 **Events - sense check**

 **START HERE Please follow the arrows and tick all the boxes that apply along the route**

**Is this event…**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **A repeat of a successful event?****Does demand for it remain high?** |  | **A horizontal subject area – relevant across professionals, specialisms, modalities?** |  | **A broad specialist area with large number of practitioners?** |  | **A new, important topic, or major change (eg new regs or guidelines)?** |
|  |  |  |  |  |  |  |  |
| **Does this event serve a large enough group of people?** **Is it realistic to assume this group of people will spare the time and money for this event?** |  |
|   |  **Discuss further with BIR Head of Education\*** |  |
| **If delegate numbers are likely to be small, will they be willing to pay a high fee to attend?** |  | **Can the BIR reach prospective delegates cost effectively through its own membership and prospect database, and usual marketing channels?**  |
| **Does this event satisfy a key strategic objective (eg part of a policy campaign or member recruitment drive?)****\*Discuss further with** **BIR Head of Education (Sarah Adibi) to see whether the idea can be revised to make it work better** |  |   | https://image.freepik.com/free-icon/thumb-up_318-25248.jpg**PROCEED TO PROPOSAL FORM**  |
|   | **Do we have a relationship with another org that could do this for us?** |
|  |   |
|  | **Can we collaborate without needing to agree a substantial profit share with a third party?**  |  |
|  |    |