

Physician Peer Engagement Program

Event Planning Guide



1 Plan Your Event

Event Title: To support communication and outreach, consider a concise, descriptive title for your event.

Event Objective: Describe the goal of the event. What do you hope to achieve? What should invitees expect to get out of your event?

Event Type: Decide what meeting format would work best to support your event objectives. Some examples to support in-person or online meetings include:

- Structured/facilitated round table discussion
- Guest speaker
- Panel discussion
- Workshop/webinar
- Q&A session
- Networking
- Unstructured/non-facilitated discussion

Venue: Decide whether your event will take place in-person in your clinic, another venue, or online.

Note: this program supports inter-clinic events; team building events within one clinic are excluded.

Date and Time: Propose a date and time for your event when you expect to get the most attendance. Before office hours and at lunch time might work depending on your invitees.

Participant List: Identify who you would like to participate in your event. List the names and roles of key participants, including those who can promote your event within their clinic.

Agenda: Consider your event objectives and design your agenda. We suggest a max of 2 hours for your event. (Note sessional payments for participation will be paid up to a max of 2 hours). An example agenda:

- Welcome and Introduction (10 minutes)
- Session 1 [Topic/Activity] (Time)
- Break (10 minutes)
- Session 2 [Topic/Activity] (Time)
- Open Discussion (30 minutes)
- Closing Remarks (10 minutes)

Determine Roles: Decide who on your team will do what (create and send invitations, track RSVPs, select a venue, make welcome/introductory comments, etc.)

Discussion Topics: List specific topics to be discussed, relevant to the objectives of your event so that invitees know what to expect.

Materials Needed: List any materials that will be required for the event, such as projectors, notepads, pens, etc.



2 Promote your Event

Now that you've planned your event, whether small or medium sized event, consider the below steps:

Create an Invitation: Develop a concise, informative invitation that highlights the benefits of attending the event. Include all critical details and a call to action, encouraging colleagues to RSVP.

- Consider using a Doodle Poll (www.doodle.com) to find the best time for everyone.

Leverage Direct Communication: For smaller groups where invitees are known use more personalized outreach. Consider speaking directly to colleagues or sending personalized messages to invite them to the event.

Encourage Peer-to-Peer Promotion: Where your desired attendees list is not fully known, ask colleagues who are already interested or involved in the event to help spread the word within their networks.

Follow Up: Send reminder emails or messages as the event date approaches. A day before, remind attendees of the event details to ensure a good turnout.

Good luck organizing your event!

If you have any questions, feel free to contact us at: projects@vancouverdivision.com

