

Guide to Event Publicity

This guide details the minimum documentation and publicity material which is required for events in CATVOG. It covers the necessary documents that need to be created for all events run by the Area Programme Team (APT), Adult Support Teams (AST), Training Team and Activity Teams.

All events have their own requirements and these documents have been produced to be able to be used in a variety of combinations to meet the needs of the various events we run. The standard documents ensure that we provide and collect all the information we need, they are well presented and by using standard forms the information is quickly put together rather than starting from scratch each time.

Explanations of each of the required documents which need to be completed are as follows;

Event Flyer – This is a simple A4 flyer which contains the details of the event. Spaces are available to record details of the event (location, cost, date, time, section open to), organisers details, and payment details. The main section is free to be edited with any relevant event information.

Notes:

- A version of the flyer is available with the cost section removed for use on free events, e.g. leaders meetings and so forth.
- A version of the flyer is available which extends onto 2 or more pages where additional information is need to be provided.

Usage: Compulsory for all events.

Activity Information Form (AIF) – This form has been drafted to provide information which can be given to parents and carers and their permission obtained for non residential activities and outings. It also provides the organiser with the important information regarding the young person.

Some changes may be necessary to the type of information that is requested. To allow this flexibility this form allows you to add, delete and amend information as is required for each activity or outing.

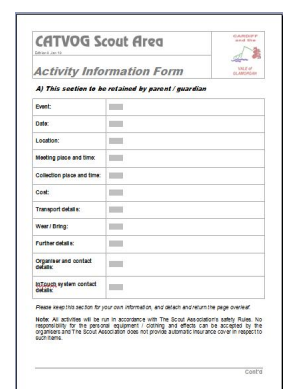
Notes:

- Overnight events use *Nights Away Information Form*.
- Where other requirements dictate; e.g. rifle shooting, activity provided by external organisation etc. then an alternative health / permission form may be used.

Usage: Compulsory for events with young people.



The form is titled 'CATVOG Scout Area' and 'Event Information'. It includes a header with the area name and logo. Below the header, there are sections for 'Event Name', 'Date, time, and venue', and 'Other notes'. The 'Event Name' section has a text box and a note: 'This space is for printed and/or call format as you wish. Place an image appropriate to the event in place of the logo.' The 'Date, time, and venue' section has a note: 'Place an image appropriate to the event in place of the logo.' The 'Other notes' section has a note: 'Remember to leave the text on the page if you require information on any of the following: Do not TYPE IN CAPITAL LETTERS as it is difficult to read.' Below this, there are fields for 'Location', 'Cost', 'Date', 'Time', and 'Open to:'. At the bottom, there is a note: 'Copies of this form are available to download from the CATVOG website. Please email any enquiries to [email address] or [phone number].'



The form is titled 'CATVOG Scout Area' and 'Activity Information Form'. It includes a header with the area name and logo. Below the header, there is a section for 'Activity Information Form' with a note: 'This section to be retained by parent / guardian'. The form has several fields for 'Event', 'Date', 'Location', 'Meeting place and time', 'Collection place and time', 'Cost', 'Transport details', 'Wear / Bring', 'Further details', 'Organiser and contact details', and 'Safeguarding contact details'. At the bottom, there is a note: 'Please keep this section for your own information, and detach and return the page above! Note: All activities will be run in accordance with The Scout Association's Safety Rules, no responsibility for the general equipment, clothing, and effects can be accepted by the organisers and The Scout Association does not provide substitute insurance cover in respect to activities.'

Group Booking Form – A simple A4 booking form for use on events that require individuals to book in as a group. Similar information can be provided on this form as the *Event Flyer*. There is an area which can be edited with any relevant event information

Notes:

- The 'Booking for' allows booking to be for an individual, a team, or a section to be specified.
- Separate costs can be set for different sections.
- When the document is completed electronically the total will automatically be calculated.

Usage: Optional.

Participant Information – It may be necessary to collect the names of individuals attending an event and this document allows this to be done. Space is provided for name, date of birth, age, event category and sex.

Notes:

- Event categories can be specified and the date which they apply.

Usage: Optional.

