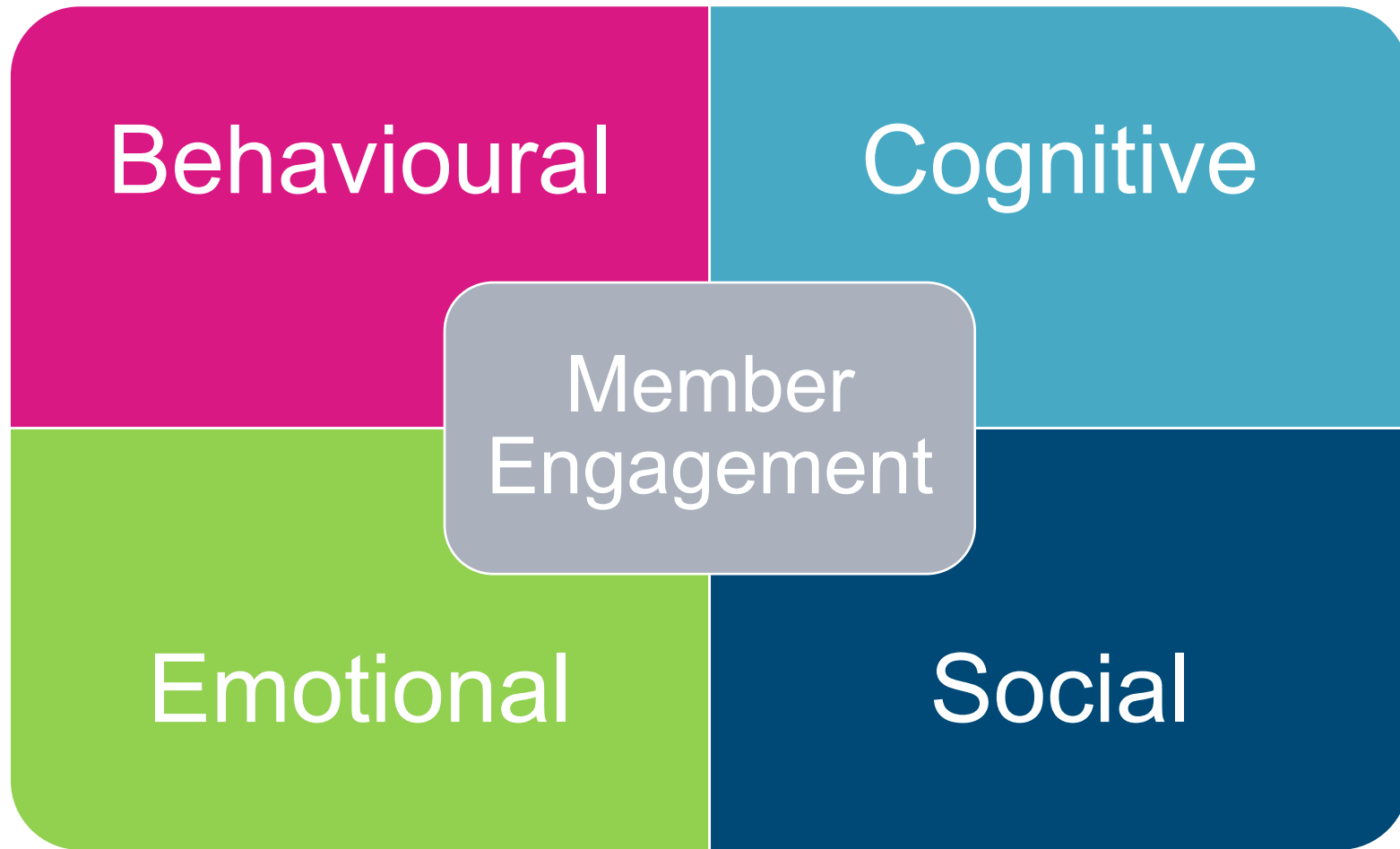


Engaging your Community

19 October 2023

Heather Bell & Debbie Dekker



The member engagement 'funnel'



Why does engagement matter?

