

Local Section Day

Burlington House

10 July 2019



Contents

| Slide | Session |
|-------|---|
| 3 | Brand refresh |
| 8 | Member engagement and recognition |
| 12 | Contracts, funding, and data protection handouts |
| 17 | International Year of the Periodic Table - update |
| 21 | Launching GoToMeeting and GoToWebinar |
| 27 | Member network Annual Reports |
| 37 | Demographic reports |
| 48 | How to write an e-alert |

Brand refresh

Claire Southgate

10 July 2019

Our brand evolution

We needed our brand to better **match our ambitions**, and to reflect changes here and in our markets.

We have evolved our brand, **building on the recognition and trust** we have built within our community, and making sure the brand works for us in a **digital world**.



Modernised logo



Logo variations



Find out more:
brand.rsc.org

Member recognition

Hillary White
10 July 2019



Membership milestones

1st year e-card

2 & 5 years –
membership health
check telephone call

10 year postcard
mailing

15 year e-card

20 years – letter from
CEO

30 years – printed
card from President

40 years – gold badge
via local section or
office

50/60/70/80 years
length of service
certificate

New member on-boarding engagement

2 weeks – local
section introduction
letter

4 weeks – Interest
Groups/Divisions
email

8 weeks – letter from
President

4 weeks – top 5
benefits email

24 weeks – survey &
email – membership
benefits & services

40 weeks – phone
call

bi monthly member newsletters by category

Find out more:
membership@rsc.org

Contracts, funding, and data protection

Becky Winsbury

10 July 2019

Contracts

We've made guides to help you with our contracts process, funding opportunities and data protection – find them in your delegate bag!

Under £10,000

Over £10,000
or budgets over £15,000

To ensure this process is as quick as possible, please send the following documents to Networks@RSC.org:

ASAP

- | | |
|---|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Contract(s), including T&Cs<input type="checkbox"/> Completed Legal Questionnaire <i>Available for download at RSC.org/FormsDocuments</i><input type="checkbox"/> Date contract(s) need to be signed | <ul style="list-style-type: none"><input type="checkbox"/> Contract(s), including T&Cs<input type="checkbox"/> Completed Legal Questionnaire<input type="checkbox"/> Completed MCB Pro-Forma <i>Available for download at RSC.org/FormsDocuments</i><input type="checkbox"/> Date contract(s) need to be signed |
|---|---|

Contract Negotiations

Our expert Legal Team will liaise directly with the venue to negotiate the T&Cs of the contract. The committee member responsible for the contract will be kept informed of the process.

2
weeks

Contract Signing

The Networks Team will arrange for the contract to be signed internally and then by the venue.

1-2
days

MCB Approval

Once the negotiations are complete, the Networks Team will send all supporting documents to the Member Communities Board for approval

2
weeks

Contract Signing

Once approval is received, the Networks Team will arrange for the contract to be signed internally and then by the venue.

1-2
days

Funding Opportunities

| | Funding Opportunity | Amount | Deadline |
|--|--|--|---|
| Networks Grants | Annual Grant Our Interest Groups and Local Sections will receive an annual grant following submission of the necessary financial reporting paperwork. Networks@rsc.org | Calculated annually | Submission of financial reports |
| | Top Up Fund Top Up Funding is available for our Interest Groups and Local Sections in the UK and Ireland to apply for to help support their activities. Application forms for both Interest Groups and Local Sections can be downloaded from our Useful Forms and Documents webpage: rsc.org/FormsDocuments | Up to £2,000 | 1 January 1 April 1 July 1 October |
| Outreach Grants | Outreach Fund Our Outreach Fund provides financial support to members, individuals and organisations in order to enable them to run chemistry-based public and schools engagement activities. rsc.org/awards-funding/funding/outreach-fund | Small grant up to £2,000 | See website for deadlines |
| | | Large grants between £2,000-£10,000 | Opens in Jan and closes in May, annually |
| | International Year of the Periodic Table Our IYPT Grants for Members support members, ChemSocs and Learn Chemistry Partnership schools to organise activities taking place through the year and celebrating IYPT rsc.org/iypt/iypt-member-grants | Up to £500 | Rolling throughout 2019 |
| | Our IYPT Grants for Member Networks is available to our member networks (Local Sections, Interest Groups, International Sections, Divisions, Education Division Regions and Analytical Division Regions) to support committees to develop and deliver a program of activities taking place throughout the year and celebrating IYPT 2019. rsc.org/iypt/iypt-member-grants | Up to £1,000 | Rolling throughout 2019 |
| For applications considering multiple IYPT grants or projects or require larger grants, please contact the Outreach Team: Outreach@rsc.org | | | |

| | Funding Opportunity | Amount | Deadline |
|---|---|---------------------|--------------------------|
| Event Grants | Inclusion and Diversity Fund Our Inclusion and Diversity Fund provides financial support for innovative products, activities and research projects that promote inclusion and diversity in the chemical science community rsc.org/awards-funding/funding/inclusion-diversity-fund/ | Up to £5,000 | See website for deadline |
| | Carers Grant Our Carers Grant is available to carers to assist with the additional financial costs that you incur for care usually provided by you whilst you attend a chemistry related meeting, conference, workshop or professional development. rsc.org/campaigning-outreach/campaigning/incldiv/grants-for-carers/ | Up to £1,000 | Always open |
| Travel Grants | Travel Grants for PhD Students and Early Career Scientists Funding for travel for PhD students, chemical scientists and technicians within 10 years of leaving full time education rsc.org/ScienceAndTechnology/Funding/division-travel-grants/ | Up to £800 | Always open |
| | Research Visits These grants are available to members (some grants are also available to non-members) wishing to travel to building research collaborations, or to provide or receive training. rsc.org/funding | Varies | Varies |
| | Subject-Specific Travel These grants each support attendance at conferences on a specific area of chemistry. rsc.org/funding | Varies | Varies |
| Many of our Interest Groups and Local Sections also offer their own grants for members. Please contact Networks@RSC.org if your group would like to set up their own grant. | | | |

Data protection top tips



Data protection top tips

Time is of the essence

As soon as you notice that personal data has been lost, stolen or made available to the wrong people, report it to networks@rsc.org with as much information as possible, even if you're not completely sure there's a reason to be concerned. We have 72 hours to report breaches. Refer to our GDPR guidelines for our member networks to learn more.

Look after the data you have access to

Before we are able to provide you with data, you will need to complete our 'Data compliance form'. Keep files containing personal data in a secure place. Lock your PC (Windows key+L) and don't leave laptops unattended. Set meetings as private if calendar entries or their attachments contain personal data.

