



Newly Diagnosed Night Event-in-a-box

Newly Diagnosed Night Event-in-a-box

Contents

- Event Overview1**
- Requirements for Event Success1**
 - i. Event Planning Needs1**
 - ii. Volunteer Needs2**
 - iii. Sponsorship Needs.....2**
 - iv. Logistical Needs.....3**
 - v. Event Marketing & Promotion3**
- Resources Available3**
 - i. Sample Agenda4**
 - ii. Sample Budget4**
 - iii. Poster Template4**
 - iv. Email ‘Newly Diagnosed Night’ invitation.....4**
 - v. Forms4**

Event Overview

Newly Diagnosed Nights are important patient support events that Crohn's and Colitis Canada can offer to local communities. The event provides those newly diagnosed and their families a chance to learn more about life with Inflammatory Bowel Disease (IBD) and the programs and services available from Crohn's and Colitis Canada. These events are also a great opportunity to introduce ourselves to people living with Crohn's disease and ulcerative colitis within the communities we represent.

The event started in 2012 with the Saskatoon Chapter.

Event Audience

Individuals newly diagnosed with Crohn's disease or ulcerative colitis, their family and friends and/or others in their respective support network. Typical audience size usually ranges from 3 to 10.

Program Planning

Presentations usually consist of the following topics:

- **Introductions** – used to put the attendees at ease and create a comfortable, supportive environment.
- **Explanation of Crohn's and colitis** – a quick overview of the ways in which the inflammation caused by Crohn's and colitis affects the body and typical symptoms.
- **Review of GI system**
- **Differences between Crohn's and Colitis**
- **Who gets Crohn's and colitis**
- **What to expect with Crohn's and colitis**
- **Complications of Crohn's and colitis**
- **Treatment options: Drugs, Diet, Surgery**
- **Educational Resources: Brochures, Videos, Webinars**
- **Education Events in your Community: Local Events** – an opportunity to highlight upcoming and existing regional events as well as support networks in your area.
- **Peer Support**

Requirements for Event Success

i. Event Planning Needs

A typical Newly Diagnosed Night event requires approximately one-three months of planning/preparation. It's important to secure the venue and guest speaker (if using) at the earliest possible moment to ensure that there is plenty of time to promote the event. Create templates for all promotional material ahead of time, so when the guest speaker and venue are confirmed, promotion can start immediately. A series of brief bi-monthly meetings to monitor progress and suggest ideas to improve the event is recommended. A final debrief to review attendee surveys and assess how to improve future Newly Diagnosed Nights should take place approximately one week post-event.

Sample Timeline:

Date of 'Newly Diagnosed Night': April 25

DATE	MILESTONE	PROJECTED TIMELINE
7-Feb	Project Start	
7-Feb	Breakout meeting	
7-Feb	Develop Promotional content (poster, website content, e-blasts, twitter/facebook etc.)	Within a couple days of Project Start
13-Feb	Secure guest speaker	Within first month
13-Feb	Book venue	Within first month
14-Feb	Marketing/promotion of event (website and e-blasts start)	Begin promotion as soon as the revenue and guest speaker have been secured
1-Mar	Progress meeting	Brief meeting to monitor event progress and keep everyone up to date
14-Mar	Progress meeting	Brief meeting to monitor event progress and keep everyone up to date
1-Apr	Progress meeting	Brief meeting to monitor event progress and keep everyone up to date
14-Apr	Progress meeting	Brief meeting to monitor event progress and keep everyone up to date
24-Apr	Dry run	Final tune up
25-Apr	Event Day!	
1-May	Wrap up meeting	1 week after the event
7-May	Project End	

ii. Volunteer Needs

Typically two volunteers for the planning, and a few volunteers for the event are needed to successfully hold a Newly Diagnosed Night. The recruitment of a gastrointestinal specialist with excellent presentation skills can be a great way to attracting a large crowd. The volunteers can be assigned designated roles in the following areas: event promotion, logistics, and program planning.

iii. Sponsorship Needs

These events are smaller in nature compared to open house or other events held by Crohn's and Colitis Canada, and the associated costs are modest in comparison or free. A sponsor with a mutual interest in the event can result in a win-win situation. Please review sponsorship guidelines for direction.

iv. Logistical Needs

- Meeting place that can hold between 5 and 20 people (these can be small, intimate gatherings depending on the size of your community, if there's a guest speaker, etc)
- Projector and screen or white wall
- Laptop and necessary hardware and cables
- Table and chairs
- Crohn's and Colitis welcome sign
- Crohn's and Colitis Canada brochures, order forms and educational resources
- Name tags
- Sign in sheet (remember to ask for email addresses)
- Poster

v. Event Marketing & Promotion

- Website – the NDN event can be added to a Regional Calendar on the Crohn's and Colitis Canada site by a local staff partner.
- E-blasts – by a local staff partner to local volunteers to spread news of the upcoming NDN
- Local newspapers – try to negotiate free advertising to reach the general public at large (event promotion captain)
- Facebook – use this important social media conduit to connect with friends (event promotion captain)
- Twitter – tweets that link to FB and Regional Calendar on CCC'S website (event promotion captain)
- Local radio – event promotion captain can reach out to local radio stations to help get the word out
- Poster campaign – coordination between event promotion captain and local staff partner
- Written invitations – coordination between event promotion captain and local staff partner to reach out and directly invite potential attendees who have contacted the local chapter

Resources Available

There are a number of information sources upon which to develop content and gather scientifically accepted figures. The following is a partial list:

- Crohn's and Colitis Canada (Canada) – <http://www.crohnsandcolitis.ca/>
- Crohn's and Colitis Canada's Educational Brochures, specially **Surviving and Thriving with Crohn's Disease and Ulcerative Colitis**
- Canadian Digestive Health Information (Canada) – www.cdhf.ca
- Canadian Society of Intestinal Research (Canada) – www.badgut.org

i. Sample Agenda

6:30 pm	<u>Doors Open</u> Informal Meet & Greet
7:00pm	<u>Welcome</u> Local volunteer welcome guests & introduce guest speaker (if applicable)
7:15pm	<u>Guest Speaker</u> Presentation
8:30pm	<u>Conclude Presentation</u> Q&A, Refreshments, Networking

ii. Sample Budget

Expense	Cost (\$)
Food & beverage	20
Venue Rental	Free
Possible speaker honorarium	25
Marketing (radio, print ads)	Using CCC resources
Printed material, brochures	Use CCC resources
Miscellaneous event day supplies	20
Total Expenses:	65

iii. Poster Template

A poster template for Newly Diagnosed Nights exists, with the ability to insert event date, location and key contact information using Microsoft Publisher. Contact your staff partner to access.

The poster has strong consistent branding, helping to promote the event to the target audience and setting a standard of quality for the entire event.

iv. Email 'Newly Diagnosed Night' invitation

Contact a Crohn's and Colitis Canada staff person to develop and send out a Newly Diagnosed Night invitation via email. Please give the staff member at least one week's notice.

v. Forms

Forms like registration, and feedback for Newly Diagnosed Night, exist for the event and work together with other materials (website/webpage, approval process, etc.). Take advantage of these great ready-made resources! Contact your local Crohn's and Colitis Canada staff person to access these forms.