



SCL EVENT GUIDELINES 2024/25

First and foremost, we want to express our sincere gratitude for the incredible effort you all put into creating such outstanding SCL events. We truly appreciate each and every one of you. We hope you find this pamphlet useful, but please don't hesitate to 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 request that you submit the final programme of your event to SCL HQ at least **12 weeks before your event date**. This allows us to promote your event with sufficient lead time, ensuring potential attendees can factor the fee into their company or firm's budget.
- ✓ As an educational charity, we rely heavily on the generosity of our members. It is our expectation that hosting an event incurs no costs for SCL.
- ✓ Please note: events with a duration of under 2 hours must be held exclusively online.
- ✓ 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.
- ✓ Ensuring speaker diversity is crucial. Please keep this in mind when arranging speakers.
- ✓ Please remember your target audience when determining the content of your events.
- ✓ 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.

EVENT OPTIONS



- SCL events can range from informal gatherings like Tea & Tech online sessions, interviews, and conversations to more formal settings such as meetings, seminars, debates, and conferences.
- We encourage you to engage in discussions with other SCL Groups about potential event collaborations. Exploring opportunities for collaboration can lead to mutually beneficial partnerships and the creation of impactful initiatives.
- Timings:
 - To maximise accessibility and attendance, we encourage scheduling events at various times and dates throughout the year. This approach helps accommodate members' diverse work schedules, personal commitments, and different time zones. Additionally, most of our events are recorded, allowing those unable to attend live to access them at their convenience.
 - In appreciation of your time and that of our speakers and attendees, as well as the challenges associated with travel, we ask that events under two hours in duration be held exclusively online. Shorter events can be less practical for in-person attendance 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 event, please contact SCL HQ.
- Currently, we aim to make all SCL events available as an online resource after they have taken place, with the participants' permission.
- SCL hosts all online events via Zoom, with our Webinar Producer handling all logistical and technical support. They will also record the live event and take care of editing and producing the final content, so you won't have to worry about any of these details.

AVAILABILITY



- Although we strive to accommodate all events brought to us by Groups, our calendar fills up quickly. To avoid disappointment, we kindly ask that you check availability with SCL HQ before confirming your chosen date with your speakers.
- To ensure the best attendance and prevent scheduling conflicts, we host a maximum of one in-person SCL event per week. If you'd like to switch your event from online to in-person, we'll need to first confirm availability for that week before proceeding with the change.
- Online events offer greater flexibility in terms of dates compared to in-person events. As long as there are no direct clashes (e.g. on the same day), online events can be scheduled the same week as an in-person event. Should you have any questions regarding this, please don't hesitate to reach out to SCL HQ.

VENUE GUIDELINES



Firstly, we sincerely appreciate your assistance in securing venues as part of the event planning process.

As an educational charity, we heavily rely on the generosity of our members. It is our expectation that hosting an event does not incur any costs for SCL. Unfortunately, if there are costs associated, we will be unable to proceed with the venue.

In exchange for kindly providing a suitable venue and refreshments, host organisations will receive numerous benefits, including the following:

- 'This event is hosted and sponsored by [your firm's name]' - to appear on all promotional materials related to this event.
- 4 complimentary places at the event - including the person introducing the event and any speaker(s).
- Several complimentary 12-month memberships of SCL (to be allocated to those who have not been an SCL member before).
- A full-page advert in C&L magazine.
- Profile-raising – your organisation's name and logo will appear on all promotional materials, with a link to your website.
- A copy of the event recording (if applicable) is yours to share amongst your colleagues - but please not beyond your organisation.
- An introduction and welcome to the event by someone from your organisation.
- The opportunity for someone from your firm or organisation to join one of the panels, should there be a suitable speaker slot available.
- The opportunity to showcase your organisation's commitment to tech law issues, including to in-house counsel, by offering them access to your state-of-the-art facilities.
- The satisfaction of contributing to SCL's charitable mission of education and thought leadership.

VENUE GUIDELINES



Whilst attendee numbers at our events do vary, we typically 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.

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

- We kindly ask that the event space includes at least one 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 from the in person audience

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

- 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.

- Recordings of SCL events are an essential resource for attendees who cannot join live. Please note that we record all of our events. If your venue has in-house recording equipment, that's great! Otherwise, we can arrange for an external team to handle the recording.

- 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.

SPEAKERS & PANELLISTS



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. 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 both private practice and in-house, commercial and academic viewpoints 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. 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



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, summarising 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 maximise 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.

PROMOTING YOUR EVENT



ESSENTIAL PROMOTIONAL INFORMATION FOR SCL EVENTS

- To enable us to open bookings on our website and begin our promotional efforts, we kindly request a finalised event blurb **at least 12 weeks** before 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's important to emphasise that insufficient lead time for event promotion or an incomplete programme has consistently led to a large drop in delegate bookings and, in some cases, event cancellations. The revenue from delegate bookings is essential for SCL to continue producing high-quality events. We want to ensure that your hard work, and the efforts of your speakers, are fully rewarded and not wasted.
- 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 actively promote events through their networks and social media accounts to maximise reach and engagement.

EVENT BLURB INFORMATION



YOUR EVENT BLURB SHOULD INCLUDE:

To maximise attendance and honour the collective efforts, it's essential to provide attendees with a clear understanding of the event's value, including how it will enhance their daily practice and support their ongoing development. While we'll add some extra flair to the blurb, your detailed input is crucial.

Please provide as much of the below information as possible at least **12 weeks** before the event date so we can open bookings and begin promoting the event. This timeline is vital for attendees to plan their training budgets and make travel arrangements in advance.

We request that the full programme be finalised **8 weeks** before the event date.

✓ **The venue:**

Please see 'Venue Suggestions' section below for further details about venue selection.

As an education charity we rely heavily on the generosity of our members. It is our expectation that hosting an event incurs no costs for SCL.

✓ **Timings:**

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

✓ **Event overview to include:**

- Why should people attend?
- Who should attend?

✓ **An outline of the sessions:**

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 could please have at least 3 speakers confirmed by **12 weeks** before, this is more than enough to start selling places.

HYBRID EVENTS



After reflecting on the past two years, 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.

- 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 Guidelines' section above.

HYBRID EVENTS



HYBRID EVENT SPACE REQUIREMENTS:

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.

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 appreciate your cooperation with this.

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 and connections
- ✓ Presentation screens which connect with the Zoom call to ensure online attendees can see presentation slides and the speakers

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

HYBRID EVENTS



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.

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 that there are always costs associated with hosting an SCL event, whether online or in person. For instance, hosting a webinar involves hiring our Webinar Producer, who manages all aspects of the event, from technical setup to post-event editing. These costs are essential for maintaining the high quality of our webinars and ensuring the financial sustainability of our events. As an educational charity, it is important for us to ensure that our events are financially viable and not operated at a loss. Therefore, adding a ticket price to most of our events is crucial.
- Concessionary rates are available for all SCL events.



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.