Sponsoring an Event Information for Domain Representatives, Committee Chairs, and Others for Website and Social Media

If requesting CE Credits:

STEP 1: PROSPECTUS APPROVAL FROM EXECUTIVE COMMITTEE

- Submit a prospectus to the EXECUTIVE COMMITTEE through this Google Form to include:
    - Goal of training
    - Speaker name and degree
    - Brief summary of proposed topic
    - Proposed honorarium
    - Be sure to check "yes" if requesting CEs

STEP 2: EXECUTIVE COMMITTEE REVIEWS & APPROVES OR SENDS BACK FOR REVISION

STEP 3: WORK WITH E&T CHAIR ON APPROVAL OF CE CREDITS (only necessary if you are offering CE)

- After the Executive Committee approves training, sponsor develops a more comprehensive proposal including:
    - Speaker: Name and credentials.
    - Date and time: It should be at least 3 months away to prepare for scheduling. (It is recommended that the time be amenable across the country to account for the 3-hour time difference - e.g., 11-2:15 ET means the event will be 8 am to 11:15 on the Pacific Coast.)
    - CE Information
        - Similar in form and content to a workshop at a conference, the CE CHAIR will need:
            - Title
            - Abstract
            - Name and Affiliation of presenter(s)
            - Length of the workshop. Number of hours (separately for each segment IF offered on separate days; minimum of 1 hour)/ Separately, specify the associated number of CE credits on offer. These are computed as 1hr = 1CE, have to be a minimum of 1, and can go in .25 increments from there. Pro Tip: Make sure these are specified separately from the number of clock hours for the offering.
            - Learning objectives (LOs). The number needed varies a bit by length of the workshop. Three LOs covers most situations up to 3 hrs. The wording has to be 'just so.' See this link for help with creating learning objectives: https://www.apa.org/ed/sponsor/resources/objectives.pdf

- Three citations from the literature that directly relate to the presentation, At least 2 of the 3 must be primary source material (peer-reviewed articles, empirically-based if possible). They should all be published within the past 10 yrs.
- Presenter CV. APA provides a recommended format for CVs (in case some presenter isn't familiar with the genre, e.g., outside the field, international, etc.). Whatever people typically use professionally in North America is fine (i.e., no additional tailoring is needed to fit the APA model). Ideally translated into English if that is not the original. Alternatively, talk to CE CHAIR (currently Ken Critchfield) if there is something unusual; the APA standard here is to verify relevant expertise and background; review of a CV is not the only method, just a convenient one.
- A survey needs to be created from a template to give to all attendees (also attached). Their responses are anonymous and CE credits do not hinge on return of the survey, but everyone needs to have been given/offered a survey.

▪ Submit proposal to E&T CHAIR (currently Melissa Jones). This will all be submitted through the following Google Form: https://docs.google.com/forms/d/e/1FAIpQLSewXT9KP-72m_eZWr4vzhwy8M2lxP_J8brWKuaScKMMYRWv_Q/viewform?usp=sf_link

STEP 4: E&T CHAIR REVIEWS, APPROVES, PASSES ON TO CE CHAIR FOR FINAL APPROVAL AND EDITS.

STEP 5: COMPLETE WORKSHOP LOGISTICS FOR LIVE WORKSHOPS

- Determine cost. You may want to consider having the workshop be free to members of Division 29 as an incentive for people to join Division 29.
- Talk to Tracey Martin to set up registration for the workshop. Work with Tracey to create a link where people can go to register for the workshop.
- If necessary, schedule a practice session with the presenter, the host, and Tracey in order to make sure everyone is familiar with the technology.
- Decide who is going to host the workshop (welcome everyone, introduce the speaker, address questions on the chat, etc.).

STEP 6: ADVERTISE WIDELY

- Prepare a flyer with all of the relevant information (example here). This will be used on social media as well as newsletters. Be sure to have a high resolution.
    - If requesting CEs, this should get approved by the current CE chair. There are rules for how to correctly language the offering of CEs in announcements or promotion of the event (including just internal emails). The Division/CE Chair

needs copies of any announcements or promotional materials for our archive and APA's auditing/review process.
    - Note: You'll need to reach out to the Editor of the Society's website (editor@societyforpsychotherapy.org) to receive a hyperlink for your flyer.
- Send all promotional information to PUBLICATION BOARD CHAIR. They will oversee publication/advertising on social media, listservs, and enewsletters.
    - Approved flyer
    - 3-5 social media messages. Aim to include 1-2 messages that are generic informational posts, 1-2 that are engaging (ask a question, stimulate conversation).
        - Example of generic: Our annual Gab with the Greats is on Monday, September 18th, from 10am-11:30am via Zoom. Remember, you don't need to be a member of Division 29 to join this event! Plus, it's free!
        - Example of generic with pizazz: You've read about them, you've studied them, you've cited them. Now it's time to GAB with them! The Society for the Advancement of Psychotherapy is hosting our annual "Gab with the Greats" where we'll network with profound leaders in the field of psychotherapy. This year we welcome Drs. Rosemary Phelps, Derald Wing Sue, and Melba Vasquez to share their insights on multiculturalism and diversity. All are welcome – including non-members. Register here to join us on Monday, September 18th, 2023 from 10:00am-11:30am.
        - Example with audience engagement: Like this message if you've ever read a textbook written by Drs. Rosemary Phelps, Derald Wing Sue, or Melba Vaszquez. Yup, that's what we thought! These foundational leaders will be talking about multiculturalism and diversity. Here's your chance to move from textbook to conversation – bring questions! Click here for more information.
    - Brief article that we can post on our website to market the event as well as link to on social media.
        - Here's a link to our tag word cloud: https://societyforpsychotherapy.org/tags/ to get an idea of the types of words we want to keep repeating in text for better search engine optimization
- Crowd-source people on your committee and other professional acquaintances and ask them to share the flier with therapist-related social media groups, listservs, anyone they can think of.