Success of any member network is dependent on successful engagement with its community.

Key concern for committees.

Engaging with the community translates to the success and sustainability of committees.

Do you understand your community?

Who are the different members of your community?

What are the barriers to engagement?

How do you engage with your community?

Communications - Open, honest & inclusive, different channels – different audiences (career stage, industry etc), regular updates, appropriate and meaningful content

Events Programme - How do you decide on your programme? Is it diverse? Is it topical, relevant, and/or useful?

If what you're doing isn't working as well as you'd like, consider alternative ways of doing things.

How can your committee improve engagement?

What works well/is successful?

What areas need improvement?

Improving engagement

- Understanding your community – Demographic reports (location, career stage, age, gender identity) feedback surveys & market research
- Inclusivity & Diversity – accessibility, awareness
- Flexibility – hybrid meetings, different days and times
- Tailored, regular communications (Understanding different audiences for different comms channels and content)
- Pro-active committee – welcoming, positive environment, ability to bring a friend

Questions?

networks@rsc.org

Event Landscape – Planning and Support

Kathryn Espino, *Member
Networks Event Specialist*

Fiona McMillan, *Member
Networks Specialist*



Discussion – 15mins

- What part of the RSC are you representing?
- What types of event do you run:
 - Scientific conferences
 - Lectures
 - Training events
 - Social or networking events
 - Schools or public engagement activities
- Have you seen any trends in recent years?

Evolving Landscape

- Largest decrease in online hybrid attendance – around 5-10% of total delegates
- Physical attendance at hybrid events has been fairly strong, and we've seen in-person attendance almost reach 2019 levels.
 - Faster recovery in India, China and US
 - UK slowed possibly due to the cost of living crisis
- Budgeting for lower attendance
- How can we evolve?



Discussion – 20 mins

What does inclusion look like?

- Fully live interactive sessions
- Recorded physically and distributed online
- Mix of both?

What is possible and realistic for volunteers?

What's next – how do we evolve?

The Event Checklist

- Breaks down each step with a tick box
- Aiming to create a version that goes through each point in more depth



Physical Event Checklist

Planning the event:

- Potential dates
- Is it a multiday or single event?
- Do you need a hybrid aspect?
- Draft agenda for the day
- Budget plan
- Will you be utilizing any external vendors i.e. event organisers
- Will you be partnering with any other internal or external groups? E.g. SCI or another RSC Interest Group

Venue requirements:

- Does the venue allow for negotiations on the following T&Cs:
 - Ensuring a Liability Cap is in place.
 - Personal data is stored and processed according to Data Protection Laws
 - Force majeure – having safeguards if an event cannot be held due to an Act of God (E.g. Pandemic, wars, etc...).

If they are unable to negotiate, it is advised to look for an alternative venue.

- Max and Min number of attendees
- Number of rooms to be used
- Room set up – boardroom, cabaret, theatre?
- Will there be a networking element?
- Will you need booths for sponsors?
- Will you need to hold accommodation?
- Accessibility Features - what's available and what needs taking
- Catering Requirements – buffet, sit down style, refreshments?
- AV requirements – laptop, projector, microphones, cameras?
- Other needs – cloakroom, registration table?

What needs to be sent to RSC for approval:

- Budget and MCB Approval Form
- Budget Sheet (if MCB approval is needed).
- Venue Contract and T&Cs
- Venue liability insurance
- External vendor contract and T&Cs
- Risk Assessment Form (After approval)

At the event:

- Function Sheet – run through of the day
- Presentations on USB (if needed)
- Registration List
- Sponsor/poster layout
- Feedback form and email ready to be sent post-event

Negotiations and Approval Process

- Negotiations with the venue/external vendor can take an extensive amount of time
 - Provide this at your earliest possible point.
- What are we looking for?
 - Up to date data protection clauses
 - Force majeure
 - Capped liability → found this is the most difficult to secure



What can be done?

