Event Handbook

IEMA Transforming the world to sustainability
Introduction

In this handbook you’ll find everything you need to know about organising an IEMA event, you’ll find information on:

- Getting started
- Event ‘How to’ Guides
- Marketing Guide
- Social Media Guide
- Supporting Forms & Resources

If you’d like to get in touch with your contact Jocelyn Stark-Bright for any further advice or queries, or if you’d like to book an event time slot before commencing planning please email j.stark-bright@iema.net or call (0)1522 271722.
Once you have your event idea, simply follow the steps outlined in this guide, you’ll find everything you need to know about planning digital and face-to-face events.

We love long lead-times, if you can let us know as soon as possible, 4-6 weeks in advance is ideal, to make sure we can publish and promote your event to get the best exposure and bookings, so you have a successful event.

Here’s why we need as much notice as possible...

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<th>Digital events</th>
<th>Face-to-face events</th>
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HOW TO PLAN:

A digital event

About the event We use Zoom, an interactive digital platform that allows you to continue holding regional activity from the comfort of your own desk. Whether you host a webinar, networking event, an interactive workshop or simply a social coffee morning, you can reach out to other IEMA members and share ideas, discuss the issues affecting us all or simply talk to people who are struggling to adapt to the current health crisis.

How does it work? All you need to do is fill in the event booking form and send it to Jocelyn at j.stark-bright@iema.net (selecting the time and date, writing a little bit of information on what your event is about and why people should turn up). We’ve found that 8.30-9.30am, 12.30-1.30pm and 4.30-5.30pm are good time slots for attendance. We will then work behind the scenes to get your event online. Calendar invites will be sent out to those involved in the session e.g. hosts, speakers etc and a test session will be planned in for each event.

We use Zoom as it provides a number of features, including:

- All attendees sharing their video and microphone
- Screen sharing
- Interactive whiteboard
- Chat
- Breakout rooms
- Polls
**Test session** The host and speakers (if applicable) will all be invited to a test session where we will run through the structure of the planned event, test that everyone is happy with the software we will be using and answer any questions you may have ahead of the live event.

**Promotion** This will be done in the same way as if it were a face-to-face event. Using your booking form, we will create an Eventbrite listing, advertise it on the IEMA website, and promote via emails and social media. We will also send you some social media imagery for you to use.

**Audience** IEMA send a delegate list prior to the event to allow you to understand your audience and prepare accordingly. We normally anticipate 50% attendance on the live session.

**On the day** For digital events, IEMA will facilitate the technical side (i.e. press start/record/end) of the session, leaving you free to run the session in the way that you’d like to. We will also post a survey toward the end of the session allowing the delegates to send feedback. Events will normally be recorded, unless specified, they will then be published on the IEMA website along with the slides.

**Follow up** IEMA will send you some feedback featuring questions asked on the session and the results from the survey, this should help with planning for future events.

“A great opportunity to discuss interesting topics”
HOW TO PLAN:

A face-to-face event

**About the event**  IEMA face-to-face events are a chance to meet and engage with sustainability professionals from the local area. They’re also a great way for students, graduates and young professionals to network with both peers and senior professionals.

**Socials** are generally informal, friendly gatherings that enable professional networking opportunities. The most important aspect of your networking event is that people actually network, so make it your priority to personally meet and greet every attendee. Get to know something about them and help identify others who might be useful for them to meet. And don’t forget to make your event as sustainable as possible.

**Speaker events** can range in content and direction, and can include hosting speakers from industry, government, academia and the third sector for normally between 20-50 delegates. These sessions are designed to help professionals share best practice and new ideas with IEMA members.

**Workshops** are designed to help professionals share best practice and new ideas with IEMA members by providing advice, direction and lots of encouragement. These sessions are a great opportunity to get participants fully involved in the learning process: small and large group discussions, activities & exercises, opportunities to practice applying the concepts that are presented.

**Site visits** provide an opportunity for IEMA members to gain exclusive access to see how an organisation is developing sustainability on the ground. These can range in nature from tours around manufacturing facilities, major infrastructure projects to visits to energy storage or generation plants. Site visits generally include a welcome presentation by an IEMA volunteer, followed by presentations and tour from the hosting organisation.

“Speakers were brilliant. Giving practical advice”
Follow these 6 simple steps to plan your event

**Step 1 Select your venue**

Reducing your event’s footprint shows you care for your community and the world. Try to choose a facility that is LEED-certified or has a Green Star rating, which means the venue adheres to standards that make it energy efficient. If certified venues are in short supply in your area, ask potential venues how they can help your event reduce its carbon footprint. On average, non-profits spend 47% of their budget on venue hire, so any way you can cut costs in this area will be advantageous to your cause. Where possible try to select a location close to public transport links. If you need to pay a deposit to secure the venue, please liaise with IEMA who will facilitate this.

**Step 2 Choose your time**

It’s impossible to pick a time and day to suit everyone but think about your demographic and what might work best for them. For example, if you’re targeting professionals who are extremely busy, it might make sense to plan a lunchtime event. Don’t forget to take into consideration people’s childcare commitments – an event planned in the half term holidays might be difficult for parents. In terms of days, something midweek is normally best – before people start thinking about the weekend. When thinking about start and finish times, think about where your attendees will be coming from and give them enough time to make their journeys. Site visits usually last between 2-3 hours.

