SCL EVENT GUIDELINES 2024

First and foremost we are so grateful for the hard work you all put into making such fantastic SCL events. We appreciate every one of you. We hope you find this pamphlet useful, but please do reach out to SCL HQ if you have any questions.

KEY INFORMATION TO NOTE WHEN ORGANISING AN SCL EVENT:

- Please confirm if the date you have in mind for your event is available with SCL HQ before confirming the date with your speakers.

- We kindly ask that you send SCL HQ the outline details of your event a minimum of **8 weeks** in advance. This is so we can publicise your event with enough time for potential attendees to factor the fee into their company/firm's budget.

- Please remember your target audience when determining the content of your events.

- Please note: events with a duration of under 2 hours must be held exclusively online.

- To ensure your chosen venue is suitable, we kindly request that you consult with SCL HQ to allow us to arrange a technical call to confirm its compatibility.

- Ensuring speaker diversity is crucial. Please keep this in mind when arranging speakers.

- We kindly ask that you avoid inviting speakers who require travel costs and accommodation to be covered, as we regret to inform that we are unable to provide funding for such expenses.

HYBRID EVENTS

SCL

After reflecting on the past year, we have gained valuable insights into our event execution. One important lesson we learned is that a hybrid approach doesn't suit all events universally. Please see what we found below.

OUR FINDINGS:

▷ Hybrid events often have much lower turnout compared to purely in-person events. For example, one recent event saw a drop from 200 sign-ups to only 30 in-person attendees. After a year of experimentation, we have found only one or two hybrid events have attracted the desired attendance, which is a huge disappointment after so much work goes into such events.

▷ After speaking with event attendees we found the event experience is compromised for both in-room and remote participants, with tech distractions for in-person attendees and a sense of disconnection for virtual participants.

▷ The recording quality of hybrid events also suffers due to limited resources, resulting in a subpar recording following the event.

▷ Hybrid events incur significantly higher costs compared to in-person or online events due to the increased staffing and technical support needed. Given that we are an educational charity, it is not financially feasible for us to host hybrid events on every occasion.

With this in mind, we highly encourage you to either hold an in-person-only event (which can be recorded and distributed for those who were unable to attend) or an online event, depending on the nature and objectives of each occasion. By embracing this approach, we can create more engaging and tailored experiences for our attendees.

Please note: if you strongly believe your event should be hybrid, kindly inform SCL HQ, and we would be glad to discuss this further. For full details on the expectations of our hybrid venues, please refer to the 'Venue suggestions' section below.

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AVAILABILITY

▷ Although we strive to accommodate all events brought to us by Groups, our calendar fills up rapidly. To avoid disappointment, we kindly request that you verify your chosen date's availability with SCL HQ before confirming it with your speakers.

▷ To ensure optimal attendance and avoid event clashes, we recommend hosting a maximum of one in-person (or hybrid if applicable) SCL event per week. If you wish to switch your event from online to in-person, we will need to verify the availability of in-person events that week before confirming the change.

▷ Online events offer greater flexibility in terms of dates compared to in-person events. As long as there are no direct clashes (on the same day), online events can be scheduled throughout the same week as confirmed in-person (or hybrid if applicabe) SCL events. Should you have any questions regarding this, please don't hesitate to reach out to SCL HQ.

PROMOTING YOUR EVENT

ESSENTIAL PROMOTIONAL INFORMATION FOR SCL EVENTS

▷ To start promoting your event and open bookings on our website, we kindly request a finalised event blurb **at least 8 weeks** prior to the event. This timeline is of utmost importance as early event promotion assists attendees in planning their training budget and making necessary travel arrangements well in advance.

▷ It is crucial to note that insufficient lead time for event promotion or an incomplete programme has demonstrated a significant decline in delegate bookings and, in some cases, event cancellations. The revenue generated from delegate bookings is vital for SCL to sustain its event production. Essentially, we want to avoid any waste of your hard work and the efforts of your speakers.

▷ All free SCL events are sold via Eventbrite and a booking link is available on the SCL website and circulated to participants with encouragement to share.

▷ We will advertise each event via e-flyers, the SCL website and SCL's social media platforms.

▷ We can produce e-flyers and suggested social media text to make it easy to publicise the event to your networks - please discuss this with SCL HQ.

▷ We encourage event organisers and participants to do as much as possible to assist with promoting events with their networks including via their social media accounts.

YOUR EVENT BLURB SHOULD INCLUDE:

✓ **The Venue**
Please see 'Venue suggestions' section below for further details about venue selection

✓ **Timings**
Please note: events with a duration of under 2 hours must be held exclusively online.

