



# Maximizing Your Educational Event

# Presenters

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The information provided by speakers in workshops, forums, sharing/networking sessions and any other educational presentation made as part of the 2011 HDSA convention program is for informational use only.

HDSA encourages all attendees to consult with their primary care provider, neurologist or other healthcare provider about any advice, exercise, medication, treatment, nutritional supplement or regimen that may have been mentioned as part of any presentation.



# Presenter Disclosures

**Jane Kogan; Virginia Goolkasian; Cheryl Lenheiser**

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

**No relationships to disclose or list**



# Overview: Components of An Educational Event

- ☐ Educational Opportunity for the HD community, and for medical professionals who see people with HD
- ☐ Event has to have workshops and speakers on a variety of topics and issues
- ☐ Educational Events include speakers at support groups
- ☐ Event is **budget neutral**
- ☐ Educational event may be someone's introduction to HD and HDSA (if someone does not belong to an HDSA support group, Chapter, or Affiliate)
- ☐ Educational event must have a person who is first-aid certified in attendance.

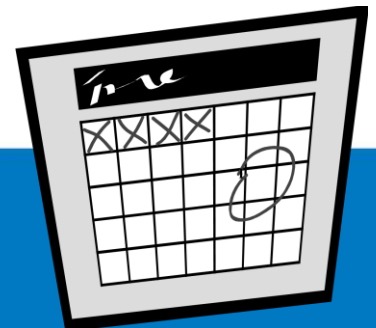
## Venue/Location

- ☐ Low/No cost
  - Hospital
  - Hotel
  - Donated Space
- ☐ Ask if your proposed venue does special meals.
- ☐ Consider the number of attendees and your audience
- ☐ *Examples*



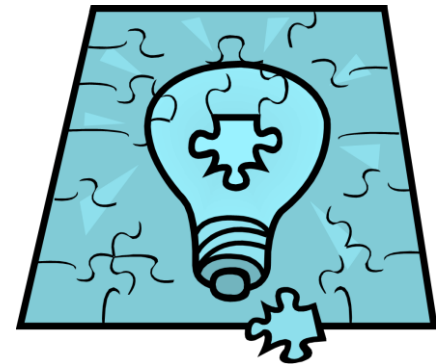
## Date & Time

- ☐ Don't start too early in the day
- ☐ Plan the dates far enough in advance to allow for speakers
- ☐ The date will often be determined by the venue
- ☐ Have a few potential dates in mind; Avoid holiday weekends
- ☐ Check to see if there are other HD events happening on the same day.
- ☐ Be sure to schedule breaks
- ☐ Schedule a longer lunch
- ☐ Think about the time you want to allot to the event, as well as the schedule



# Theme

- ☐ If you select a theme for your event, you can plan speakers and break-out groups around your theme.
- ☐ Examples:
  - Coming Together To Fight HD
  - Living With Hope
  - Sharing & Caring Educational State Conference
  - Living Positively
  - Navigating Life With HD
- ☐ Make your theme relevant to all potential attendees



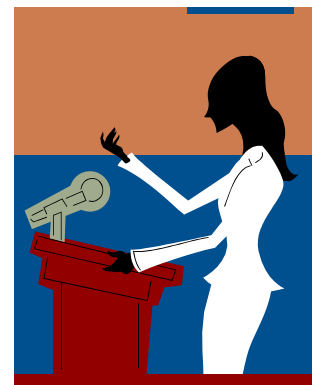


# Speakers

- ☐ Your local HDSA Center of Excellence
- ☐ HDSA Presentations on Clinical Trials & Advocacy
- ☐ HDSA Clinical Trials Diplomats
- ☐ Local universities
- ☐ Legal & financial professionals
- ☐ Your local Social Security Office
- ☐ HD knowledgeable physicians
- ☐ Local care facilities & hospice

\*\*\* *HDSA does not give Honoraria*

\*\*\* *Consider Travel for speakers in budget*



# Materials

- ❑ Presentation handouts
- ❑ Literature on HD
  - Fast Facts
  - We Are HDSA!
  - If you have extra materials, bring it to hand out
- ❑ HDSA Clinical Trials & Advocacy Materials
  - HDSA funding is contingent on including workshops and materials



# Refreshments

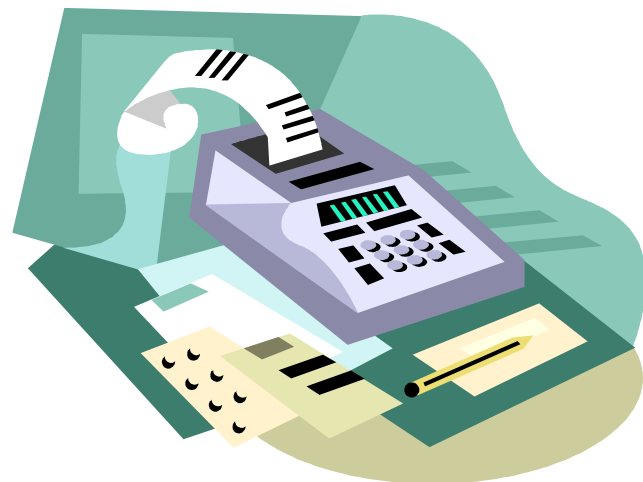
- ☐ If you are having a day-long event, consider what you are providing in terms of refreshments (ie coffee & pastries in the morning; lunch) for your attendees and be sure it's HD friendly.
- ☐ Plan a longer lunch
- ☐ Consider breaks when planning refreshments (afternoon snack)
- ☐ Costs are going to depend on venue, schedule and number of anticipated attendees.



# Budgeting

***Consider the following in your budget:***

- ☐ Your location
- ☐ Speaker travel & accommodation
- ☐ A/V needs
- ☐ Refreshments
- ☐ Printing & Postage
- ☐ Example: HDSA Budget form, Sample Budget



# Funding



## ☐ HDSA Educational Grants

- Based on receipted expenses not to exceed grant awarded by HDSA for event.
- Through December, 2011

## ☐ Sponsorships

- Educational events are **not** meant to raise money. Any sponsorship funds will be deducted from the HDSA educational grant.

## ☐ In-Kind Donations

## ☐ Exhibitor Space

## ☐ Registration Fees

- Registration fees, if any, should be nominal to encourage commitment and pre-registration.

# Marketing

- ☐ Chapter/Affiliate/Regional Mailing Lists
- ☐ Chapter Website
- ☐ Support group leaders in the region
- ☐ Center of Excellence
- ☐ Social Worker
- ☐ Facebook
- ☐ Local Newspaper
- ☐ Craig's List



*\*\*\* Work with your Regional Staff person to develop fliers, press-releases, and to identify other ways to spread the word.*

# Evaluation

- ❑ Evaluations for your event are provided by HDSA
  - Example: HDSA Evaluation form
  - Make it your own! You can add additional questions if you want!

\*\*\* Please contact Jane Kogan at [jkogan@hdsa.org](mailto:jkogan@hdsa.org) for more information



## **Resources:** *Presenter Contact Information*

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