- Ask from the initial email/venue visit if they allow for negotiations (RSC policy).
- If they are unsure, proceed and look for a potential 2nd choice.
- Reach out to Networks for assistance on venues where we have accepted capped liability.
 - We can also liaise with the events team.



Venue Agreement Letter



Mr A B Sample
Address line 1
Address line 2
Address line 3
Address line 4
Address line 5

Date

Cambridge CB4 0WF, UK
Tel +44 (0) 1223 420066
Direct line +44 (0) 1223 43xxxx
Email networks@rsc.org
www.rsc.org

LETTER OF AGREEMENT

TOP OF THE BENCH EVENT (the "Event")

Names of Parties	<p>1. THE ROYAL SOCIETY OF CHEMISTRY incorporated in England by Royal Charter (Registered No. RC000524) and a Registered Charity No. 207890, with its registered address at Burlington House, Piccadilly, London, W1J 0BA, United Kingdom ("RSC"); and</p> <p>2. *** located at *** ("the Venue")</p>
Term & Commencement Date	The Event will take place from [insert time] on [date], at [address].
Key Obligations of the Venue	The Venue will provide the equipment listed below: <ul style="list-style-type: none"> [insert]
Key Obligations of the RSC	<ul style="list-style-type: none"> The RSC volunteers will adhere to the RSC Safeguarding Policy and that students will remain the responsibility of teachers at all times.
Data Protection	<p>Both parties shall comply, and shall ensure that its employees, personnel, agents, subcontractors and/or third parties acting on its behalf comply, in all respects with the provisions of the UK General Data Protection Regulation (GDPR), the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR) (as may be amended by the proposed Regulation on Privacy and Electronic Communications), the Data Protection Act 2018 (DPA) and any subsequent legislation or guidance regarding data privacy, security, processing and electronic communications, as enacted by the UK Government when processing personal data under this Letter of Agreement.</p> <p>Neither party shall engage or use a third party for the processing, storage or collection of personal data under this Letter of Agreement without the prior written consent of the other party. Neither party shall make an international transfer of personal data (being a transfer of personal data outside the UK or European Economic Area (EEA)) without the prior written consent of the other party.</p>

Payments [delete if not required]	<p>(in consideration of the provision of the venue [and the associated services], the RSC shall pay to the Venue the sum of [amount, if any].</p> <p>All payments to the Venue shall be made against the Venue's valid and undisputed invoices. The Venue's invoice should contain any relevant purchase order number. The Venue shall present its invoice to the RSC after the conclusion of the Conference. All payments shall be made by the RSC within 30 days of receipt by the RSC of the Venue's valid and undisputed invoice.]</p>
Liability	<p>Neither party seeks to limit or exclude their liability for death or personal injury resulting from the acts or omissions of itself or its staff, agents or sub-contractors.</p> <p>Neither party seeks to limit its liability for fraud or fraudulent misrepresentation.</p> <p>The Venue shall at all times be deemed to be responsible in law for its staff, agents and sub-contractors. The Venue is responsible in law for ensuring the safety of all equipment it provides in relation to this Letter of Agreement.</p> <p>The Venue shall not be liable for damage to or loss of property of the RSC or its guests except in the event of its own acts or omissions or that of its staff, agents or sub-contractors.</p> <p>Each party's total aggregate liability in contract, tort (including negligence and breach of statutory duty howsoever arising), misrepresentation (whether innocent or negligent), restitution or otherwise, arising in connection with the performance or contemplated performance of this Letter of Agreement shall be limited to £10,000.00 (ten thousand pounds sterling GBP) save that there shall be no limit on liability for death or personal injury as referred to above.</p>
Safeguarding	<p>Where, in the course of the Event and in relation to this Letter of Agreement the Venue (including but not limited to its staff and sub-contractors if any) is or is likely to come into contact with person(s) under the age of 18, the Venue undertakes that the person(s) involved in the Event comply with the RSC's 'Safeguarding Children and Vulnerable Adults policy 2023' (https://www.rsc.org/our-events/otherinformation/risk-assessment/#safeguarding), at all times during the term of this Letter Agreement.</p>
Termination & force Majeure	<p>This Letter of Agreement may be terminated immediately by written notice:</p> <ul style="list-style-type: none"> By either Party if the other Party is in material breach of any terms of this Letter of Agreement and, if such breach is remediable, failure to remedy following receipt of thirty (30) days' notice. If either Party is prevented from performing its obligations under this Letter of Agreement by circumstances beyond its reasonable control including (without limitation) government intervention, war, accidents, bomb threats, acts of God, national or local disasters, terrorism or threats of terrorism, strikes and outbreak of disease, from providing the venue.
Status	This Letter of Agreement does not constitute a partnership or joint venture between the parties hereto.
Law & Jurisdiction	This Letter of Agreement and all terms, provisions and conditions of the Event shall be governed by and construed in accordance with the laws of England and Wales and the parties hereby irrevocably agree that any contractual or non-contractual disputes arising out of this Agreement shall be subject to the