✓ **An overview**
This can be a paragraph or two explaining why potential attendees should sign up for your event.

✓ **An outline of the sessions** (if applicable to your event)

By providing potential attendees with a clear understanding of what this event includes and highlighting how it will enrich their daily practice and contribute to their professional development, we can boost attendance and ensure a great turn out.

We'll add some extra flair to your event blurb, but your input is invaluable.

✓ **Speakers**
We understand that speakers can change, but if we have at least 2 or 3 speakers confirmed by 8 weeks, this is more than enough to start selling places

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VENUE SUGGESTIONS

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We sincerely appreciate your assistance in securing event venues as part of the event planning process. Please be aware that if you have agreed with SCL that you will be hosting a hybrid event, it is vital that the chosen venue meets specific requirements. Regrettably, without fulfilling these criteria, we will be unable to hold the event at the selected venue.

To ensure suitability, we kindly request that you consult with SCL HQ regarding your chosen venue. This will allow us to arrange a technical call to confirm its compatibility. We greatly appreciate your cooperation with this.

PLEASE SEE SOME IMPORTANT SCL EVENT SPACE GUIDELINES BELOW:

Although our preference is for you to host either in-person or online events exclusively, we understand that there may be instances where you strongly believe in the value of a hybrid event. In such cases, we kindly ask you to review the following guidelines.

For us to execute hybrid events, it is vital that we have an event space that is kitted out with all the necessary hybrid equipment. This includes the following:

- ✓ Fitted cameras

- ✓ Full speaker system

- ✓ In-house laptop with relevant wiring/connections

- ✓ Presentation Screen

    Please note: All hybrid equipment must be compatible with Zoom.

ADDITIONAL EVENT SPACE REQUIREMENTS:

- Recordings of SCL events are a vital resource following an SCL event. Please be aware that we record our events via Zoom.

- We would require the event space to have a minimum of two roving microphones so that the audience can hear questions from the floor. This is especially important for hybrid events, so that the remote audience can hear questions.

- Whilst we will always try to encourage our speakers to present in person, there are some occasions where this may not be possible. Therefore, we would kindly ask that our venue is able to facilitate remote speakers.

- In addition to roving microphones, we kindly ask that event spaces have table mics for a top table (if we have a panel of speakers) and a lectern mic for an individual speaker.

- Speaker(s) will use presentation slides, so we also require the event space to include all equipment that is required for this (laptop, screen, clicker etc).

- Whilst our event attendees do vary, we would require a space that can hold a minimum of 70 people in theatre style. However, for our flagship events, this number can increase to between 80 – 200. Please do kindly confirm with SCL HQ, how many attendees we anticipate will come in person before confirming your venue.

- We often offer drinks receptions with alcohol following our events. Therefore we kindly ask that our event venues have a drinks licence in place.

- Dependant on the length of the event, we typically offer attendees welcome tea/coffee and beverages and finish with light nibbles and drinks (including alcoholic and non-alcoholic options) during the post-event networking.

- Our events tend to include panel discussions, so we would require space for a panel table for approximately 4 - 5 people at the front of the room. We also kindly request a table for registration and post-event refreshments.

SCL - Tech law for everyone

VENUE SUGGESTIONS

If you firmly believe that your event should be a hybrid one (and have received agreement from SCL HQ), but your chosen venue lacks the specified equipment above, we kindly ask that you take responsibility for covering the expenses of hiring an external team to manage the production of the hybrid event at your selected venue. As an educational charity, SCL does not have the funds to cover these costs.

To achieve this, SCL has joined forces with the media department at St. Mary's University Twickenham to create really good hybrid events. If your organisation lacks state-of-the-art facilities for hosting hybrid events, you can take advantage of this tech support at a cost of £650. As a token of our gratitude, all organisations who purchase this package will receive a high-quality copy of the event recording, which can be shared with your colleagues and clients.

EVENT OPTIONS

▷ Currently, our aim is to make all SCL events available as an online resource after they have taken place, with the participants' permission.

▷ We highly encourage you to engage in discussions with other SCL groups regarding potential collaborations. Exploring opportunities for collaboration can lead to mutually beneficial partnerships and the creation of impactful initiatives.

▷ SCL events can be informal (Tea & Tech, discussions utilising breakout rooms, interviews and conversations, etc.) and formal (meetings, seminars, debates, conferences, etc.). The length of the event is determined by the content and format.