Consider whether you have the right to process an individual's personal data

There are six lawful bases for processing an individual's personal data:

Consent:
the individual has given clear, consent for us to use their data for this specific purpose

Contract:
processing is necessary to fulfil the terms of our contract with this individual

Legal obligation:
we need to process the data to comply with the law

Vital Interests:
the processing is required to protect the individual

Public Interest:
the processing activity is necessary in order to act in the public interest or to fulfil an official function

Legitimate Interests:
It is in our legitimate interests to process the data, providing this doesn't override the interests of the individual

If you're not sure, check with our Networks Team on Networks@RSC.org. Further information can be found at [RSC.org/FormsDocuments](https://www.rsc.org/FormsDocuments) and in our Networks Handbook



Only use data for the purpose it was collected in the first place.

Don't use data for different purposes without checking with the Networks team.

Personal data records should be kept accurate and up to date.

Consider setting up a scheduled process to keep the personal data you request up-to-date. Think about the reason for which the data was collected, and the lawful basis for doing so. This will help you decide whether the data should be updated, anonymised or even deleted, when you review it. If you would like to contact all members within your network, talk to the Networks Team about how this can be done in a GDPR compliant way.

If you are thinking of sharing personal data outside of your committee, ask yourself:

"Do I have permission to share this data? Is the recipient GDPR compliant? Have I signed the RSC's data processing agreement this year? Should I password-protect the data?"

If you do have to share personal data, limit the risk by sharing links to shared files or password-protecting attachments. Remember, always send passwords separately.

If you need to send personal data outside the RSC, consult with our Networks team to create or amend a contract with the third party so it provides the right level of safeguarding for any data we share with them.

Keep it or delete it

Ask yourself: "Do I need this data?"; "Can I minimise/anonymise the personal data?"; "Would I be able to justify keeping this data if the ICO asked about it?"

Refer to our Data Retention flowchart to help you decide.

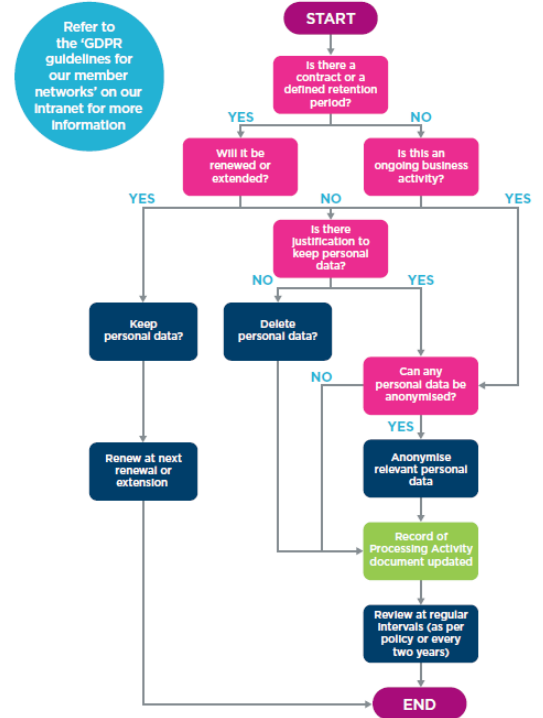
If you no longer need it, shred any documentation that contains personal data or place it in secure confidential waste bins - don't put it in recycling. If it's a digital file, delete it and make sure it's deleted from your recycle bin too.

Get GDPR-savvy

It's your responsibility to familiarise yourself with the GDPR. Our 'GDPR guidelines for our member networks' contains more information. It can be found at [rsc.org/formsdocuments](https://www.rsc.org/formsdocuments). Also check out the ICO's 'Guide to the General Data Protection Regulation 'GDPR' at ico.org.uk. Remember, if you have any questions, you can always contact the Networks team, who will support you.



Need help deciding what to do with personal data? Flip this card to see our data retention flowchart



Need more information?
Our Networks team are your first port of call. Contact them by emailing networks@rsc.org for more information. You can also find our 'GDPR guidelines for our member networks' on our web page: [rsc.org/formsdocuments](https://www.rsc.org/formsdocuments).
You are responsible to ensure that GDPR principles are applied in your day-to-day activities, however, the Networks team should be the first person that you contact with any personal data breaches and all data subject requests in relation to individual's rights.

You can find these online at
rsc.org/FormsDocuments

IYPT Update

Gemma Wood

10 July 2019



Highlights

- Three teacher resource packs produced
- IYPT Show and Tell engagement activity launched
- Hands on resources for public engagement
- 23 IYPT community grants awarded totally over £40k
- 7 international sections have requested IYPT funding
- Participation in IUPAC IYPT launch event
- Global Women's breakfast events



Highlights

- Joint RSC-Ri events programme
- Public lecture programme
- Over 2,000 copies of IYPT complimentary book of popular science chapters distributed
- IYPT themed journal issues
- Distribution of over 42,000 IYPT promotional items
- Dedicated Chemistry World content including features, opinion pieces and a graphic novel series telling a story of a different element per month

Looking Forward

- Peter Wothers' PT exhibition to be hosted in BH in August 2019
- IYPT public lecture series
- Two further collaborative events with the Ri
- Three additional teacher resource packs
- Second IYPT grant application deadline (July 2019)
- IYPT Connect student programme
- Joint BH Courtyard activities
- Projection of PT around the UK
- Additional IYPT themed resources and member grants

Launching GoTo Meeting GoTo Webinar

Becky Winsbury

10 July 2019



GoToMeeting

- Improves access to meeting
 - Computer (VoIP) and phone compatible
- Share your webcam
- Share your screen
 - Present your meeting agenda
- Why not try it at your next committee meeting?



GoToWebinar

- Present to a wide audience online
- Engage with the audience using chat, polls and handouts
- Record your webinar and share the recording with your network
- Why not try it for a future event?


