

East of England Mental Health in Sport & Physical Activity Virtual Conference 2024

Comms Pack

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Introduction

This comms pack will enable you to promote the East of England Mental Health in Sport and Physical Activity Virtual Conference, including social media assets, a downloadable email template and newsletter template.

Objective:

This communications pack aims to support you in communicating with your audiences about the upcoming virtual event, assuring their participation and support.

Key Messages

For this conference we are looking at three key messages:

1

Upskill to better embed mental health inclusivity into physical activity opportunities.

2

Support partners to use lived experience of mental health conditions as a driver for the design and delivery of physical activity.

3

Demonstrate how sport and physical activity can benefit people's mental health.

Delivery of Message

When delivering the messages above either through social media or print, here are some key reminders to include:

1. Excitement about the upcoming event.

E.g. *'Prepare to ignite enthusiasm, inspire collaboration, and spark meaningful change in our community. Let's break down barriers and promote mental health for everyone. Save the date and be inspired!'*

2. Details on the event's format, timetable, and themes.

- Date - Wednesday 27th March
- Time - 9.30am-1pm
- Keynote speaker, and what the end user will get from attending (it's all about what they can get from it)

3. Clear instructions for registration

- Book using this link:
https://us06web.zoom.us/webinar/register/WN_VizYcPBQSXageOqQqxBIUQ#/registration

Social Media Guide

Instagram, Facebook, X and LinkedIn will be the main social media channels for promoting this event.

We have created a number of social media graphics alongside messaging, which can be used across your preferred channels to help raise awareness of this event. Graphics are available in different sizes to suit each channel.

General Tips

- Keep it short – you will get most engagement through short posts.
- Include a clear call-to-action – let people know what you want them to do e.g “click the link to book your free space”.
- Use the hashtag **#MentalHealthConf2024** to be more involved.
- Use emotive language such as ‘Don’t miss out’ or ‘Save your spot’, ‘Get your free ticket now before time runs out – feel free to repost any of our social media posts aswell.

Communication Channels

The main communication channels we will be using to promote this virtual event will be:

Social Media: Posts on Instagram, Facebook, X and LinkedIn (see below)

- Instagram, Facebook and X to focus on Business-2-Business
- LinkedIn to focus on professionals

Email: Personalised email invitations and reminders.

- Emails to focus on Business-2-Consumer



**East of England
Mental Health in Sport
& Physical Activity Virtual
Conference 2024**

**March
27** | **Free to attend**
9:30am - 1:00pm

If you have any questions about the conference, please email t.horey2@herts.ac.uk



We have created some suggested social media posts as a guide which can be tweaked to suit your own tone of voice.

Please tag **@sportinherts** and **#MentalHealthConf2024**

LinkedIn

As part of the East of England Mind Sport & Physical Activity Network, we are pleased to invite you to a Mental Health in Sport and Physical Activity Conference, taking place on Wednesday 27th March.

The event is for partners from across the East of England region and, as such, will run as a virtual event.

It is FREE to attend and will provide learning and networking opportunities that are suitable for anyone that is interested in how sport and physical activity can be used to benefit people's mental health.

With special attendance from @ActiveEssexFoundation and Healthwatch Essex. The conference will also showcase some of the great work that is taking place around the region.

For more information about the event and to book click the link: <https://bit.ly/MentalHealthConf24LI>

If you have any questions about the conference, please email t.horey2@herts.ac.uk or contact us via LinkedIn @sportinherts

Facebook

Are you interested in finding out how to make physical activity sessions inclusive to those with mental health conditions?

Find out how at the free Mental Health in Sport and Physical Activity Conference, taking place on Wednesday 27th March!

