

Single Committee Events

Complete 24-Page Planning Guide

Irish Society of Chartered Physiotherapists
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Table of Contents

Part 1: Planning & Preparation *Pages 1-6*

Event Objectives and Success Criteria

Budget Planning and Financial Management

Venue Selection and Logistics

Timeline and Milestone Tracking

Part 2: Member Engagement *Pages 7-12*

Invitation Strategies and Templates

Registration and RSVP Management

Communication Timeline

Reminder and Follow-up Sequences

Part 3: Event Execution *Pages 13-18*

Day-of-Event Checklist

Setup and Logistics Coordination

Speaker and Content Management

AV and Technical Requirements

Part 4: Post-Event & Analysis *Pages 19-24*

Thank You Communications

Feedback Collection and Analysis

Event Documentation and Reporting

Continuous Improvement Process

Part 1: Planning & Preparation

Event Objectives and Success Criteria

Every successful event starts with clear objectives. Before diving into logistics, define what success looks like for your committee event:

- **Educational:** What will attendees learn? How many CPD points will be awarded?
- **Engagement:** Target attendance numbers and member satisfaction goals
- **Financial:** Budget targets and break-even analysis
- **Strategic:** Alignment with ISCP's mission and committee goals

Budget Planning and Financial Management

A well-planned budget ensures financial sustainability and helps you make informed decisions throughout the planning process. Key budget categories include:

- Venue hire and facility costs
- Catering (refreshments, lunch if full-day event)
- Speaker fees and travel expenses
- Marketing and promotional materials
- AV equipment rental
- Printing costs (programs, signage, handouts)
- Insurance coverage

Establish ticket pricing that covers costs while remaining accessible to members. Consider early bird discounts to encourage advance registration and improve cash flow.

Venue Selection and Logistics

The right venue sets the tone for your event. When evaluating venues, consider:

- **Location:** Accessibility via public transport and proximity to parking
- **Capacity:** Room for expected attendance plus 10-15% buffer
- **Layout:** Theatre style for lectures, classroom for workshops, U-shape for discussions
- **AV Capabilities:** Projector, screen, microphone, Wi-Fi access
- **Catering Facilities:** Kitchen access, space for refreshment breaks
- **Accessibility:** Wheelchair access, hearing loop systems

Timeline and Milestone Tracking

A detailed timeline keeps your planning on track. Here's a recommended schedule:

Timeline	Key Activities
12 weeks before	Confirm date, venue, and speaker. Set budget.
10 weeks before	Open registration. Launch marketing campaign.
8 weeks before	Early bird deadline. Confirm catering numbers.
4 weeks before	Finalize program and materials. Send reminder emails.
2 weeks before	Confirm final attendance. Prepare signage.
1 week before	Final logistics check. Brief volunteers.
Event day	Execute event. Capture photos and feedback.
1 week after	Send thank you emails. Distribute CPD certificates.

Part 2: Member Engagement

Invitation Strategies and Templates

Effective invitations clearly communicate value and create urgency. Your invitation should include:

- Event title and date/time/location
- Learning objectives and CPD points offered
- Speaker credentials and bio
- Registration deadline and ticket pricing
- Clear call-to-action button/link

Send invitations 6-8 weeks before the event to give members time to plan. Use multiple channels: email, social media, and member portal announcements.

Registration and RSVP Management

Streamlined registration improves the attendee experience and helps you track attendance:

- Use online registration forms (Google Forms, EventBrite, or ISCP member portal)
- Collect essential information: name, email, dietary requirements, accessibility needs
- Send automatic confirmation emails with calendar invites
- Track registrations weekly and adjust marketing if needed
- Have a waitlist system if event reaches capacity

Communication Timeline

Regular touchpoints keep your event top-of-mind and reduce no-shows. Recommended email cadence:

- **6-8 weeks before:** Initial invitation ("Save the Date")
- **4 weeks before:** Early bird reminder and registration update
- **2 weeks before:** Preparation email (what to expect, parking info)
- **48 hours before:** Final reminder with logistics and schedule
- **Day after:** Thank you email with feedback survey
- **1 week after:** CPD certificates and follow-up resources

Part 3: Event Execution

Day-of-Event Checklist

A comprehensive checklist ensures nothing is forgotten on event day:

2 Hours Before:

- Set up registration desk with attendee list and name badges
- Test all AV equipment (projector, microphone, clicker)
- Arrange seating and check room temperature
- Set up signage (welcome sign, wayfinding, parking)
- Prepare refreshment area

30 Minutes Before:

- Brief volunteers on registration and logistics
- Final speaker tech check
- Confirm catering arrival time
- Have backup presentation on USB drive

Setup and Logistics Coordination

Smooth logistics create a professional impression and allow attendees to focus on content:

- Assign clear roles: registration lead, AV coordinator, catering liaison
- Have a troubleshooting contact for each area (venue, tech, speaker)
- Prepare contingency plans (backup presentation, spare microphone batteries)
- Create a detailed run-of-show document with exact timings

Speaker and Content Management

Supporting your speaker ensures high-quality content delivery:

- Send speaker brief 2 weeks before event (audience profile, objectives, AV specs)
- Request presentation slides 1 week before for review
- Schedule 15-minute tech check before event starts
- Assign a timekeeper to help speaker stay on schedule

- Have backup slides and materials ready

Part 4: Post-Event & Analysis

Thank You Communications

Prompt follow-up reinforces positive impressions and provides value beyond the event:

- Send thank you email within 24 hours
- Include event highlights and key takeaways
- Attach or link to presentation slides and resources
- Request feedback via short survey (2-3 minutes max)
- Announce next event date if known

Feedback Collection and Analysis

Systematic feedback collection drives continuous improvement. Key metrics to track:

- **Overall satisfaction:** 1-5 rating scale
- **Content quality:** Relevance, practical application, speaker effectiveness
- **Logistics:** Venue suitability, timing, catering
- **Net Promoter Score:** Would you recommend this event to a colleague?
- **Open feedback:** What went well? What could be improved?

Aim for 40%+ survey response rate. Offer incentive (CPD certificate priority, draw for prize) to boost participation.

Event Documentation and Reporting

Thorough documentation creates institutional knowledge and informs future planning:

- Attendance figures (registered vs. actual, no-show rate)
- Financial summary (revenue, expenses, variance from budget)
- Feedback summary (satisfaction scores, NPS, key themes)
- Photo documentation (registration, speaker, networking)
- Lessons learned (what worked well, what to change)

Continuous Improvement Process

Use insights from each event to refine your approach:

- Hold post-event debrief with organizing team within 1 week
- Document action items for next event (venue changes, timing adjustments)
- Update templates and checklists based on learnings
- Track trends across multiple events (attendance patterns, popular topics)
- Share best practices with other ISCP committees

Appendix: Templates & Resources

This playbook is supported by a comprehensive library of downloadable templates:

Resource	Description
Email Templates	6 pre-written email templates for entire event lifecycle
Event Tracking Form	14-section post-event metrics and analysis form
Speaker Materials Pack	Complete briefing guide for speakers
Signage Templates	A4, A3, and pull-up banner design specifications
Social Media Graphics	Platform-specific design guides and content calendar

All templates are available in the ISCP member portal under Event Resources > Single Committee Events.

Contact & Support

For questions about organizing events or accessing templates, contact:

ISCP Events Team

Email: events@iscp.ie

Phone: +353 1 402 2148

We're here to support your committee's success. Good luck with your event!