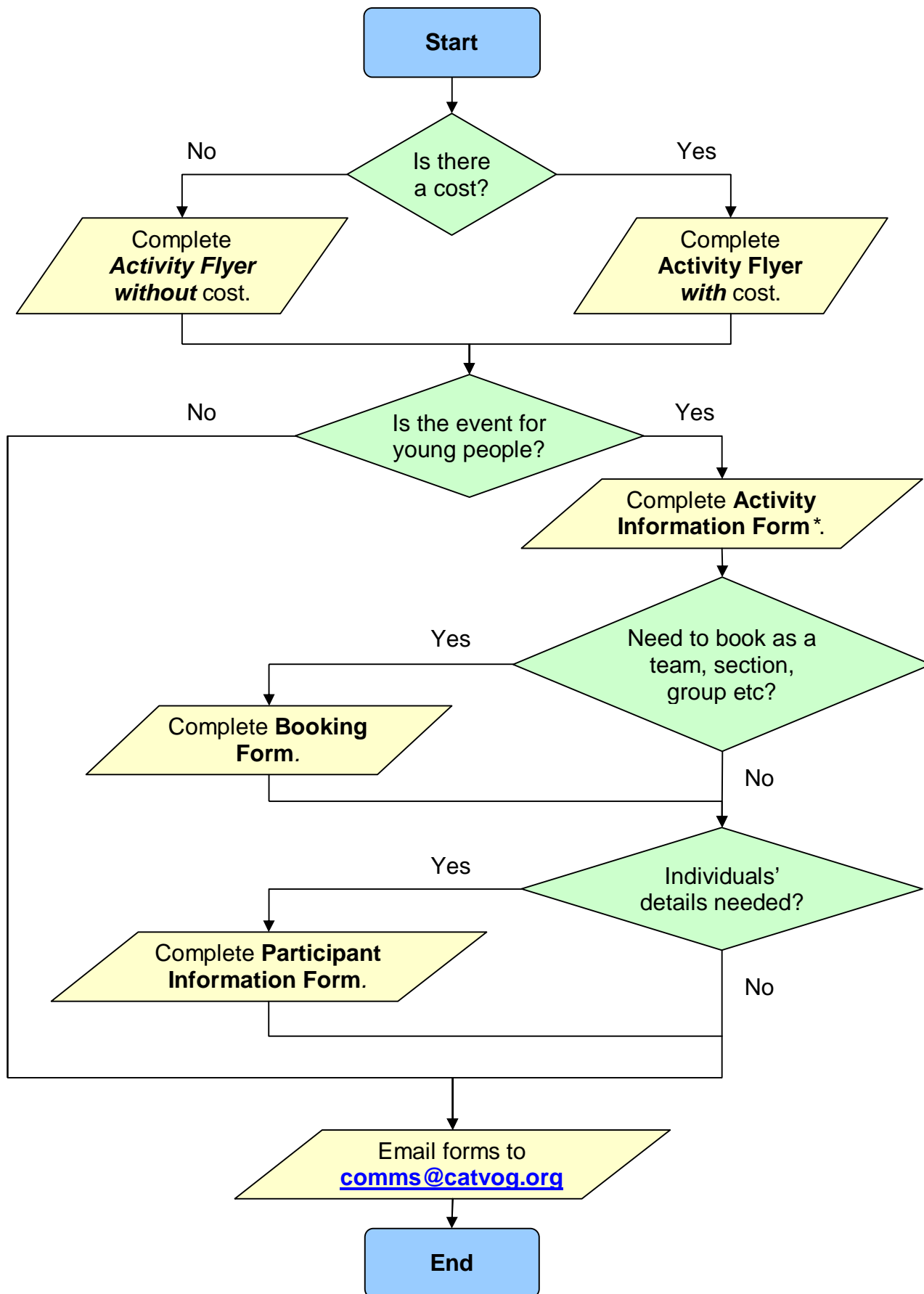
Summary

All publicity for events is required to be in a standard format and four documents have been created to be used for events run in CATVOG by the Area Programme Team (APT), Adult Support Teams (AST), Training Team and Activity Teams.

The only publicity and information that is to be used on events must be contained on these forms and **individuals should not choose to do their own thing** when running Area events.

All documents are available electronically in a protected word template to prevent accidental editing of sections.

To obtain current versions of the documents please go to www.catvog.org → [Communicate](#)



* Where other requirements dictate; e.g. rifle shooting, activity provided by external organisation etc. then an alternative health / permission form may be used