

## Frequently Asked Questions - BSA events marketing service

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### **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 – once when it goes live and then a week before the event.

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

The emails are solely focused on the event, but the event would also be included in any general BSA emails we send out about what is going on at the BSA as well over the course of any given month.

### **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, if arranged outside of a BSA Associate Membership package) to set up any event:

- Title
- Summary of event
- Who the event is aimed at
- Registration link

We also include company logos as well.

### **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 Upcoming Events page. You can also find examples of past events [here](#).

### **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 of external firms as Associate Members as well who will also receive the information.

**Who provides the registration link for the event?**

Firms hosting 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 and where 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.

**Would you require our event to fit in with the BSA's events calendar, or are they free to hold the event at any time? If we need to fit in, what sort of availability do you have in the next three months?**

No. You set the agenda and timings, however if there was a clash with our own event on a similar topic or another company's event, we would advise on an alternative date.

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

Because you are engaging directly 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.