

# INFORMATION & GUIDANCE EVENT BY ANITA RODWELL

## INTRODUCTION

My role is Market Development Officer. I was tasked by the Adult Social Care Director to organise a one day event to highlight the help and support available to carers, families and individuals across the Island

## PROJECT DESCRIPTION

Designing a one day event:

- Who is the target audience?
- Which organisations need to showcase?
- Where is the best venue?
- What will encourage people to attend?
- What is the best marketing strategy?
- Who do I work with to ensure success?

## STRATEGY

- Meet with Director to establish timeline and expectations
- **Engagement**- attend local community meetings and groups to establish peoples concerns, requirements and liaise with established engagement groups
- Work with colleagues and partners to set up task group to organise event.

## PROJECT GOALS

The aim of the event is to prevent people, carers & family reaching crisis by providing information and guidance of help and support available from the Isle of Wight Council/NHS/Voluntary Sector/Home Care/Residential & Nursing Homes all under one roof for a one day event



## EVALUATION

How will I measure success?

- Number of people attending
- Feedback from all attending
- The referral rates to early help partners increase

## OUTCOME

Giving knowledge and choices for the health and wellbeing of adults 18yrs+ for their current or future needs

## REFERENCES

The impact of the EEP enabled me to focus the project development –using a different starting point-engagement with the public to establish ‘what type of event’ & to use networks built to work with partners, using influencing skills gained

## CONTACT

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