How to book

- **Step 1:** Visit www.rsc.org/FormsDocuments
- **Step 2:** Complete the form and return it to networksmeetings@rsc.org
- *We will schedule your meeting for you and send you the access/registration details.*
- **Step 3:** Share the details for your meeting or webinar with your network

Downloadable Files


2018 Annual Report Form

All Secretaries must complete this form to report all networks activities in 2018

 Word (140k)


Member and non-member expenses form

Download the expenses form and save to locally before using

 Excel (476k)


Submission and Approval of Member and Non-Member Expenses

Guidelines for submission and Approval of Member and Non-Member Expenses

 PDF (180k)


Contract and MCB Approval Form

Legal questionnaire and MCB approval form to be submitted with all contracts

 OCX (77k)


How to organise an RSC event

Download guidance from other members on organising events

 PDF (706k)


Request for online registration support from the Events Team

Download the form

 Word (77k)


GoToMeeting Booking Form

Booking form for member networks to schedule their GoToMeeting

 OCX (96k)


GoToWebinar Booking Form Part 1


Booking form for member networks to schedule their GoToWebinar

 OCX (187k)

GoToWebinar Booking Form Part 2 (optional)

Booking form for using additional features in GoToWebinar

 OCX (89k)

PDF files require  Adobe Acrobat Reader

Live Training



- Using GoToWebinar – RSC webinar for member networks
- Thursday 22 August 2019
- 12:30-13:30
- www.rsc.org/events/detail/40191/using-gotowebinar-rsc-webinar-for-member-networks



- Using GoToMeeting – RSC webinar for member networks
- Tuesday 3 September 2019
- 12:30-13:30
- www.rsc.org/events/detail/40190/using-gotomeeting-rsc-webinar-for-member-networks

What other training would you like to see here?

Let us know!

Any questions?
networksmeetings@rsc.org

Member network Annual Reports

Aurora Walshe

10 July 2019

Why do we need Annual Reports?

- So that we can collate data on all of your events and present to MNC and MCB
- We can use this information to develop resources for you
- The Annual Reports go on your website to show your members what you've done recently

Changes to the Annual Report form

2018 form – recording 2017 events:

EVENT KEY:

- Education Event (including outreach activities for school students or the general public)
- Public Lecture
- Retired Members Event
- Scientific Conference - 1 day
- Scientific Conference - multi day
- Social Event
- Training/workshop
- Award Lecture
- Other

| | |
|-------------------------|--|
| Event Name | |
| Event Type (key) | |
| Comments | |

The 2018 form had suggest event types, but the form was free text and without compulsory sections, which made it difficult to collate and cross-reference the data.

The 2018 form had no information about the target audience, so we had no way of knowing who these events were for.

Changes to the Annual Report form

2019 form – recording 2018 events:

Event Types:

- Award Lecture
- Education Event
- Networking Event
- Outreach Event
- Public Lecture
- Scientific Meeting (half-day, one-day or multi-day)
- Social Event
- Training/ Workshop
- Other

Audience:

- Academics
- Consultants
- Early Career
- Industrialists
- Members of the public
- Postgraduates & PhD students
- Retired members
- School students
- School teachers
- Technicians & Support staff
- Undergraduates

We asked for information about the target audience of your event

We would like to know when your events are so that we can
 (1) plan when you need the most support, and
 (2) ensure that there are no conflicts with centrally organised events

If you wish to include more detailed information about any particularly successful events or advice to share please do so in the provided space. Please append electronic copies of any meeting reports, newsletters or relevant materials to this report.

For additional events please copy and paste the table and continue as necessary.

| | |
|----------------------|---|
| Event Name | Click or tap here to enter text. |
| Event Type | What kind of event is it? |
| Audience | Who was the target audience? |
| Start Date | Click or tap to enter the event start date. |
| End Date | Click or tap to enter the event end date (if applicable). |
| No. Attendees | Approx. number of delegates. |
| Comments | Please include additional information here. |

This information helps us understand the scale of your events and the type of support you might need

We provided drop down menus to make it easier for us to collect consistent data

Your feedback

We received feedback from member network Secretaries who returned 2018 Annual Reports and from Local Sections during Regional Steering Groups

- The categories set out for events are too rigid and do not represent reality
- I found the categories for attendees unhelpful as most of our events are targeted at members of shapes and sizes
- In future versions can the “target audience” bit for the meetings / future meetings have an “all of the above” option?
- The use of pre-populated boxes on the form made it impossible to provide answers in all the spaces indicated

New online Annual Report form

The 2019 Annual Reports will be submitted using an online form. We are currently building and testing this, and hope to create a bespoke online portal for next year's reports.

In the meantime, here are some of the changes we want to make:

- Increased flexibility for audience and event types
- Prioritising inclusion and diversity within the form

More flexibility

New question layouts will allow you to select multiple options for event and audience type

This will give you more options and greater flexibility, although we are looking to streamline this further

* Please indicate the type of event and the target audience.

| | Award Lecture | Education Event | Networking Event | Outreach Event | Public Lecture | Scientific Meeting (half-day or full-day) | Scientific Meeting (multi-day) | Social Event | Training/Workshop | Webinar | Other (Please give information below) |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---|--------------------------------|--------------------------|--------------------------|--------------------------|---------------------------------------|
| Academics | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Consultants | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Early Career - Academia | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Early Career - Industry | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Early Career - Teaching | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Industrialists | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Members of the public | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Postgraduates | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Retired members | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| RSC Members | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| School students | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| School teachers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Technicians & support staff | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Undergraduates | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| All | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comments:

Prioritising diversity & inclusion

Currently we ask you for diversity & inclusion information on the last page of the form:

Diversity & Inclusion

Please ensure this section is completed

Our trustees are aiming to embed diversity and inclusion in all of our activities and networks. Section 8 of our [online network handbook](#) contains more information to support our networks in achieving this and our Diversity team have [online Guides for Networks](#) that include actions and considerations for committees, and guides for inclusive communications and running inclusive events.

Please comment on how your group is showing that it has embraced Diversity and Inclusion within its practices. If you have diversity data from your events or activities, please include this information above.

We want you to tell us what steps you are taking to make your events inclusive and to encourage diverse participants and audiences.

Going forward, we will ask for this information for each event.

* We recently adopted the following recommendations for Meetings, Conferences and Events in order to achieve genuine inclusion and diversity:

- improve the representation of diverse speakers, chairs and attendees in order to reach our target of **one third women** speakers, chairs and attendees
- improve the representation of diverse speakers, chairs and attendees in order to reach our target of **one fifth ethnicity and international diversity** at all events
- include a **diverse team of individuals in the organisation of any meeting, conference or event managed or supported by the RSC** to provide balance in decision-making and reduce risk of bias. Any sole organiser of events must consult with at least two others preferably with diverse backgrounds and experiences
- ensure that event **registration is inclusive** and considers all potential registrants
- ensure that **venues are accessible** and consider all potential attendees in the organisation.

Our Diversity team have [online Guides for Networks](#) that include actions and considerations for committees, and guides for inclusive communications and running inclusive events.

Does your event comply with these recommendations?

Yes No

We appreciate that these recommendations are ambitious and it may not always be possible to achieve all of these conditions. Please provide any additional information you might have about the diversity of your speakers/audience and the steps you have taken to be inclusive:

Can you help?

