



CIBSE Networks

event process

Technical and social events can be a great way to share knowledge and promote networking amongst your CIBSE Regional, SIG or Society network. We have created this guide to help you organise events and get the best coverage possible for them.

Step 1: Create your event listing in Eventbrite

All CIBSE networks are provided with an Eventbrite account to help create and manage their events. You can use Eventbrite to register delegates for your events and communicate with them.

You can find a step-by-step guide on how to use Eventbrite to create an event listing [here](#).

Accessing your Eventbrite account

Your Eventbrite account will be tied to your network's CIBSE email address (yournetwork@cibse.org). The default password is !!Welcome10!!. Contact the CIBSE Networks and Engagement Team for assistance accessing your account.

Privacy/Use of Data

The contact details of delegates who book CIBSE events through Eventbrite may not be shared with anyone outside of the organising committee (including speakers and sponsors) and cannot be used for promoting non-CIBSE activity or external organisations. Doing so would be a breach of CIBSE's privacy policy and a breach of GDPR. Eventbrite will issue an attendee list (including names only) which can be shared. If you have any questions regarding GDPR and the use of data, please contact the CIBSE Networks and Engagement Team.

Event Behavioural Policy

All CIBSE events are now covered by the [Events Behavioural Policy](#). A disclaimer is included on each draft Eventbrite event booking page and should be displayed on all published pages.

Step 2: Marketing your event

Publishing your event on Eventbrite will upload your event to the CIBSE events calendar and your network's homepage, and will also send a notification to our marketing team to promote your event. This will appear in 2 working days.

We recommend that the description of your event includes the topics that will be covered and learning outcomes for a technical event, or a description of what people can expect from a social event. Ensure that information about technical events is clear and easy for potential delegates to interpret.

Please provide a **minimum of 3 weeks' notice** of the event to allow enough time for email promotion. The more notice you are able to give, the more the marketing team will be able to promote the event. The date that the email will be sent on will be at the discretion of the marketing team. The email will typically be sent to the members and non-members in your network and mailable prospects.

Social media

We also strongly recommend sharing the event on your network's social media accounts to enhance the coverage of your event. Marketing emails are easy to ignore among the volume of email traffic we all receive every day. Social media posts can be more engaging than marketing emails, and people are more likely to attend an event if they see someone they know promoting it. You can find guidance and templates for using on social media [here](#).

For CIBSE Societies, contact the CIBSE Networks and Engagement Team to arrange this.

CIBSE Journal

Contact the CIBSE Networks and Engagement Team to request that your event be featured in the CIBSE journal. The deadline for featuring events in the Journal is the end of the first week of the preceding month (so the first Friday in July is the deadline to be featured in the August edition).

Step 3: Run your event

Virtual events

If you are using Microsoft Teams to host your event, you can find step-by-step guidance on how to use it [here](#).

All Regions and Groups have a Microsoft Teams account which you can access. The username will be your network's CIBSE email address, and the password !!Welcome10!!. Contact the CIBSE Networks and Engagement Team for assistance accessing your account.

In person events

You can find a recording of our session on 'The future of events and how to make your events unmissable' [here](#). This special session was organised to support our volunteer networks return to face-to-face events. A panel of events experts discuss how the events world has changed post COVID and offer practical guidance and advice on running great events.

Check-in delegates

Whether your event is in person or online, make sure you check-in your delegates to register their attendance. Guidance on how to do this is included [here](#).

Step 4: Post event

If you have recorded your event and would like this recording uploaded to the CIBSE YouTube account, email a copy of the recording and a description of the event to the CIBSE Networks and Engagement Team.

Get in touch

Contact regions@cibse.org, groups@cibse.org, sfe@cibse.org, sde@cibse.org or sophe@cibse.org for assistance.