Event Secretariat Services

- To aid in the event planning – can assist from budget sheet creation, on the day support, printing and more.
- Less volunteer time needed to organize an event and scope of work can be negotiated
- Contract is needed and be aware of conflict of interests.



How we can support Networks with Events

Sarah Latham – Events Coordinator

Kathryn Espino & Legal Team – Member Networks Contracts

How we can support Networks with Events

zoom

GoTo Webinar

GoToMeeting

The screenshot shows the 'Events' page of the Royal Society of Chemistry website. At the top, there is a navigation menu with links for 'About us', 'Membership & professional community', 'Campaigning & outreach', 'Journals, books & databases', 'Teaching & learning', 'News & events', and 'Locations & contacts'. A search bar is located on the right. The main heading is 'Events', with sub-links for 'Search events', 'Submit an event', and 'Other information'. Below this, there are filters for 'All events', 'International events', 'UK & Ireland', 'Online events', 'By subject area', 'By month', and 'By member network'. A search box is present with 'Search' and 'Clear form' buttons. The 'Showing all upcoming events' section includes filters for 'LOCATION' (All locations, Continents, UK & Ireland) and 'SUBJECT AREA' (All subject areas). The 'EVENT TYPE' section has a list of checkboxes: All event types (checked), ChemNet, Competition, Conference / Symposium, CPD & Careers, Demonstration, Exhibitions, Lecture, Meeting, RSC Prizes & Awards, Schools Event, Social / Networking, Tour, Training, Webinar (Online only), and Workshop. An 'Update Search Results' button is at the bottom of the filters. The main content area is titled 'All events' and features a grid of event cards. The first card is 'Faraday Discussions' (Dense ionic fluids Faraday Discussion, 8-10 July 2024, London, United Kingdom). Other cards include 'Chemical Science symposium 2023: Chemistry of polymers', 'Faraday Community poster symposium', and 'Biocatalysis Faraday Discussion'. A section titled 'Events organised by the Royal Society of Chemistry' lists events like 'RSC Prizes Lecture Tours', 'Members Lunch', 'Autumn Walk in the Woods!', 'East Anglia Top of the Bench Regional Completion 2023-24', 'West Country Top of the Bench', and 'ChemSpider Webinar 1: Where are we with'.

Demographic Reports and Surveys

Thank You!
Any questions?

**Chemists'
Community
Fund**

Chemists' Community Fund Member Networks Conference 2023

About Us

Chemists' Community Fund

The Chemists' Community Fund is here to help every member of the Royal Society of Chemistry, and their family, navigate life's challenges with support and guidance available when and where you need it.

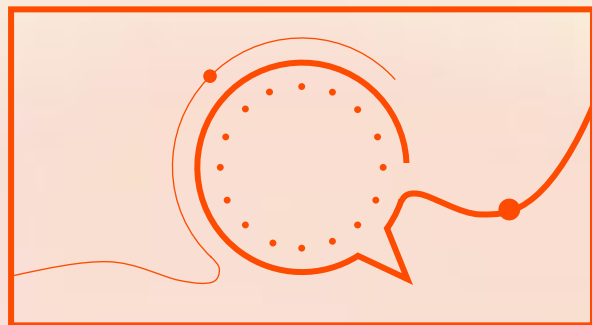
Our Strategic Mission

- provide timely, relevant, and meaningful support to eligible beneficiaries – to minimise and prevent the impacts of hardship and poverty with a focus on holistic support and overall wellbeing.

