**RSA Local Area Team Mailings: Booking Details and Style Guide**

Once you have agreed your event proposal with RSA staff, please complete this form to enable us to share details of your event with the Fellowship and open bookings.

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| --- | --- |
| **RSA staff use only** | |
| **Mailing date** |  |
| **TBC - Initial/reminder mailing date** |  |
| **Mailing subject title** |  |
| **Name of sender** |  |
| **Recipients** (i.e. within radius of location) |  |
| **To be completed by FRSA lead** | |
| **Fellowship Area(s)**  (if online please state Global) |  |
| **Event title**  (no more than 10 words) |  |
| **Event date**  (format: Thursday 24 January) |  |
| **Event start time in 24hr clock** |  |
| **Event end time in 24hr clock** |  |
| **Event venue**  (full address including postcode) |  |
| **Is the venue fully accessible?** | *Please see* [*RSA Access for All Design Guide*](http://www.thersa.org/globalassets/event-safety-checklist-form-2018.docx)  *and complete & return the set-up form for any new venues* |
| **Number of places available at the event** |  |
| **Event led by/main contact**  (name & email address) |  |
| **Draft event copy**  (for web) | *Word limit: 250*  *OR provide bullet points with salient event information which we can write up in RSA house style. Please see our top tips below. Describe format and agenda if applicable.* |
| **Draft email invitation copy** | *Word limit: 100* |
|  |  |
| **Twitter handle/hashtag** |  |
| **Do you require RSA resources?**  i.e.budget/journals/leaflets/  name badges/banner/guest speaker etc |  |
| **Any other information** |  |

**Tips for Copywriting**

**From analysing data from our mailings, we have found taking these steps increases the likelihood of Fellows reading and engaging with your event and email invitation. We hope you find these tips helpful.**

* Be as specific and clear as possible
* Focus on the action and who is doing it
* Sentences shouldn’t exceed 15-20 words; try to vary the length
* Write positively e.g. *Please contact me* rather than *Please do not hesitate to contact me*
* Write in the active voice, not the passive
* Headings & subheadings should not run over one line. Use verbs and ask questions
* Write in Plain English and avoid using jargon and clichés
* Use welcoming and inclusive language e.g. *This event is free to attend and open to Fellows, friends, and colleagues interested in supporting the work of the RSA.*
* You are welcome to link to blogs / other sources to give extra information or context for your event
* In order for speakers or hosts to appear on the event page, they will need to update their MyRSA profile. If someone who is not a Fellow is playing a key role in your event, ask them to send a JPEG to networks@rsa.org.uk or your staff contact.

We will automatically add information about dietary requirements, reasonable adjustments and data-sharing.

**Follow-up email tips**

If you wish to send a follow-up email after your event, please consider this in advance and discuss with your RSA staff contact as soon as possible. Due to the large volume of mailings we send, it may not always be possible for us to accommodate follow up mailings in the schedule.