We want to make the Annual Report easier for Secretaries to complete.

Email networks@rsc.org if you would like to help test our new online form





ROYAL SOCIETY
OF CHEMISTRY

Demographic Reports

Becky Winsbury

10 July 2019

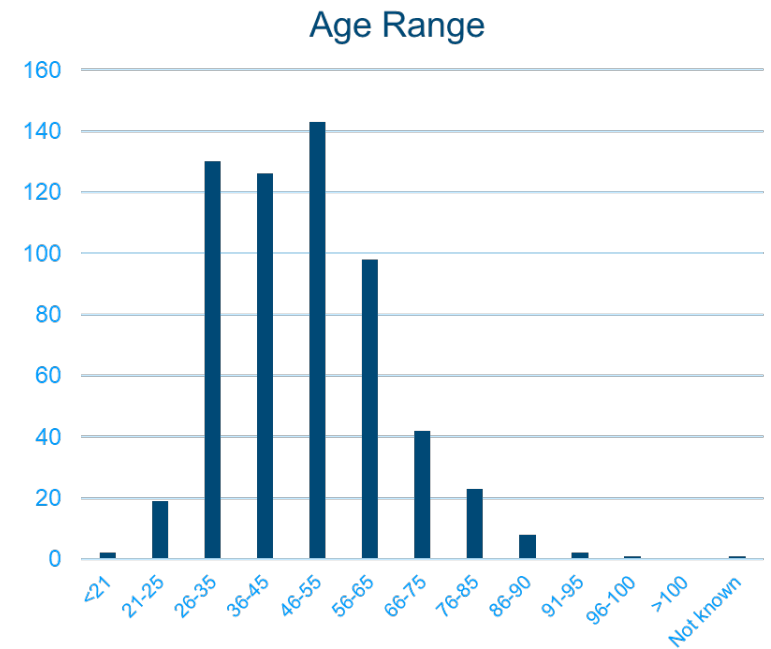
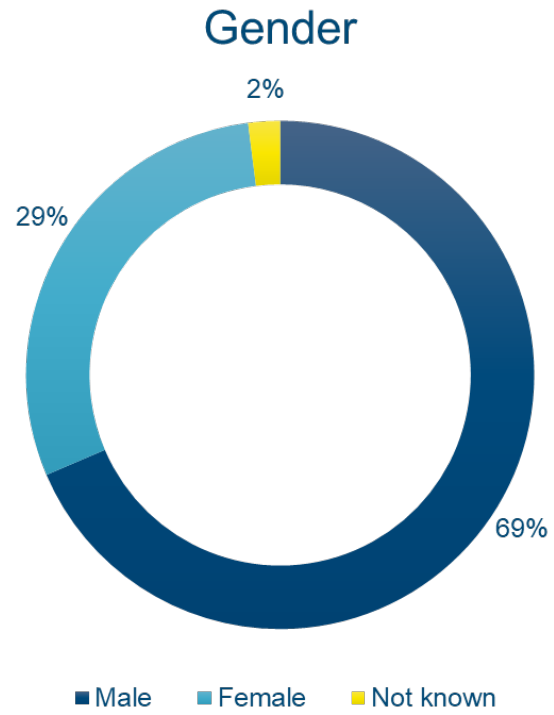
Demographics Data

Anonymised summary tables of:

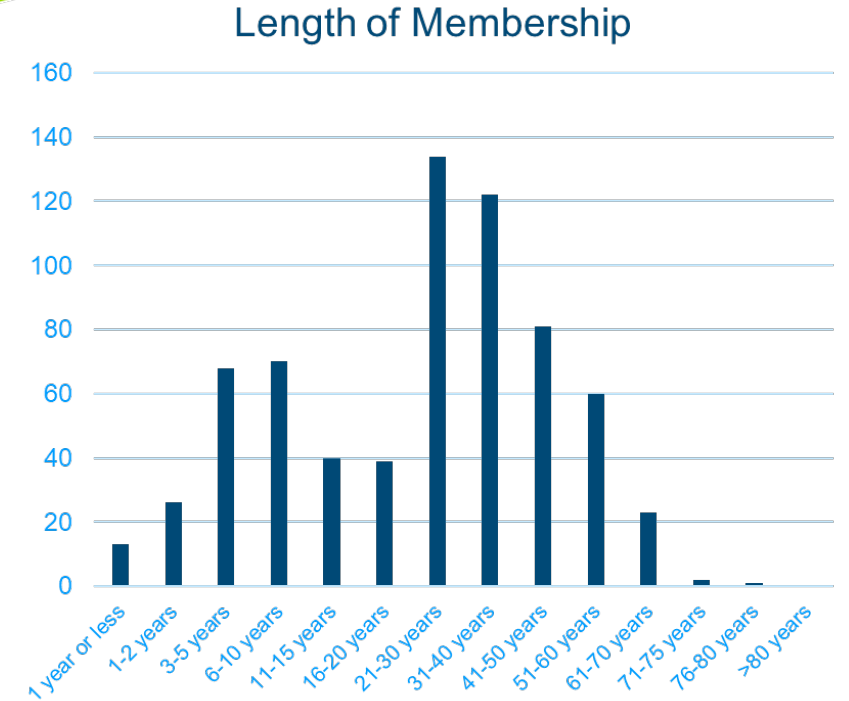
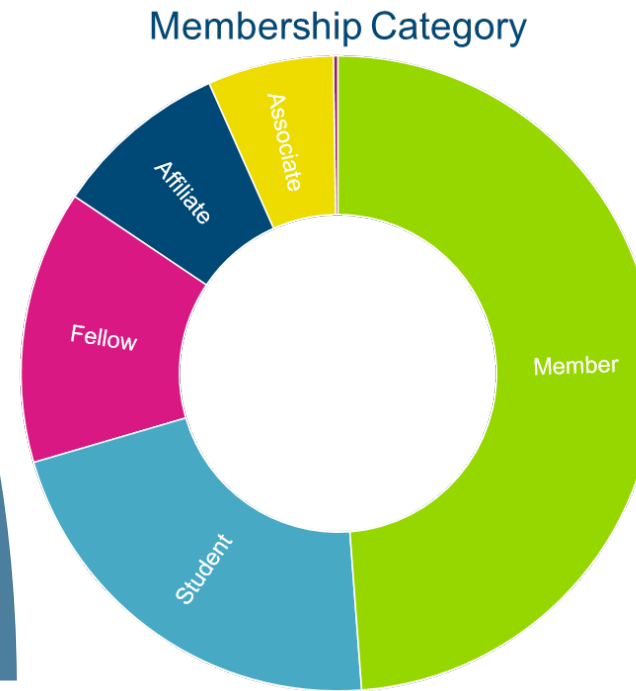
- Summary
- Age and Gender Profiles
- Membership Category
- UK Distribution
- Global Distribution
- Career Sector