Registration is now open, for more information and to book use this link 

<https://bit.ly/MentalHealtConf24FB>

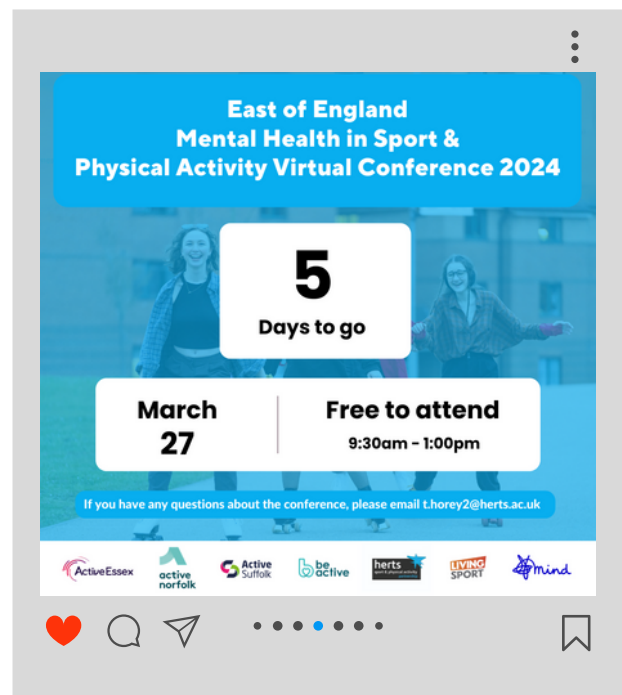
Instagram

Are you interested in finding out how to make physical activity sessions inclusive to those with mental health conditions?

Find out how at the Mental Health in Sport and Physical Activity Conference.

 17 Wednesday 27th March
 FREE to attend

Registration is now open, don't miss out and use the link in our bio for more information!



Add this link to your bio:

<https://bit.ly/MentalHealthConf24INS>

X (Twitter)

As part of the East of England Mind Sport & Physical Activity Network, we are pleased to invite you to a Mental Health in Sport and Physical Activity Conference!

 17 Wednesday 27th March 2024

 9.30am-1pm

Registration is now open, for more information and to book click [here](#)

For more pre-worded examples, please take a look at our 'social media messaging' document [here](#)

Email Template

When promoting an event, sending emails allows you to reach out directly to your target audience and encourage participation.

Please find below a draft email you can send out. You can tweak this to suit your own tone of voice.

To: name@emailaddress.com

Subject: Mental Health Conference 2024

Herts Sport and Physical Activity (HSP) would like to invite you to our next virtual conference.

East of England Mental Health in Sport & Physical Activity Virtual Conference 2024 .

Date – Wednesday 27th March 2024

Time – 9.30am-1pm

Format – Zoom Webinar

Registration – click [HERE](#) or the banner to register!

This FREE conference will aim to bring to life Mind's Mental Health and Physical Activity Toolkit, with a particular focus on three areas of the toolkit:

- Involving people with lived experience of mental health problems in the design and delivery of your work.
- Making physical activities inclusive to people experiencing mental health problems.
- Engaging people in physical activity to support their mental health.

If you or someone in your network would find this valuable, then sign up now or send them the link to join and support the programme.



[Download our
email template
and email banner
here](#)

Newsletter Template

Please find below an example of some wording you might like to include in your newsletters.

Help to make mental health in sport and physical activity more inclusive

Spaces are quickly filling up for the Mental Health in Sport and Physical Activity Virtual Conference on Wednesday, 27th March. Hosted by the Herts Sports & Physical Activity Partnership (HSP) in collaboration with The East of England Mind Sport and Physical Activity Network and local activity providers.

Open to anyone interested in how sport and physical activity can be used to benefit mental well-being. Attendees can choose to join the full event or select specific webinars and case studies tailored to their interests and work.

A diverse line-up of guest speakers will delve into mental health topics relevant to their organisations or activities. More speakers are expected to be announced leading up to the event.

Registration is now open, offering participants the chance to gain insights into how physical activity can positively impact mental health and learn strategies for inclusive program delivery.

Secure your spot and stay tuned for the full schedule release.

To register, click here: [Registration Link](#)

East Of England Mental Health in Sport & Physical Activity Virtual Conference

March 27th 2024 | 09:30-13:00
Free to Attend



If you have any more questions then please contact [@t.horey2@herts.ac.uk](mailto:t.horey2@herts.ac.uk)



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[@sportinherts](https://www.instagram.com/sportinherts)



[@sportinherts](https://www.x.com/sportinherts)

