



This is a guide to create marketing resources and copy for standard NI communication platforms

The NI Marketing and Communications officer, [Sally Moore](#) can advise on the development of event marketing resources, or where artwork production is required can seek a quote from the NI preferred suppliers, however a clear specification must be provided. Please remember that all costs incurred must be accounted for in a budget (branch or event).

Contact Sally for branch logos and the NI brand and social media guidelines.

1) Useful resources and NI templates

Free templates are available at <http://www.nuclearinst.com/Volunteer-resources>

It is recommend that the following are created;

- a branded poster to advertise the event (this doesn't need to be attached to the booking form)
 - speaker spotlight (image and speech bubble)
 - LinkedIn template (sized to fit) insert key messages and logos
 - twitter graph (sized to fit) insert key messages and logos
 - e-mail signature banner (graphic)
 - programme/agenda
- Do try to find a new message to use in each communication e.g. First Announcement; Early Bird Discount Ending Soon; New Speaker/ Sponsor Added; Booking Deadline Approaching...etc.
 - Include this in the communication plan and schedule your digital communications
 - Keep in touch with the HQ team to add to central communication platforms

A selection or recent examples are included at the end of this document.

2) Adding your event to the NI website and general communications

Send to Sally at s.moore@nuclearinst.com who will create a website page for your event.

Do complete as much detail as you can to help the team advertise the event correctly. Copy this table and return.

EVENT IMAGE	
<Event Title>	
<Type>	
<Date>	
Venue: Venue, Road, Town, Post Code (hyperlink or PDF Map)	
<Event Overview – 175 words + speaker list><Strapline>	
Start date/time:	
End date/time:	
Event description (content/aim): 150 words	
Ticket prices	
This event is<£> to NI members.	

Tickets for non-members are <£> plus VAT.	
<How to register/booking>	
<Agenda template> <Web content provided by team> Highlight confirmed speakers for this event include: <ul style="list-style-type: none"> • Speaker 1 • Speaker 2 • Speaker 3 • Speaker 4 	
With thanks to <Host LOGO> for hosting this event and <Sponsor LOGO> for sponsoring this event.	
Join the conversation Twitter, @NuclearInst please use #NI<EVENT>	
<Important dates>	
We have limited sponsorship and display table opportunities available for this event, if you are interested in maximising your organisation's profile, please contact XXXXX for further information.	
For enquires on the programme please contact XXXX	

Subsequent updates should be requested email s.moore@nuclearinst.com or contact events@nuclearinst.com

3) NI communication tools

The NI has the following standard communication platforms which you can access

Vehicle	Contact	Audience
Monthly e-newsletter	s.moore@nuclearinst.com Copy must be received by the 3rd Tuesday of the month	Sent to NI database including members and previous delegates (subject to GDPR). Scheduled for the last week of each month
Twitter/Linked In	Schedule social media posts. This can be done in advance using Tweetdeck – for more information contact Sally Moore s.moore@nuclearinst.com	(see social media guidelines) www.nuclearinst.com Follow on @nuclearinst LinkedIn Nuclear Institute group
Other NI contacts	Email membership@nuclearinst.com to	e.g. the region it's taking place, topics covered

	ask about arranging a bespoke mailshot to a certain segment of membership	SIGs
Past attendees/sponsors	Contact events@nuclearinst.com to arrange a mailshot	Could provide an early booker/returner benefit
Keep in Touch with other communities	Send information to a.macmillan@nuclearinst.com for distribution	The NI has a “master events document”, please check that the event has been added to this (Chair has access to this)
Third parties	Provide the content, graphic and description of who want to contact	Liaise with NI HQ. Look at how they present their information on the website and send in the same format
<p>EXAMPLE</p> <p>TITLE: MODELLING IN NUCLEAR SCIENCE AND ENGINEERING</p> <p>DATE: 17 OCTOBER 2018</p> <p>ORGANISED BY: THE NUCLEAR INSTITUTE WITH THE INTERNATIONAL SOCIETY OF MULTIPHYSICS</p> <p>DURATION /TIMINGS : 1 DAY SEMINAR, REGISTRATION FROM 09.00 AND FINISH BY 16.30</p> <p>VENUE: MANCHESTER, DOUBLETREE HILTON</p> <p>Website Link CONTACT: events@nuclearinst.com</p> <p>DESCRIPTION: THIS YEAR DELEGATES WILL EXPLORE THE LATEST ADVANCES IN MATHEMATICAL MODELLING AND SIMULATION AS WELL AS THE DEPLOYMENT OF NEW TECHNIQUES USED IN NUCLEAR SCIENCE AND ENGINEERING. KEY TOPICS WILL INCLUDE FUSION TECHNOLOGY, DATA ASSIMILATION & UNCERTAINTY AND VALIDATION & VERIFICATION. CALL FOR POSTER PRESENTATIONS OPEN UNTIL 31 JULY. EARLYBIRD PROMOTION OPEN UNTIL 31 JULY</p>		
Nuclear Future	communications@nuclearinst.com TechnicalEditor@nuclearinst.com	At last 3 month in advance. Must to content led rather than an advert
Printed materials	The NI team can include and present in strategic discussions with advance notice. This knowledge is taken to external exhibitions, events and given to new members	