Summary

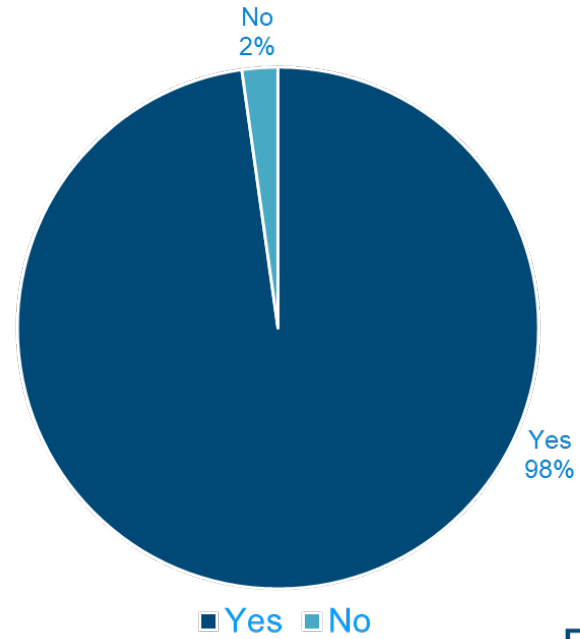


Summary

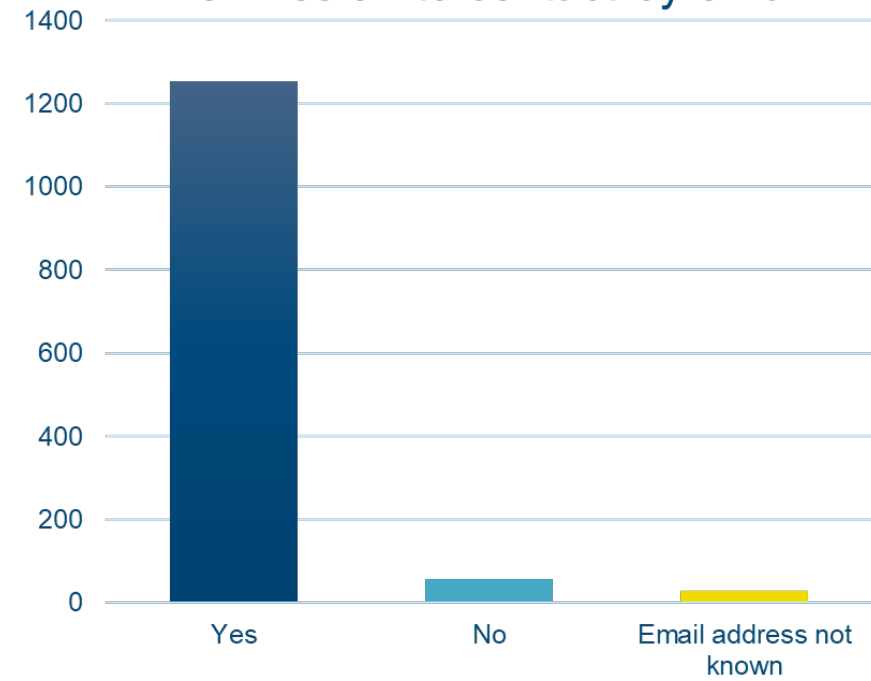


Summary

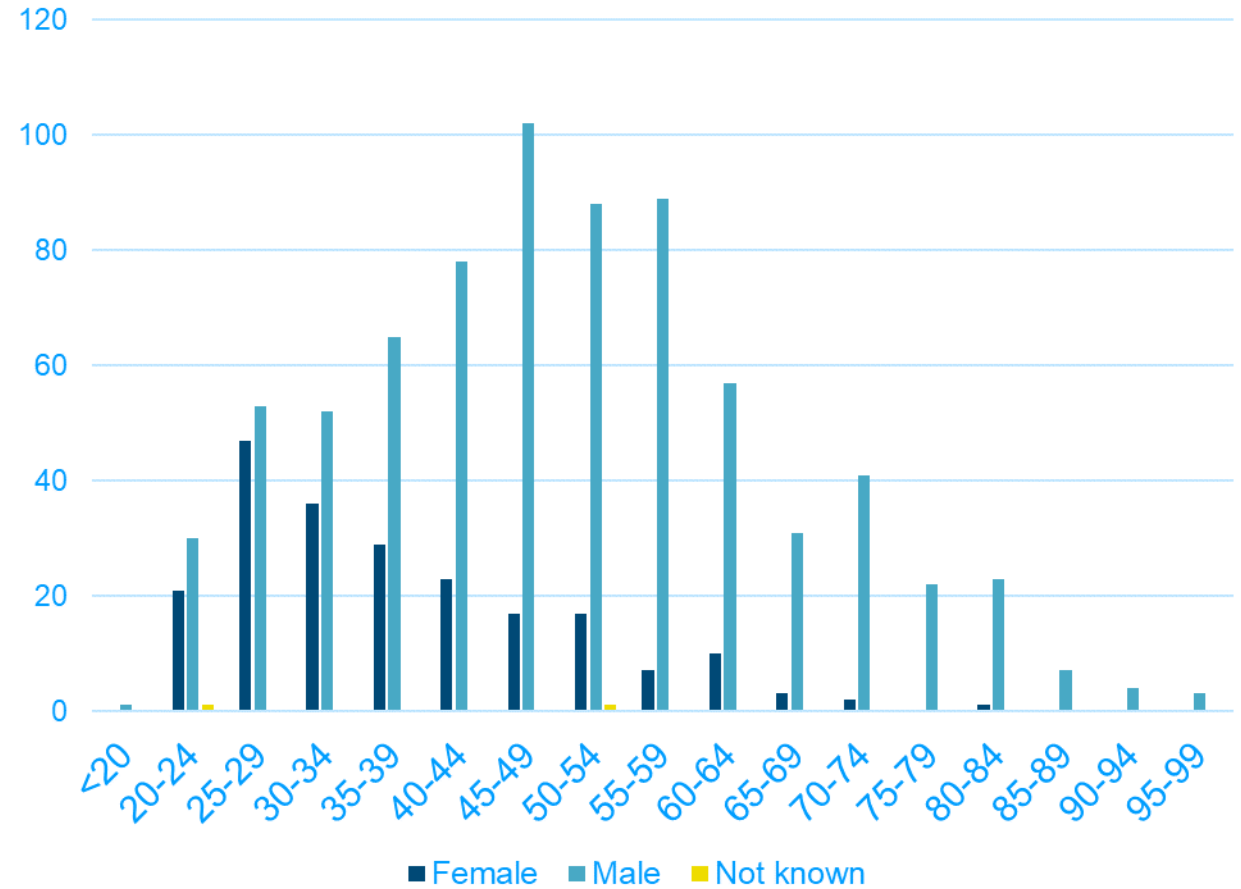
Permission to contact by post



Permission to contact by email

