

BSA events marketing service (Frequently Asked Questions)

How many emails do we get as part of promotion of our event?

The event is hosted on the BSA's events page [here](#) and two emails are circulated to the 2000+ people signed up to receive events/training information (dependent on when the event details are finalised) - an initial announcement will be sent out once it's live on the BSA website (usually 3 or 4 weeks before the event date) and a further reminder approximately one week before the event. If the event details are finalised 1 or 2 weeks before the event date then only one notification will be sent. Additional promotions will not be made regardless of attendee numbers.

Are the emails specific to the event alone or part of a wider events/training newsletter?

The two marketing emails are solely focused on the event you're wanting to promote but the event would also be included in the BSA's quarterly events newsletter (subject to timing) and the [BSA events LinkedIn page](#).

Who writes the advertising copy for the event?

The advertising copy to be used on the BSA's website and in the promotional email is provided by yourselves and is submitted via the events portal [here](#). We require the below items (and payment in advance, if arranged outside of a BSA Associate Membership package) to set up any event:

- Event title
- Date and time it's taking place
- Summary of the event (including speakers)
- Who the event is aimed at
- Registration link
- Company logo (897 x 634 pixels) and any other images you may wish to include

Can the BSA provide a speaker for our event, either within the BSA itself or from building society or credit union members?

No. The BSA is solely promoting the event on behalf of firms and the service does not include the provision of speakers, either from the BSA or from members.

Do you have any examples of how past events have been promoted?

Yes. We regularly have these types of "Guest Events" and you can find examples [here](#) on the BSA's Past Events page.

I want to host an in-person event rather than a webinar – can I still use the marketing service?

Yes. It is an events marketing service for firms to promote their events, whether that is a webinar or in-person.

Where does the BSA promote the event on its website?

The BSA has a dedicated events page [here](#). You could also circulate details of the event on your own social media/communications channels.

Are you able to provide more details about who is on your events and training mailing list?

The 2000+ people signed up to receive events and training information from the BSA includes ExCo, C-suite, product and operations leads at our 49 [members](#) (42 building societies, 7 credit unions). We also have a large number of external firms as [Associate Members](#) as well who will also receive the information.

Who provides the registration link for the event?

Firms hosting the events provide the registration link and that is one of the primary benefits of the service – attendees would be signing up to your event, not the BSA's. In addition, from a GDPR point of view it is clear that they would be connecting with an external firm.

Firms who utilise the BSA's events marketing service are using it to build up their networks within the sector and understand who is interested in their service/product.

In terms of previous webinars, what works best in terms of polls/discussion forums. Do firms often invite live questions/discussion or is it more panel-driven with attendees there to listen on mute?

Past events have included live polls via whichever platform they are using, which is particularly useful for getting feedback from attendees if they are muted. Some firms have opted to do presentations and case studies, others have hosted roundtables with a chair asking questions, it really is up to individual firms.

Do you provide organisations that run these sorts of campaigns any guarantees of leads post-event?

No.

Can we hold the event at any time or would you require our event to fit in with the BSA's events calendar?

You set the agenda and timings, however if there was a clash with one of our own events on a similar topic or another company's event we would advise on an alternative date.

How much notice do you need in advance of promoting an event?

There is limited capacity within the BSA events team so we ask that you give as much notice as possible in advance of your event date. We advise that final event details are sent to us at least one month before the planned event is due to take place to take advantage of all marketing opportunities.

During busy periods we cannot guarantee an instant turnaround once the details have been submitted.

Is there any sort of post-event feedback/lead generation provided as part of the events marketing service?

No. As you are engaging with individuals/firms directly, it is an opportunity to follow up with everyone that signed up with a recording for anyone that missed it (or wants to circulate to colleagues) and anything else you might want to connect with them about such as feedback on the event or supplementary questions.