**Step 3 Source catering or refreshments**

We would normally advise offering refreshments and/or nibbles only for this type of event, if at all. If you do decide to offer food, then please try to opt for locally and responsibly sourced, vegetarian, or vegan catering options and use plastic free non-disposable cutlery. If you need to pay a deposit for catering, please liaise with IEMA who will facilitate this.
**Step 4 IEMA Booking form**

Fill out the IEMA Event Booking form and email it to your IEMA contact who will then work behind the scenes to get your event online. Calendar invites will be sent out to those involved in the session e.g. hosts, speakers etc.

**Step 5 Promoting your event**

IEMA will market Social events on our website, through social media and relevant emails to members, including monthly and bi-monthly events emails to all members. One of the most successful ways to attract delegates is for local advertising by members through your personal networks and partnerships – in person or through social media. We will send you a set of social media tiles which will help to facilitate this. IEMA will send a delegate list prior to the event to allow you to understand your audience and prepare accordingly. We normally anticipate 50% attendance.

**Step 6 Costs & expenses**

Claiming money back is simple. Standard practice is to ask for an invoice to be sent to IEMA: Registered Office Address IEMA, The Old School House, Dartford Road, March, PE15 8AE UK. Alternatively, if you have paid using your own money then please fill out the expense form and email it to your IEMA contact.

**Follow up**

After you’ve held your event, use the bottom section of the Delegate List, to let us know who attended the session with a brief write up. If you take any photographs, we’d love to see those too. IEMA will then send you some feedback from attendees featuring the results from an after-event survey, this should help with planning for future events.

“Great topic, and engaging discussion during the session”
Promoting your event as far in advance of the session is critical to ensure a successful event. We’ve created this short guide to help with your planning, so that you are aware of the timeframes that will allow enough time for us to share your event with our members and to get those bookings!

What we offer:

Email (All members, Regionals split into respective Regional groups)

- 3rd week of the month – next full month’s worth of webinars and any featured events.
- First week of the month – that month’s full Webinar and Event listing – split into Regional specific events.
- Ad-hoc news related emails with relevant events/webinars attached – sent as and when.
- Bi-weekly TRANSFORM newsletter featuring events/webinars within those two weeks.

Social (Twitter/Facebook/Instagram/LinkedIn)

- We can offer coverage of the Event ahead of it, during and after, where applicable. But we ask if Regional groups can post on their own social media and tag us in, we will offer support in the way of sharing/liking.

When we need completed event from you:

Ideal timeframe 3 months before Event/Webinar – To receive the full coverage noted above and any other features which will be appropriate in the timescale.

Limited timeframe 2 months before Event/Webinar – Event proposal will be reviewed along with timescales of the Event, what communications are going out /coming up and where these events can be publicised. Full comms package will be aimed for but may not always be possible.

Last minute 1 month before Event/Webinar – Event proposal will need to be reviewed and a decision made as to whether the timeframes are possible for a successful event. IEMA may recommend that the event is put back to allow for a higher chance of success.
IEMA have been increasing digital engagement and we have seen how people are more reliant on social media – which gives an opportunity to utilise this change in working practice to help widen reach, especially as an awareness of the sustainability and environmental agenda is growing rapidly. So here are some helpful tips to support you in creating engaging posts on social media to help grow an engaged audience.

**Some of the key ways to increase the reach of your social post is by using:**

- **Hashtags(#)** – a word or phrase preceded by a hash sign (#), used to identify specific topics that are popular and searchable to increase wider audience reach.

- **Handles(@)** – a public username that represents people or organisations on social media sites (like @iemanet on Twitter or @IEMA on LinkedIn). Be sure to have the correct handle as there can be similarities in what people use.

**A few pointers for events on social media are:**

Including our handle @iemanet on Twitter or @IEMA on LinkedIn rather than #iema will ensure we are notified of being tagged in your post. We can then like and share your post.

Where possible, ask speakers to provide their correct handles to avoid tagging in the wrong person.

Always include as much detail as possible on the event and the topics being covered. Using images created for the events on social media will add details and increase engagement.

Unlike Twitter, there isn’t a character limit on LinkedIn, so you have more space to explain the event and use a quote from one of the speakers if available along with relevant hashtags.

Below are some examples of hashtags that are currently trending and IEMA use, where relevant, on our social media platforms.

- #climateemergency
- #BuildBackBetter #careers
- #climatechange #environmentbill
- #climatecrisis #sustainability
- #environmental #biodiversity
- #environment #netzero
- #lessplastic #environmentalist
- #greenrecovery #plasticwaste
- #climateactivist #climatescience
- #banplastic

Please see our Social Media Policy for further information.
Supporting forms & resources

**Further reading**

- A guide on how to host a virtual event by Eventbrite
- How to run a great virtual meeting by Harvard Business Review
- 5 tips for conducting a virtual meeting by Inc.
- The ultimate guide to webinars: 37 tips for successful webinars by Social Engine Journal
- 18 tips on how to conduct and engaging webinar by Speakingaboutpresenting.com

**The below forms can be accessed through the IEMA website or via your key contact**

- Event booking form
- Volunteer expenses form
- Volunteer accident reporting form
- Social media policy
- Volunteer expenses policy

“I immediately felt connected to the group”
Regional contact
jocelyn stark-bright@iema.net
(0)1522 271722

Head office
info@iema.net
(0)1522 540069

IEMA on Linkedin
IEMA on Twitter
IEMA on Facebook
IEMA on Instagram

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