

Planning Your Event

You've decided you want to run an event.

When you are ready to share your idea we ask that you contact your Regional Manager or the RSA Global Team with some key information:

- Event title
- Date/time
- Venue and location
- Description of event (around 200 words)
- First point of contact
- Any additional information

Using this information, RSA Staff help promote your event and manage

the online registration process via a dedicated event page and our online booking system.

Here at the RSA we host all our Fellows' events online at www.theRSA.org and we can promote them through our Fortnightly Fellowship Newsletter and social media channels.

Fellows can search in their area on the RSA Webpage to easily see what is happening near them.

Our TopTips

Give yourself at least **six weeks to promote** your event to prospective attendees.



Make your **event title stand out**, we host over 200 Fellowship events a year.



Think about **who you want to attend** and what they will be asked to do. **Keep your audience in mind** when creating marketing material.



Find out which individuals, organisations and movements you want to **attract** and send them a **personal invitation**.



6 Weeks



Please use the RSA Fellowship logo and brand guidelines which will help you.

What type of event are you planning?

Here is a sample of the different types of RSA events we recommend using.

RSA Fellow Meetup: This is a great event for RSA Fellows within a region or country to meet each other learn about their expertise, areas of interest and projects they are currently pursuing.

RSA Watch: Create an event around livestreaming one of the RSA Lectures. Allocate 20 minutes for networking and welcome, 20 - 30 minute talk, plus 30 - 40 minute discussion hosted by a chair. Which RSA Lecture really got you thinking?

RSA Dialogue: Focus on individual piece of RSA research that has caught your attention like our work on Heritage or Volunteering. Is there one report that you want to share and discuss with others?

RSA Network: Do you want to do something bigger and focus more deeply on an issue? Perhaps you may want to set up a network in your region or country? Find out more on our website.

Fellow-led Projects: RSA Fellows pitch projects on the selected theme and seek support and advice from the audience. Stand up and share your ideas, seek support and test your thinking.

