

## Advertising your Event



Thank you for considering us as an avenue for advertising your event. For clarity we use the word event which can be applied to what ever you are putting on, whether it is a lecture, a course, a workshop etc. We are happy to do this in accordance with the following process which is aimed at maintaining the high standards we expect from all our events.

To get your Word version of the template for course submission please click on the link below. If it doesn't work please copy and paste the address below into your web browser to access the document.

[http://www.physiouk.co.uk/uploads/Advertising%20file\\_Template\\_Word%20version1032.doc](http://www.physiouk.co.uk/uploads/Advertising%20file_Template_Word%20version1032.doc)

### Review Process

1. To ascertain the quality of your event we politely ask that you submit to us the full title of the course, the number of CPD hours, the course tutor's name, the course cost, a 100 – 200 word summary of the event which includes at the end the structure of the course (lecture / practical) and the maximum number of participants, details of the course content, any learning objectives, Any pre course preparation, any restrictions on applicants, the audience the course is aimed at. We then also ask that you submit to us the date/s, location/s and full cost of the event/s you would like us to advertise. Please specify if the cost is subject to VAT or not. This information would then be used for advertising.
2. In addition, we ask that a sample of the manuals / handout distributed to participants and a sample of reviews / feedback from previous participants (if run previously) is supplied. We assure confidentiality with respect to the submitted material and that these will only be used by PhysioUK to review the event and will not be distributed to any other parties.
3. Please see the advertising page for a copy of a template to guide you in submitting a course to us. We would prefer you to use this as it makes the process much smoother. A copy of this is attached at the end of this document but a Word version is available in the advertising section on the website.
4. Finally, we ask that you let us know the arrangements you have made regarding refreshments for participants. We ask this as we require a good standard of refreshments during tea and coffee breaks and would prefer that our name continues to be associated with other parties that also promote this.
5. We will review these and reply to your request of advertising via our network within 10 working days.

### Advertising

6. If we agree to advertise your event we will place it on our website, advertise it in our monthly newsletter, at selected events we run and via additional advertising on the internet. All enquiries we receive will be passed to you via email, you can then follow these up with potential participants. PhysioUK will not take payments for your event, these will need to be handled by yourself.

## **Charge**

7. The charge for this service is 15% of the full event fee per person for every successful referral to your event. This scale applies up to maximum charge by us of £35 per successful referral. After that, for courses of higher value, the fee is 8% of the course fee or £35 per successful referral, whichever is the greater. The full amount due will be invoiced for after the event has run. If no one is recruited, then there is no charge to you, financially it is risk free in the event we do not attract any additional participants to your event. Example: Someone successfully referred to your event costing £100 would result in us invoicing you for £15 (incl VAT) i.e. 15%. This would apply for each person recruited i.e. 3 people = £45 (in the example given). For a course of higher value e.g. £1000 the fee would be 8% or £35 whichever is the greater, in this case the 8% is greater = £80 per successful referral.
8. Whilst we can track the referrals made to you, the system does rely on trust with respect to yourselves to reliably inform us as to the final number of referrals resulting in event attendees.

## **Our Commitment**

We will do our best to promote your event to make it a success. We aim to build firm foundations with yourself and other parties to help publicise quality training opportunities for health professionals.

## **What do I do now ?**

Please send us the documentation requested electronically via email to [info@physiouk.co.uk](mailto:info@physiouk.co.uk) . We can then get back to you as quickly as we can with respect to our decision. To download your template for submitting your course use the link below:

<http://www.physiouk.co.uk/uploads/Advertising file Template Word version1032.doc>

We look forward to hearing from you and helping to make your event a success. If you have any questions please don't hesitate to email us on [info@physiouk.co.uk](mailto:info@physiouk.co.uk)

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