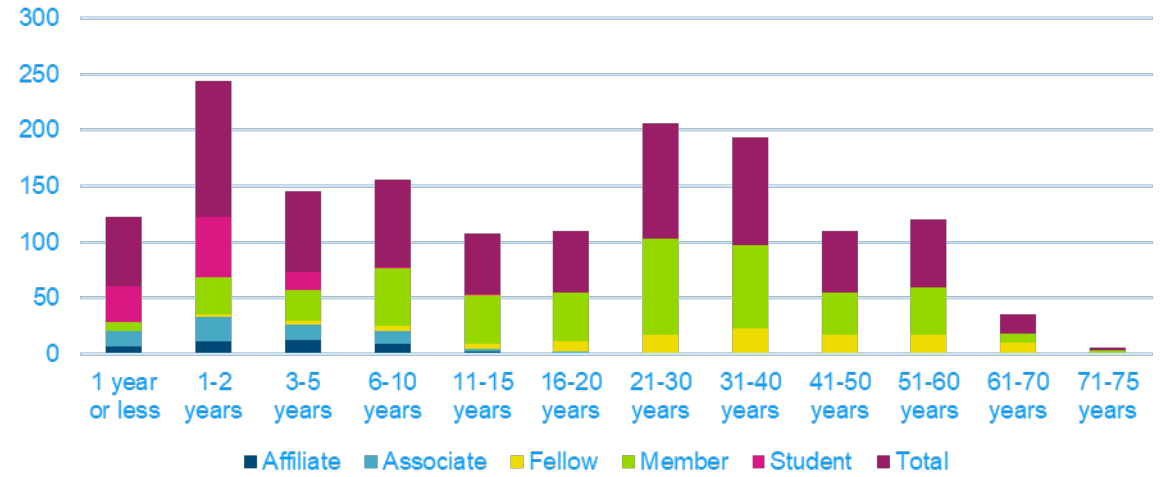


Age and Gender Profiles

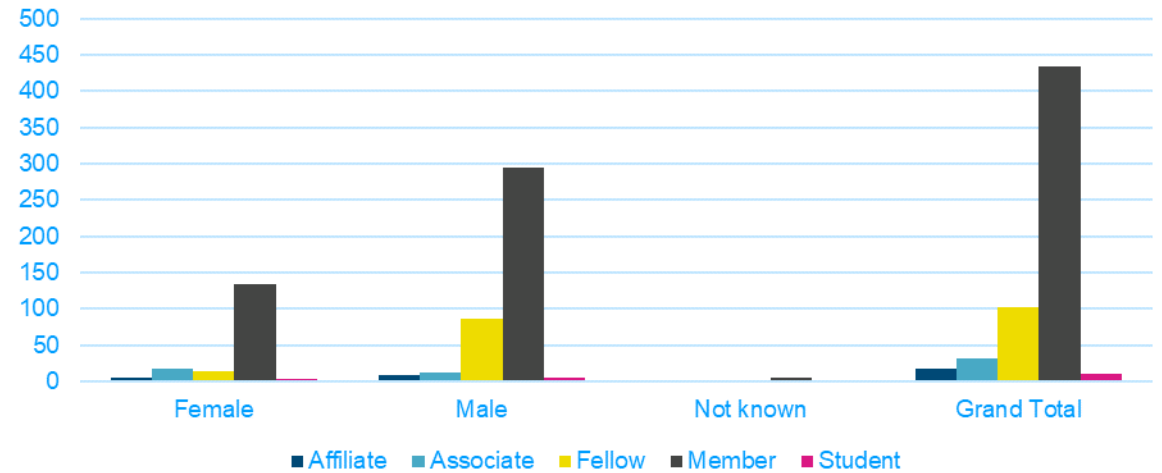


Membership Category

Membership type by duration



Membership type by gender

