

# OCCUPATIONAL THERAPY WEEK

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6–12 November 2017  #otweek2017

## Promoting Your Event

To get the most out of your Occupational Therapy Week pack and digital resources, here are a few tips to help you spread the word.

For more information ideas and tips on what to do around Occupational Therapy Week visit the website: <https://www.rcot.co.uk/promoting-occupational-therapy/otweek>

## Let us know what you're doing

Send us details of the activities or events you are running so we can feature them on the OT Week website and in the OT Week email updates to all RCOT members. We'd like to help you spread the word and get as much awareness as we can for your event.

Visit the website and download a **Submit Your Event** form – complete it and send it to [web.team@RCOT.co.uk](mailto:web.team@RCOT.co.uk). Your event will be list on the RCOT Occupational Therapy Week website.

## Go Social

Follow us on:



[facebook.com/theRCOT](https://facebook.com/theRCOT)



[twitter.com/theRCOT](https://twitter.com/theRCOT)

...and share what you're doing – don't forget to use the hashtags...

**#OTWeek2017**

**#ValueOfOT**

## Inform local press

The media love local news stories and the voices of real people. Why not send out a press release? We've created a template you can tailor and use giving details of your event or activities over the course of OT Week.

Visit the website and download the **Press Release template**

When sending a press release try and get the name of a specific contact to send it to – this will minimise the risk of your press release getting lost and will ensure it gets to the right person.



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## **Tell friends, family and colleagues**

Do share Occupational Therapy Week activities with friends, family, colleagues and your wider network. Encourage them to take part in your activities during the week. Talk to them about what you do as an Occupational Therapist and the impact the profession has on society.

## **Use the pack and digital resources**

Make full use of the resources in this pack - put up the posters and balloons and have the postcards, stickers and pens on display. Feel free to make up your own promotional materials using the digital resources available.

Visit the website to download the **Digital Resources pack**.

## **Record your event**

Remember to take photos or record video footage or organise a professional to record the event. As well as a great memento to celebrate the success of your event, they are perfect for sharing on social media and a great way of generating media coverage. Don't forget to send them to us too!

**Have fun!**