3) Keep in touch with delegates, sponsors and speakers

- Schedule contact with speakers and sponsors to ensure they have all the information they need. Do encourage them to reach out to their networks to raise awareness and interest of the event.
- Do send an email reminder a week before to those already booked. A joining guide will have been given to the Events Officer when booking's open.

Speaker spotlight



UBATTERY **ureenco**
Local Nuclear Energy

14 November 2018
URENCO, Capenhurst Court, Capenhurst, near Chester

the nuclear institute

Speaker spotlight

Advanced nuclear technologies

A Nuclear Institute Seminar hosted by U-Battery and URENCO

Nicholas Morris
Project lead and key account manager, Assystem

Nicholas has spent 7 years working in the nuclear sector, on international nuclear new build projects. Based in Paris, collaboration is of professional and personal interest. He is passionate about improving Franco-British relations to present opportunities within the energy sector and is the President and Co-Founder of the Spark Contest. The competition invites current and former students of higher education in the UK and France to present innovative and novel thinking to contemporary energy challenges. Within Assystem, Nicholas is responsible for developing Assystem's internal reflections and research on the Conventional Island for Small Modular Reactors; and he is also the NNB GenCo Key Account Manager.

Digital postcard advert

SAVE THE DATE


30 January 2019

Church House Conference Centre,
Westminster, London

Women in Nuclear UK would like you to save the date for their forthcoming conference on **Conscious Inclusion**. The event will focus on how we can engage our thoughts, mould our beliefs and modify our behaviours towards inclusion in order to drive a cultural transformation.

Coming soon! Look out for ways you can get involved... **because actions speak louder than awareness.**

Visit our website for further information about Women in Nuclear UK:
www.nuclearinst.com/Women-in-Nuclear



CONSCIOUS INCLUSION

Reimagining the future



Sponsor graphic

PLATINUM SPONSOR **Samarkand**

SILVER SPONSOR **EDF** BRONZE SPONSOR **Templar Executives**

EVENT SUPPORTED BY **ONR** Office for Nuclear Regulation **ISMI** **THE SECURITY INSTITUTE**

Signature banner

I AM ATTENDING IWM2018

INTEGRATED WASTE MANAGEMENT 2018

TWO DAY CONFERENCE

24 & 25 APRIL 2018 RHEGED CENTRE, CUMBRIA



Supported by **NDA** Nuclear Decommissioning Authority

Platinum sponsors **LLW Repository Ltd** **Sellafield Ltd**

Gold sponsor **NATIONAL NUCLEAR LABORATORY**

ni the nuclear institute
www.iwmeurope.com #IMW2018

Sponsorship graphic

Platinum Sponsors **LLW Repository Ltd** **Sellafield Ltd**

Gold Sponsor **NATIONAL NUCLEAR LABORATORY**

ni the nuclear institute
www.iwmeurope.com #IMW2018

Poster

NUCLEAR INSTITUTE CUMBRIA BRANCH

15TH ANNUAL DINNER



FEBRUARY 7, 2019 - 6:30PM FOR DINNER AT 7:30 PM

ENERGUS, BLACKWOOD ROAD, CA14 4JW

AFTER DINNER ENTERTAINMENT AND NETWORKING OPPORTUNITIES

STANDARD RATE -£80PP + VAT
PLEASE NOTE: DINNER LAYOUT IS IN TABLES OF 10

CONTACT NUCLEARINSTITUTE@SELLAFIELDSITES.COM FOR TICKETS OR INFORMATION REGARDING SPONSORSHIP PACKAGES