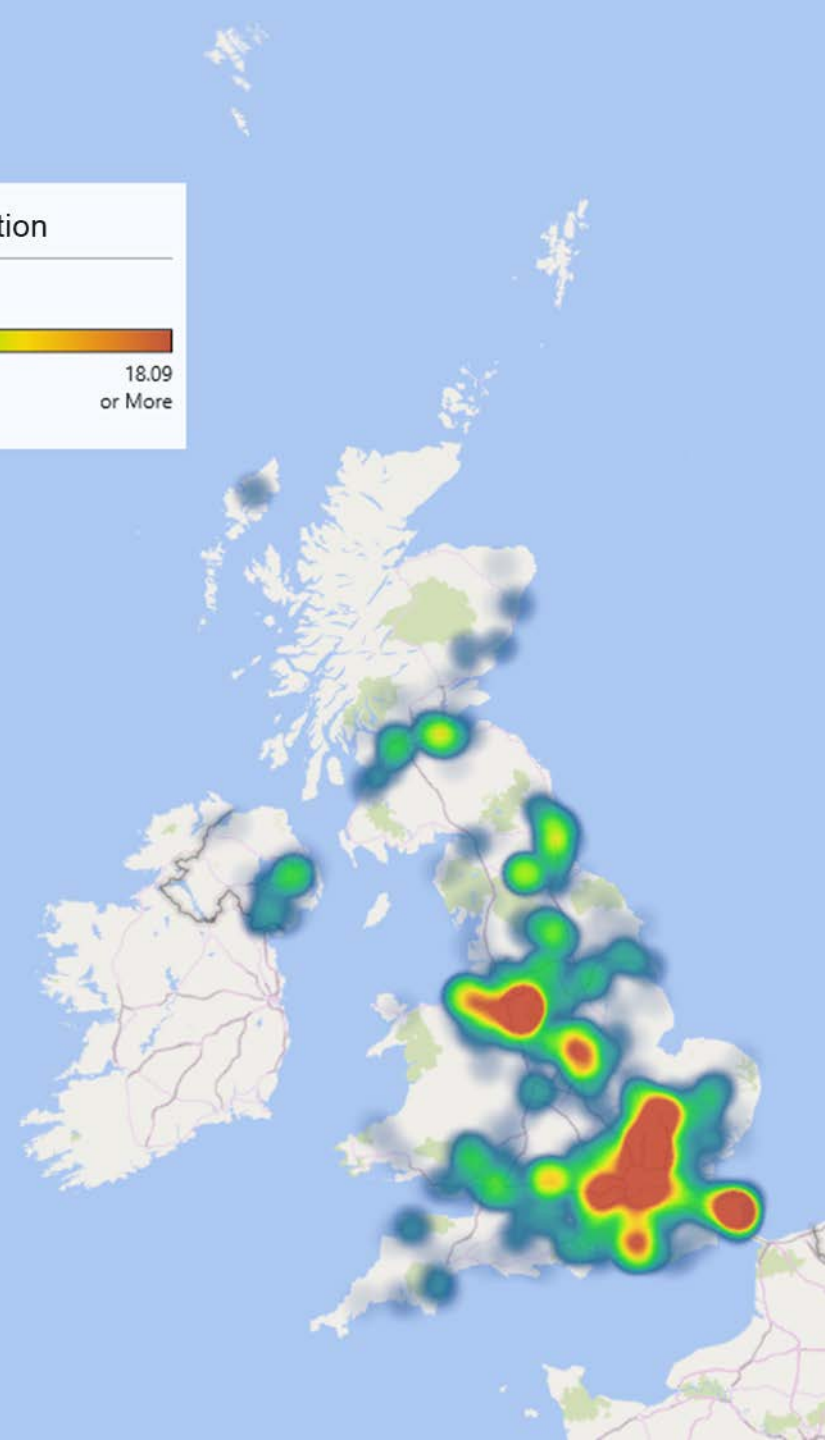


UK member distribution*

*Local Section data will be focused on your area

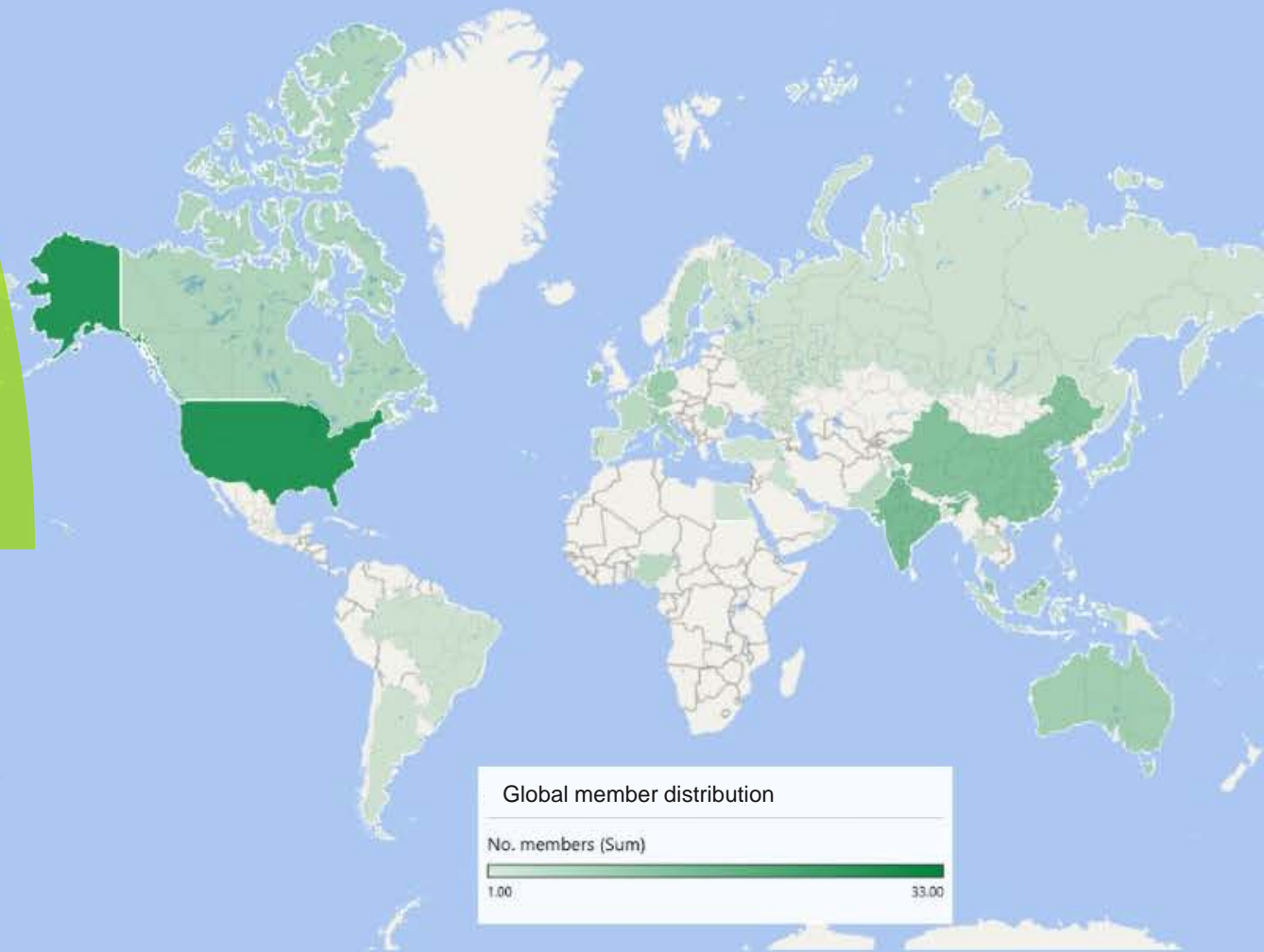
UK member distribution

No. Members (Sum)