▷ Timings:
- To ensure that as many people as possible can attend and access our events please schedule your events at a range of times and dates throughout the year. This means that we can accommodate members' busy work schedules, personal commitments, and multiple time zones. We will record the majority of our events to ensure they are available to those who were unable to attend live on the day.
- Recognising the venue of both your time and that of our speakers and attendees, along with the potential challenges associated with travel, events with a duration of under 2 hours must be held exclusively online. We understand that shorter events might sometimes be less feasible for attendees to attend in person due to travel costs, time constraints, and other commitments.
- Please consider religious events and holidays when planning your event.
- If you are unsure when to schedule your session, please contact SCL HQ.

▷ SCL hosts all online events via Zoom and our Webinar Producer provides logistical and technical support throughout the process, records the live event and edits and produces the final content so you don't need to worry about this element.

FEE STRUCTURE

▷ SCL offers a range of free and fee-paying events depending on the topic and type of training.

▷ Free events are offered at the discretion of SCL and generally apply to events where we are keen to be as inclusive as possible to our wider community (e.g. diversity events).

▷ The pricing structure for each event will be determined by SCL HQ, taking into account the necessary staffing and technical support to ensure an exceptional event experience.

▷ Please note, there are always costs associated with holding an SCL event whether events are online or in person. For example, the cost of holding a webinar involve hiring our Webinar Producer, who is essentially a sub-contractor to assist in all aspects of the webinar, from technical setup to post-event editing. It's important to emphasise that these costs are crucial to maintain the high quality of our webinars and, to ensure that our events remain financially sustainable. As an educational charity, is important that our events are financially viable and that we are not working at a loss. Therefore it is crucial that we add a ticket price to the majority of our events.

▷ Concessionary rates are available for all SCL events.

SPEAKERS & PANELLISTS

SCL

DIVERSITY, EQUALITY AND INCLUSION

At SCL, our mission is to champion diversity, inclusion, and equal opportunities for all. We wholeheartedly welcome and encourage contributions from diverse voices. To achieve this, it is essential that all speaker panels reflect the richness of diversity in all its forms. See below for our guidelines on how to accomplish this goal:

✓ Groups must ensure that the speakers for each event are as diverse as possible and we will consider diversity when approving events for publication. For example, we must not have an entire panel made of one gender. If you are unable to identify suitable speakers for your event, please contact SCL HQ for further advice and assistance.

✓ Please ensure a balance of legal, both private practice and in-house, commercial and academic viewpoints are represented wherever possible.

✓ Please ensure that speakers for your event are not solely members of your group's committee and try to introduce new speakers as much as possible, rather than relying on repeat speakers. SCL strives to provide opportunities and a platform for those who have not spoken at previous SCL events at all career levels.

✓ Note that speakers don't need to be partners, senior lawyers or senior academics. Please encourage junior colleagues to take part in your events.

SPEAKERS & PANELLISTS

SCL

SPEAKER AND PANELLIST HOUSEKEEPING

▷ Groups should ensure that speakers are aware of "No sales pitches please" – our members can spot them a mile off!

▷ Please supply SCL with full contact details for your speakers so that SCL can liaise with speakers regarding bios, slides and other logistics.

▷ As an educational charity it is important that we provide delegates with tangible learning outcomes. Please encourage speakers to allow SCL to circulate presentation slides. All presentations will be converted to PDF before distribution.

▷ We kindly request that speakers invited do not require travel costs or accommodation expenses to be covered, as we are unable to provide financial support for these arrangements.

INFORMATION FOR EVENT CHAIRS

▷ Please create a concise "Key Takeaways" list for each SCL event, summarizing main points from presentations, and potentially including suggested readings and key discussion points from panel and Q&A sessions. The summary should be brief yet informative, serving to promote the event recording and maximize its impact.

▷ Groups should ensure that Chairs and moderators understand that their primary role is to act as a facilitator and ensure that the speakers look good.

▷ Chairs/moderators should ensure that they have engaged with the speakers ahead of time.

▷ They must also ensure as far as possible that all speakers keep to time and everyone is given adequate time to speak.

▷ SCL events include Q&A time for audience participation, with the Chair/moderator moderating and encouraging diverse questions. The Chair/moderator can prepare initial questions to kickstart the discussion and share them with the speakers.

THANK YOU!

We also want to say a heartfelt and enormous thank you to each and every one of you!

Your unwavering support is the driving force behind our work, and we couldn't do it without you. Your dedication, time, and effort alongside your daily lives are truly appreciated.

We are immensely grateful for your continued support.