

Summary

Programme booklets are used by some Local Networks (LNs) to advertise their events for the upcoming session. This briefing clarifies the rules around programme booklets and the support available to you.

Can LNs produce programme booklets?

Currently, if your LN has been allocated budget to produce a programme booklet from your Communities Committee (CC) then you can produce one within the budget allocated.

Our LN has some budget. Should I just go ahead and produce one?

It's important to speak to your Community Manager (CM) or Local Network Manager (LNM) before you make the decision. Here are some things to consider:

- Are many of the events unconfirmed? If yes, is it the best use of money to produce a booklet with few events confirmed?
- Instead of an annual booklet, would it be better to produce smaller promotional materials over the course of the year such as flyers and posters?
- Could digital formats such as the IET Events Calendar and the online community be better utilised for the same purposes as producing a booklet?
- Do you have enough volunteer time to produce this?
- Have design, printing and postal costs all been taken into account?

Our LN still feels that a booklet would be a good option. How should I design one?

You have a few different options:

1. The IET's preference would be for you to use the [Marketing Toolkit](#). There is a template to produce an A5 booklet within the toolkit. However, feedback from volunteers has been that this is quite difficult to use. We do intend to improve this template but we've kept it up in the meantime as some LNs are still happy to use it:



2. There is a much smaller programme flyer in the toolkit which has the option of including 4, 6 or 8 events. This is much easier to use and cheaper to produce as it is a double-sided flyer, rather than a booklet.

Note: This is also a good option if you don't have enough confirmed events to produce a booklet. You can always add some text to guide people to your online community for additions/changes to your event programme.

3. You do have the option of using an external design agency but the booklet **must** be in line with the current [IET Branding Guidelines for Volunteers](#), which you can send to the designers. If you have any questions or would like to confirm that the booklet meets the brand guidelines before printing then please liaise with your CM.

Can staff help in the design of the booklet?

Unfortunately due to lack of resources staff cannot help in the design of the booklet. This should be managed by the volunteers. However, if you are experiencing problems using the Marketing Toolkit please let your CM or LNM know.

Is there anything else to consider before printing?

The IET strongly recommends that you only print enough for members/non-members that cannot be contacted by email, and some surplus to display at events. For those who can be contacted by email, a download can be included in the regular LN newsletters.

How can I obtain the postal mailing list?

Ask your CM/LNM to create a list of recipients from the IET database. You then have two choices:

1. The CM/LNM can liaise directly with the mailing house.
2. The CM/LNM can send you the distribution list and you can liaise with the mailing house directly. However, volunteers that wish to handle data must first undertake the IET data protection training. The list will then be sent in a password protected file and you will need to ensure that the data is securely stored for no longer than 10 days.

How can I ensure that the digital programme booklet is sent out?

If you send your CM/LNM the PDF file it will then be included in the next newsletter. You could even upload it into your online community as a file which can be linked to in either a staff email or a volunteer-led email (see [Adestra for volunteers briefing](#)).

What are the future plans for LN programme booklets?

Should the rules around production of programme booklets change in the future, this will be communicated to LNs via the CC. If you have any concerns please contact your CC representative.

Would you like to connect with other IET volunteers to talk about how they run their communities? Then go to the IET Volunteers Community on www.theiet.org/vc

You can view the latest version of this briefing on www.theiet.org/marketing

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