

# OUR TOP TIPS FOR PATIENT AND PUBLIC INVOLVEMENT AND ENGAGEMENT



## Planning inclusive online celebration events

- Co-produce** your work with your intended audience
- Use **lay language** and provide key words/acronyms which will be used in the presentations in advance to attendees where possible
- Ask for feedback and **evaluate** you events so that you can tweak future events
- Provide as much **information** as possible to both attendees and the speakers ahead of the event
- When **planning** the event; schedule a comfort break, use closed captions/subtitles, ask for attendees to inform you of any accessibility requirements,

## Embedding strategy within celebratory events

- Insight:** ensure an accurate understanding of how the event can deliver your strategic aims through community partnership and co-production from the very start - should go hand in hand and not be separate
- Inspire:** create themes that inspire and inform – plus create a brand with consistent imagery, logo and colours
- Innovate:** apply new approaches - don't be scared to try new things
- Implement: always bring** the event back to your strategic aims and vice versa
- Interpret:** evaluate every aspect of the event to assess how it has enabled delivery of your strategic aims - a cyclical approach ensures that learning along the way helps to improve and succeed!