



Continence Promotion Committee
Workshop
ICS 2006 Christchurch

Lecture Objectives

- To give insight into the planning process for orchestrating a national public education forum
- To share key learnings gained from the cumulative experiences of NAFC staff
- To communicate the details of success variables that may have applicability, in part or in whole, in another country

Hosting a Public Educational Forum

- Advanced Planning
- Budgeting
- Funding
- Publicity and Promotion
- Managing the Event/Feedback



Advanced Planning

- Target Audience
- Site Selection
- Speakers
- Content
- Partnering



Target Audience



Site Selection



- A "destination" location
- Affiliation with nationally recognized Duke University Medical Center
- The feeling of "an event" – specialness for attendees
- Adequate space and facilities (ballrooms, exhibit space, luncheon, toilets)

Speakers

- Experience with consumer audiences
- Warm and energetic personality
- Credentials that can be understood and appreciated
- Diversity of skill sets (and perspectives)



Content

- Overview – “Level Playing Field” of knowledge for the audience
- Of interest to potential sponsors – new technology, new medications, new devices
- Opportunity for Q&A/interaction/breakouts
- Printed program/Handouts for note-taking
- Recognition of the inter-disciplinary team approach to continence care

Building the Agenda



- LUT and Pelvic Floor
- The Female vs. Male Bladder
- My Story.....
- Getting Diagnosed
- OAB/Nocturia
- Bowel Health
- Breakout Groups on SUI & FSD and Male SUI & ED

Partnering to Multiply Resources

- Duke University Medical Center
 - Nationally recognized
 - Planning team members from multiple departments
 - Media Services issued news releases and worked contacts
 - Marketing Department mailed “Save the Date” postcards to former Duke Hospital patients



Partnering to Multiply Resources

Recruited Verna Collins, NBC affiliate news anchorwoman, as Program Moderator



Partnering to Multiply Resources



Key note speaker – Annual Awards Dinner
Susan F. Wood, PhD,
Women's Health, FDA



U.S. Food and Drug Administration



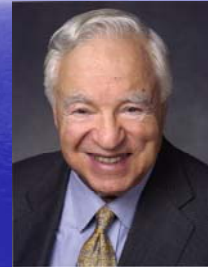
Partnering to Multiply Resources

Olympic Gold Medalist
Mary Lou Retton
featured in a
"Welcome Video" and
in radio PSAs
nationwide the
following week
(Bladder Health
Week)

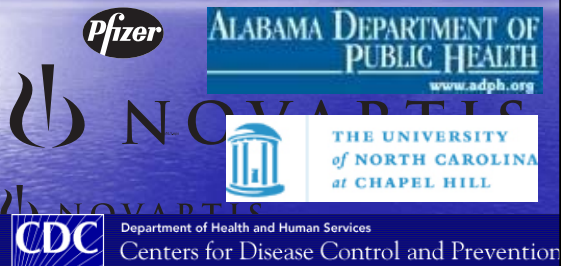


Partnering to Multiply Resources

- Arthur Frommer, Keynote Luncheon Speaker, world famous travel journalist and author of "Where to Stop & Where to Go: A Guide to Traveling with OAB in the U.S."



Partnering to Multiply Resources



Budgeting

- Charge a modest "ticket price" to consumers
- Pay no speakers an honorarium
- Feed the participants amply and attractively
- Separately look after the Board, speakers, and most of all Industry supporters (e.g., Friday night dinner)
- Get "anchor" supporters to underwrite "must have" expenses – individual solicitations up front
- Provide for exhibits and plenty of interaction
- Constantly adjust expense budget as revenues materialize

Funding



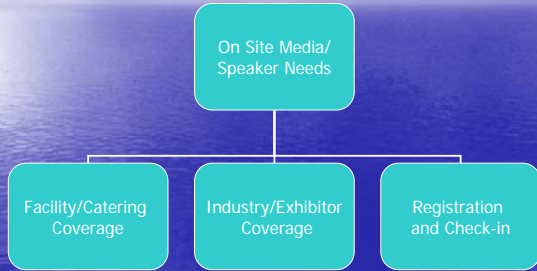
- Package the event to Industry to include all of the components (Target: national audiences)
- Offer a special issue of NAFC's quarterly newsletter with speaker abstracts (Target readership)
- Post speaker slides on the NAFC web site (Target: web site traffic)

Publicity and Promotion



- Advanced news releases
- Local TV & radio interviews
- "Save the Date" mailings with common graphics
- Advertisements in local newspapers/medical center news
- Posters throughout the community -
- Registration forms in all clinics

Managing the Event



Feedback

- Valuable for:
 - Planning future such events
 - Reporting statistics and comments to industry sponsors, planning team, the media, and Board
 - Evaluating best spent monies



- Advanced Planning: At least 12 months
- Budgeting: Have to carefully watch and shift expenses, depending on revenues
- Funding: Need national partners for multiple resources/in-kind gifts
- Publicity and Promotion: Difficult to accomplish successfully without a local partner or calendar
- Managing the Event: Delegate the details
- Feedback: For relationships and the future