow-Up

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Irish Society of Chartered Physiotherapists

MyISCP Events Hub

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# ISCP 12-Week Event Engagement Timeline

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## Week-by-Week Planning & Promotion Guide

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### OVERVIEW

This timeline covers the 12 weeks leading up to an ISCP committee event, plus 4 weeks of post-event follow-up. Each week has specific actions, who is responsible, and practical tips. This works for both workplace in-service events and student engagement events.

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### PHASE 1: FOUNDATION (Weeks 12-9)

#### Week 12: Concept & Budget

Action	Who	Details
Confirm event concept and objectives	Committee Chair + Event Lead	What's the topic? Who's the audience? What's the CPD value?
Draft budget using Budget Planner template	Event Lead	Use ISCP Event Budget Planner for realistic costings
Identify 2-3 potential speakers	Event Lead	Reach out to colleagues, check ISCP speaker database
Get committee approval on concept + budget	Committee	Email vote or brief meeting

**Tip:** Choose your topic based on what members asked for in previous feedback surveys.

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#### Week 11: Venue & Speaker

Action	Who	Details
Book venue	Event Lead	Hospital education centre: email facilities management. University: contact dept coordinator
Confirm speaker(s)	Event Lead	Send formal invitation email (use Email Template 1 from pack)
Send speaker the Speaker Materials Pack	Event Lead	Include event overview, audience profile, AV info
Confirm AV equipment availability	Event Lead	Projector, screen, microphone - test if possible

**Tip:** Book the venue FIRST. Hospital rooms get booked months ahead. Email facilities management directly - don't go through general admin.

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**For student events:** Contact the university physiotherapy department coordinator. They usually have a lecture theatre they can offer free of charge if you frame it as CPD for their students.

### Week 10: Registration & Materials

Action	Who	Details
Set up event registration	Event Lead	Use MyISCP Events Hub registration, or Eventbrite (free for free events)
Create event description and registration page	Event Lead	Include: date, time, venue, parking, CPD points, speaker bio, what to bring
Design promotional poster (A4)	Event Lead or volunteer	Use ISCP Signage Templates; include QR code to registration
Brief speaker on logistics	Event Lead	Confirm presentation format, duration, any interactive elements

**Tip:** Write the event description from the attendee's perspective: "You will learn..." not "This event covers..."

### Week 9: Promotion Planning

Action	Who	Details
Create social media graphics	Volunteer	Use ISCP Social Media Graphics guide for correct sizes
Draft email invitation	Event Lead	Use Email Template 1 (Initial Invitation) from the pack
Identify promotion channels	Event Lead	Email list, WhatsApp groups, department notice boards, LinkedIn, social media
Contact hospital department heads	Event Lead	Ask them to share with their teams; provide poster for their notice board

**Tip:** Personal invitations work 3x better than mass emails. Ask 5 colleagues to personally invite 5 people each.

## PHASE 2: PROMOTION (Weeks 8-5)

### Week 8: Launch Promotion

Action	Who	Details
Send invitation email to member list	Event Lead	Use Email Template 1. Send Tuesday or Wednesday morning for best open rates
Post on ISCP social media channels	Volunteer	Facebook, LinkedIn, Instagram. Tag the speaker
Put up posters in hospital/university	Volunteer	Education centre, staff rooms, canteen, changing rooms

Action	Who	Details
Share in relevant WhatsApp/Signal groups	Event Lead	Physiotherapy department groups, regional ISCP groups

**For student events:** Also promote via:

- University student societies
- Course coordinators (ask them to email their year groups)
- Physical notice boards in physiotherapy department
- Student union social media

### Week 7: Build Momentum

Action	Who	Details
Check registration numbers	Event Lead	Are you on track? Aim for 50% of target by week 7
Post speaker spotlight on social media	Volunteer	"Meet our speaker: [Name]" post with photo and bio
Personally invite key people	Event Lead	Contact people you really want there - a personal text/email works best
Share a "teaser" fact or stat related to the topic	Volunteer	"Did you know... [interesting stat about the event topic]"

### Week 6: Mid-Campaign Push

Action	Who	Details
Send second email to non-openers	Event Lead	Same invitation email, new subject line, to people who didn't open the first
Post countdown graphic: "6 weeks to go"	Volunteer	Use social media template
Contact late responders directly	Event Lead	Text or WhatsApp people you know are interested but haven't registered
Check speaker is on track with preparation	Event Lead	Quick email: "How's the presentation coming? Need anything from us?"