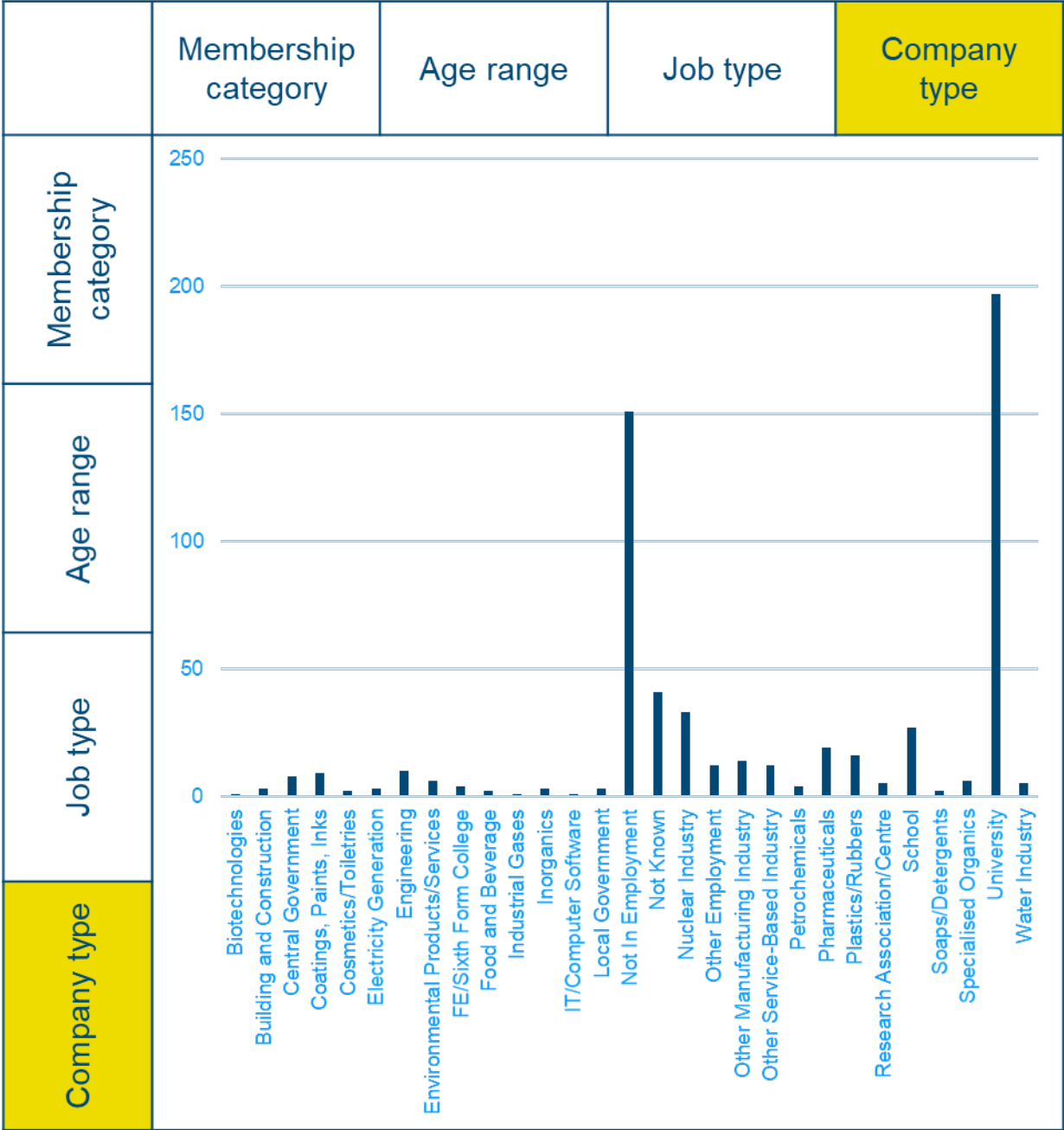
Global member distribution*

*Interest Groups only



Career Sector*

*provided as a pivot table



Demographic Reports

A demographic report will be provided once per year by the Networks Team for each member network

If you would like to receive a demographic report, please email networks@rsc.org and allow seven days for us to get it back to you



How to write an e-alert

Aurora Walshe

10 July 2019

Things to include

Include the basics:

- ✓ Who
- ✓ What
- ✓ Where
- ✓ When
- ✓ Why

Think of it like a paper...

- ✓ Abstract
- ✓ Introduction
- ✓ Discussion
- ✓ Conclusion
- ✓ Experimental, ESI, Appendices

Things to include

Think of it like a paper...

- ✓ Abstract
- ✓ Introduction
- ✓ Discussion
- ✓ Conclusion
- ✓ Experimental, ESI, Appendices

The e-alert needs to highlight the key information to **make people want to learn more**

- Include the event type and subject
- Include the date and location
- Include registration deadlines

Things to include

Think of it like a paper...

- ✓ Abstract
- ✓ Introduction
- ✓ Discussion
- ✓ Conclusion
- ✓ Experimental, ESI, Appendices

Include a couple of lines to give context:

- Is your event free?
- Is it an annual activity?

More than one event? Include a list or summary at the top of the email!

Things to include

Think of it like a paper...

- ✓ Abstract
- ✓ Introduction
- ✓ Discussion
- ✓ Conclusion
- ✓ Experimental, ESI, Appendices

What might happen at the event? What should people expect?

- Give a **brief** outline of the programme
- Include registration information

Promoting an award? Include a sentence or two about the requirements and direct people to the website!

Things to include

Think of it like a paper...

- ✓ Abstract
- ✓ Introduction
- ✓ Discussion
- ✓ Conclusion
- ✓ Experimental, ESI, Appendices

Why should people attend? Why should they get involved?

Things to include

Think of it like a paper...

- ✓ Abstract
- ✓ Introduction
- ✓ Discussion
- ✓ Conclusion
- ✓ Experimental, ESI, Appendices

You don't need to include everything in your e-alert!

Direct people to the event website for more information:

- Programme and list of speakers
- Venue and accessibility information
- Registration information

Final sense check...

Think about how you like to receive information

- Do you read loooooooooooooong emails?
- Do you like to see the important information first?

More than one event?

- Include a list or summary at the top with links and dates so that people can scroll to whichever events they might be interested in!

Queries we receive

How do I register for this event?

Do I need to book for this event?

Please advise what the cost is?

Is the date correct?

Checklist

- Have you included the essential information?
- Have you included a link to the event webpage?
- Have you checked that all of your links are correct?
- Have you included any relevant accessibility info?
- Has the event **ALREADY HAPPENED**?
 - Please check the date of the e-alert and remove events or registration deadlines that have already passed
- Is the message relevant or useful to the audience? Could it be targeted?

Inclusive communications

Choose a font that's easy to read

Be careful of coloured text: Red text is often blocked by SPAM filters

USE ALL CAPS SPARINGLY

Lots of blocks of centred text is harder to read

To send an e-alert to your members

E-alerts go out on the first and third Thursdays of the month

- We need at least **five working days** to process an e-alert
- We need at least **seven working days** to process an e-alert to additional networks – we need to ask the Secretaries for permission
- E-alerts should only go to relevant audiences – we can filter the mailing list by things like membership type, employment type or career sector

Download the e-alert template from [rsc.org/FormsDocuments](https://www.rsc.org/FormsDocuments) and send it to networks@rsc.org. You can find upcoming deadlines in the [Networks Newsletter](#).

Questions?
networks@rsc.org