STEP 7: PRIOR TO THE EVENT

- Designate someone responsible for reminders. Ensure that everyone who registered has the link. Make sure to send reminders to the people who have registered:
    - Email registrants reminder and link 1 week before
    - Email registrants reminder and link day before

STEP 7: DURING THE EVENT

- During the workshop, make sure that someone is keeping track of attendees (before and after a break included) to report to CE Chair.

STEP 8: AFTER THE EVENT

- Be sure to email out CE Credit distribution post-workshop
- Consider writing up a short post for the website/newsletter on the success of the event with a summary, description, and even information about upcoming events
- Follow-up with Tracey re: ensuring honorarium has been sent.

If NOT requesting CE Credits:

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- Decide who is going to host the workshop (welcome everyone, introduce the speaker, address questions on the chat, etc).

STEP 6: ADVERTISE WIDELY

- Prepare a flyer with all of the relevant information (example here). This will be used on social media as well as newsletters. Be sure to have a high resolution.
- Send all promotional information to PUBLICATION BOARD CHAIR (currently Amy Ellis). They will oversee publication/advertising on social media, listservs, and enewsletters.
    - Approved flyer
    - 3-5 social media messages. Aim to include 1-2 messages that are generic informational posts, 1-2 that are engaging (ask a question, stimulate conversation).
        - Example of generic: Our annual Gab with the Greats is on Monday, September 18th, from 10am-11:30am via Zoom. Remember, you don't need to be a member of Division 29 to join this event! Plus, it's free!
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diversity. All are welcome – including non-members. Register here to join us on Monday, September 18th, 2023 from 10:00am-11:30am.
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- Follow-up with Tracey re: ensuring honorarium has been sent.

CHECKLIST WHEN REQUESTING CONTINUING EDUCATION CREDITS

☐ Submit a prospectus to the EXECUTIVE COMMITTEE (current contact Jean M. Birbilis)
- ☐ Goal of training
- ☐ Speaker name and degree
- ☐ Brief summary of proposed topic
- ☐ Proposed honorarium
- ☐ Check off "yes" if you are requesting CEs
- ☐ Submit information via this Google Form

☐ Wait for Executive Committee Approval/Revisions

☐ Develop comprehensive proposal to include:
- ☐ Speaker name and credentials
- ☐ Date and time of event
- ☐ Number of hours (separately for each segment if offered on separate days; minimum of 1 hour)
- ☐ Specify number of CE credits to offer (1 hour = 1 CE; have to be a minimum of 1, and can go in .25 increments from there)
- ☐ Title
- ☐ Abstract
- ☐ Learning objectives
- ☐ Three citations
- ☐ Presenter CV
- ☐ Survey
- ☐ Submit information via this form: https://docs.google.com/forms/d/e/1FAIpQLSewXT9KP-72m_eZWr4vzhwy8M2lxP_J8brWKuaScKMMYRWv_Q/viewform?usp=sf_link

☐ Wait for E&T Chair Approval/Revision

☐ Wait for CE Chair Approval/Revision

☐ Finalize event logistics
- ☐ Determine cost
- ☐ Talk to Tracey Martin to set up registration for the workshop.
- ☐ If necessary, schedule a practice session with the presenter, the host, and Tracey in order to make sure everyone is familiar with the technology.
- ☐ Decide who is going to host the workshop (welcome everyone, introduce the speaker, address questions on the chat, etc).

☐ Create a flyer (example here).
- ☐ Send to CE Chair and get approval

- ☐ Send promotional material to Publications & Communications Board Chair:
  - ☐ Approved flyer
  - ☐ 3-5 social media messages
  - ☐ Brief “Article” that can be posted on the website to market the event

- ☐ Distribute promotional materials to your committee and other networks

- ☐ Send email reminders
  - ☐ Send email reminders to registrants 1 week before
  - ☐ Send email reminders to registrants 1 day before (include link)

- ☐ Keep track of attendance before and after break

- ☐ Email attendance list to CE Chair

- ☐ Email CE Credit

- ☐ Write brief article to be published on website/enewsletter on event success

- ☐ Follow-up with Tracey re: honorarium to be sent.

CHECKLIST WHEN NOT REQUESTING CONTINUING EDUCATION CREDITS

☐ Submit a prospectus to the EXECUTIVE COMMITTEE (current contact Jean M. Birbilis)
- ☐ Goal of training
- ☐ Speaker name and degree
- ☐ Brief summary of proposed topic
- ☐ Proposed honorarium
- ☐ Check off "yes" if you are requesting CEs
- ☐ Submit information via this Google Form

☐ Wait for Executive Committee Approval/Revisions

☐ Finalize event logistics
- ☐ Determine cost
- ☐ Talk to Tracey Martin to set up registration for the workshop.
- ☐ If necessary, schedule a practice session with the presenter, the host, and Tracey in order to make sure everyone is familiar with the technology.
- ☐ Decide who is going to host the workshop (welcome everyone, introduce the speaker, address questions on the chat, etc).

☐ Create a flyer (example here).

☐ Send promotional material to Publications & Communications Board Chair:
- ☐ Approved flyer
- ☐ 3-5 social media messages
- ☐ Brief "Article" that can be posted on the website to market the event

☐ Distribute promotional materials to your committee and other networks

☐ Send email reminders
- ☐ Send email reminders to registrants 1 week before
- ☐ Send email reminders to registrants 1 day before (include link)

☐ Keep track of attendance before and after break

☐ Write brief article to be published on website/enewsletter on event success