 **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?** | | |  |
|  |  | | | |