

# 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](http://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](mailto:projects@vancouverdivision.com)