

Procedure for running and promoting

CMA study days



General approach

This procedure is based on the principle that as much of the process as possible is undertaken by CMA members, rather than the CMA support contractor (CMA admin). It also seeks to minimise the admin burden on study day organisers and the regional/national training co-ordinators, by simplifying and automating the process as much as possible. It aims to place responsibility on attendees to access and download information about the day from the CMA website, rather than having it all emailed to them.

The main way in which the admin burden of organising study days has been reduced is through the use of online booking/payment system Eventbrite <https://www.eventbrite.co.uk/> It is a simple, intuitive and widely used events booking system which is free to use (albeit with small charges for transactions, as all such systems will include).

There is an assumption that study days will either be cost neutral or may generate a small amount of income for the CMA if non-members attend. In most cases study days are free to CMA members and a charge of £40 is made to non-members. In the case of training days where an external trainer is employed to lead the event, a charge should be made to both members and non-members in order to cover costs, but the cost should be discounted for CMA members, with members paying either half as much as, or £40 less than non-members.

Before any training day which incurs some costs (for a trainer or a venue for example) is confirmed, the organiser and the National Training Co-ordinator or a CMA Board member must agree on the charges made and the level of bookings required by a given date to enable the event to proceed with a only a minimal risk of it making a loss.

All payments should be made through the Eventbrite website. Principally this will be by credit or debit card. Eventbrite does provide the facility for offline payments by invoice. The attendee is required to arrange for a purchase order to be sent to CMA Admin, who will then send back an invoice. This invoice must be paid prior to the event to enable the attendee to attend. In order to minimise the admin burden for the CMA, payments by credit card/debit card are preferred.

Step by step process

1. The Organiser of a proposed study day contacts their Regional Co-ordinator (or in the SW, the Regional Training Co-ordinator) to discuss the proposed event. In the absence of a Regional Co-ordinator, please speak to the National Training Co-ordinator.
2. If the Regional Co-ordinator agrees that it is a suitable event which is likely to be well attended and cover any costs, he or she requests that the Organiser completes the Study Day Details Form (which is downloadable from the Members Area of the CMA website) and emails it to the National Training Co-ordinator along with an appropriate (landscape orientated) photo for promoting the event.
3. It is appreciated that often the full details of a study day are not known at the outset and that it is advantageous to begin promoting the study day even before the full details are confirmed. The form will require a minimum level of information before it can be submitted (topic, location, date, and organiser) in order to enable the day to be promoted on the website and on Eventbrite.

However, full details (timings, meeting points / directions etc..) must be submitted at least four weeks before the event is due to take place, in order for the website and Eventbrite to be updated and for attendees to make travel arrangements.

4. Upon receipt of the form, the National Training Co-ordinator checks that there are no clashes with existing study days and no other concerns (e.g. that CMA's insurance will cover the activities proposed).
5. The National Training Co-ordinator uses the information on the form to create a new event in Eventbrite. He or she then arranges for the organiser to be set up as a 'sub-user' on Eventbrite (giving them access to the booking details for their event) and Eventbrite sends them the login details, some basic instructions on how to access their event on the system, and the URL for the event booking webpage.
6. The National Training Co-ordinator arranges for the event details to be added to the CMA website, CMA Facebook page, the CJS website and any other relevant training listings that are possible, and informs the Ranger editor so that they can promote it in forthcoming editions. He or she also liaises with CMA Admin to send a message to members informing them of the event.
7. The Organiser will have access to attendee's email addresses on Eventbrite and is responsible for passing on any updates or joining instructions as necessary.
8. The Organiser must provide a risk assessment for the event and send a copy to the National Training Co-ordinator (training@countysidemangement.org.uk) at least two weeks before the event. The Risk Assessment must be approved by CMA before the event can proceed. Generic assessments for simple classroom and site visit-type study days are available to download from the Members Area of the CMA website (under the 'Contact' dropdown menu) if no other risk assessments are locally available
9. In the event of low booking levels for events, it is the responsibility of the Organiser to determine if numbers are insufficient to run the event, and if so, to then inform all who are booked on, that if it has to be cancelled, providing at least five days' notice and more if possible. The National Training Co-ordinator must also be informed and they will be able to reimburse anyone who has paid via Eventbrite.
10. The Organiser should complete a simple report form (below, and also available in the Members section of the CMA website) providing a few basic details about how many members / non-members attended and any feedback / learning points they have to share with the National Training Co-ordinator.