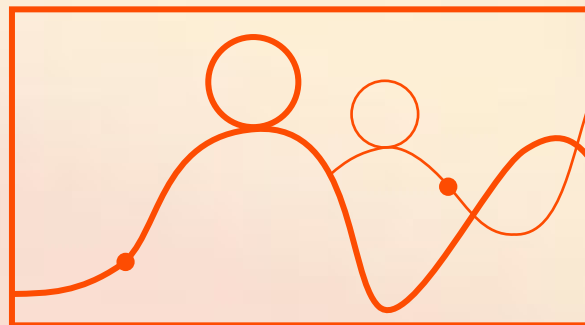
And for as long as funds and resources allow:

- to scale our support for the chemistry community, prioritising those in need where we can have most impact.

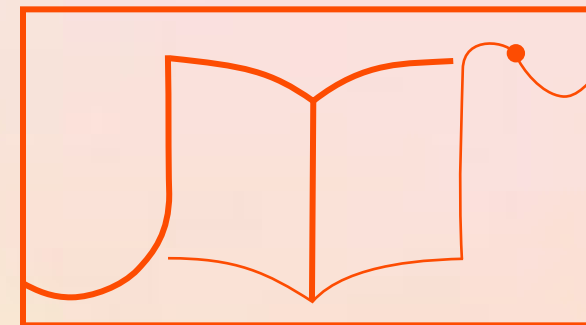
Our Support Services



Financial Support



Wellbeing and
Family



Employment and
Study

What We Really Do

- **Financial support** to members whose income has reduced due to **health issues**.
- **Supporting** members, and their families, who have to relocate **due to war and conflict**.
- **Emergency** hotel accommodation to avert unexpected **homelessness**.
- A grant to **replace** a broken **washing machine**.
- **Referrals** to our **legal advice** partner for one off advice for **property issues, employment contracts, pay disputes, redundancy agreements** and more.
- Support towards a **bathroom adaptation** allowing a member to **remain in the family home** and **maintain their independence**.
- **Wellbeing, counselling** and **financial support** for families experiencing **bereavement**.

Scaling our Support for the Wider Chemistry Community

- Funding the Bullying & Harassment Helpline.
- Access to Wellbeing & Listening services for all chemists in UK & Ireland (all RSC members globally).
- Support for refugee chemists linking with the Council for at Risk Academics (Cara).
- Access to CCF for undergraduate chemistry students on RSC accredited degrees facing unexpected hardship.
- Funding work to better understand the socio-economic barriers for those entering the chemical sciences.
- Support of non-member chemists facing hardship during COVID-19 pandemic.

CCF Ambassadors

- Key role is to spread awareness of the Chemists' Community Fund to other Royal Society of Chemistry members.
- Harnessing trusted peer to peer relationships to help lower barriers to approach & raise awareness.

This could, but is not limited to, involve:

- Looking for opportunities to engage with other RSC members to promote CCF services and support.
- Supporting CCF Local Section Representatives.
- Forming a two-way communication channel.
- Communicating back to the CCF team any key Ambassador work carried out.

Widening our Reach with your Input

- How can we build closer links with Local Sections, Interest Groups, RSC Communities of Practice and other ad hoc and informal networks?
- How do we facilitate more dialogue so that we can more effectively respond to your - and the wider memberships'-needs?
- What information, and in what format, should we provide to help you and others promote CCF and our services to those in need?

Workshop

20 mins to discuss these questions, capture ideas & suggestions on post-its / flipcharts

Each group to feedback top 2 suggestions.

Chemists' Community Fund

We're here for you.

ccfund@rsc.org

0800 084 3451 (UK Freephone) or +44 1223 853549 (International)

rsc.li/chemists-community-fund