**If registrations are low:** Don't panic. 60% of registrations typically come in the last 3 weeks.

### Week 5: Sustain Interest

Action	Who	Details
Share a relevant article or resource related to the topic	Event Lead	"Getting excited about our upcoming event? Here's a great article on [topic]"
Confirm catering arrangements	Event Lead	Finalise numbers, confirm dietary requirements, confirm delivery time

Action	Who	Details
Prepare sign-in sheet and name badges	Volunteer	Use Event Tracking Form template
Review run-of-show and finalise timing	Event Lead	Use Run-of-Show template; share with speaker

## PHASE 3: FINAL PUSH (Weeks 4-1)

### Week 4: Registration Drive

Action	Who	Details
Send "4 weeks to go" reminder email	Event Lead	Use Email Template 2 (Reminder)
Post final social media push	Volunteer	"Only [X] spaces remaining" (creates urgency)
Confirm all logistics with venue	Event Lead	Room layout, AV, access times, parking, signage placement
Prepare feedback survey	Event Lead	Use Google Forms with recommended questions from Technical Setup Guide

### Week 3: Logistics Finalisation

Action	Who	Details
Finalise attendee list	Event Lead	Export from registration system
Prepare materials for printing	Volunteer	Handouts, sign-in sheets, direction signage
Test any technology	Event Lead	If hybrid: test Zoom/Teams setup. Check projector compatibility
Brief helpers/volunteers on roles	Event Lead	Who's on registration? Who's managing catering? Who's timekeeper?

### Week 2: Final Reminders

Action	Who	Details
Send 2-week reminder email to all registered	Event Lead	Use Email Template 2 with parking/directions details
Send "last chance to register" to non-registered members	Event Lead	Personal message: "Would love to see you there"
Post social media countdown: "2 weeks!"	Volunteer	
Confirm final catering numbers	Event Lead	Use actual registration count + 10% for walk-ins

Action	Who	Details
Print all materials	Volunteer	Handouts, sign-in sheet, signage, name badges

### Week 1: Final Preparations

Action	Who	Details
Send 48-hour reminder email with final details	Event Lead	Use Email Template 3 (Final Reminder). Include parking, map, schedule
Pack event kit	Event Lead	See packing checklist below
Send "looking forward to seeing you" WhatsApp/text to registered attendees	Event Lead	Morning of the day before, or 2 days before
Confirm everything with speaker	Event Lead	Final check: "All set for [day]? Any last questions?"
Post "see you tomorrow/this week" on social media	Volunteer	
Do a dry run of the presentation if possible	Speaker	Especially for first-time speakers or new venues

### Event Day: Packing Checklist

Item	Packed
Laptop + charger	
HDMI/USB-C adapter	
Presentation on USB backup	
Wireless clicker/pointer + spare batteries	
Extension lead / power strip	
Printed sign-in sheets (extra copies)	
Printed handouts	
Name badges + marker pen	
Directional signage (4-6 A4 laminated signs)	
Blu-tack or tape for signs	
ISCP pull-up banner (if you have one)	
ISCP leaflets/membership info	
Pens for sign-in desk	
Feedback survey QR code (printed A4 and on closing slide)	
Phone on tripod + lapel mic (if recording)	
Power bank	
Speaker thank you gift	

Item	Packed
Business cards / contact cards	

## PHASE 4: POST-EVENT (Weeks +1 to +4)

### Week +1: Immediate Follow-Up

Action	Who	Deadline	Details
Send thank you email to all attendees	Event Lead	Within 24 hours	Use Email Template 4 (Thank You)
Send personal thank you to speaker	Event Lead	Within 24 hours	Include positive feedback highlights
Send feedback survey link	Event Lead	Within 2 hours of event	Include in thank you email or send separately
Issue CPD certificates	Event Lead	Within 48 hours	Email to all attendees who signed in
Share presentation slides	Event Lead	Within 48 hours	PDF via email or shared drive link
Upload recording (if recorded)	Event Lead	Within 1 week	YouTube (unlisted) or shared drive
Upload event photos	Volunteer	Within 1 week	Shared drive; select best for social media

### Week +2: Follow-Up & Data

Action	Who	Details
Send email to non-attendees	Event Lead	Use Email Template 5 (Follow-Up for Non-Attendees) - share slides and next event info
Close feedback survey and review results	Event Lead	Export to spreadsheet; identify top themes
Complete Event Tracking Form	Event Lead	Use ISCP Event Tracking template; submit to committee
Post event photos on social media	Volunteer	"Great event! Thanks to all who attended [Event Name]"

### Week +3: Debrief

Action	Who	Details
Hold committee debrief (15-30 min)	All committee	What worked? What to change? Any follow-up actions?
Share feedback summary with speaker	Event Lead	Highlights and constructive points

Action	Who	Details
Submit financial report	Event Lead	Actual vs budget using Budget Planner template
Send membership renewal/engagement follow-up	Event Lead	Use Email Template 6 for re-engagement (if 3+ months since last event)

### Week +4: Close Out & Plan Ahead

Action	Who	Details
Archive all event materials	Event Lead	Save to committee shared drive with consistent naming
Update event calendar with next event date	Event Lead	Based on feedback themes and committee priorities
Share learnings with ISCP office	Committee Chair	Any insights useful for other committees
Start planning next event	Event Lead	Use feedback to choose the next topic

## REGISTRATION MILESTONES

Use this to track whether your promotion is working:

Week	Target % of Total Registrations	What to Do If Behind
Week 8	20%	Normal - most people register late
Week 6	35%	Send personal invitations to key people
Week 4	55%	Post "spaces filling fast" on social media
Week 2	80%	Send "last chance" email; consider extending to non-committee members
Week 1	95%	Accept walk-ins on the day

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