

Mediation Awareness Week

Guidance Note for Event Organisers



1. Timing

- 1.1. Mediation Awareness Week starts on Saturday 6th October and finishes on 12th October 2018.
- 1.2. We will begin advertising Events in June and recommend that Event Organisers plan to register their Events with us before the end of August.

2. Aims

- 2.1. The aim of Mediation Awareness Week is to increase awareness of the benefits of mediation in all areas of business, the professions, and in the wider community. Events held will cover a wide range of mediation topics, and will include conferences, seminars, workshops, mock mediations, panel discussions, lectures, debates, presentations and webinars.
- 2.2. We expect to achieve a wide geographical coverage of the UK. In 2017, Mediation Awareness Week delivered 28 events. This year we hope to increase the number and variety of events further.

3. Protocols

- 3.1. Events delivered during Mediation Awareness Week should have significant mediation awareness content and should provide educational value for any attendees who are not trained or practising mediators.
- 3.2. Event content should not be self-promoting or overtly directed towards business marketing or development. Links provided to the Event Organisers' own websites will be provide them with a vehicle for corporate or personal publicity
- 3.3. Some mediation organisations hold regular meetings, such as breakfast meetings, as part of their annual event calendar. Whilst not excluding these, we encourage event organisers to give special thought and prominence to their Event, so that Mediation Awareness Week has maximum impact.
- 3.4. Where possible, attendance should be free of charge. Events that are not free of charge should be at a cost that reasonably reflects the cost of venue hire and any catering.
- 3.5. Events should not be unduly restricted to particular sections of the community or members of a particular organisation – i.e. members of the general public that have an interest in mediation should not be excluded.
- 3.6. We ask Event Organisers to arrange for copies of any electronic displays or handouts to be made available to the attendees either during the event or distributed subsequently by email if requested..
- 3.7. We need to establish these protocols in order to meet MAGs community interest objectives. Additionally, they provide an assurance of educational value. The Civil Mediation Council will accept attendance at any of the advertised Events as counting towards CMC's annual CPD requirements for members.

4. Note on Mock Mediations

- 4.1. Mock mediations are an excellent way to demonstrate the mediation process. But, we wish to remind Event Organisers that Mock Mediations delivered during Mediation Week are not staged for the same purpose as in mediator training – They are demonstrations of what happens in a professionally conducted mediation. Therefore, the story-line should be worked out and rehearsed carefully, in advance, by the role-players.
- 4.2. We also recommend that notes explaining the mediation scenario and the backgrounds of the parties should be provided for the audience, and that a Narrator explains each stage of the process that is enacted.

5. Website promotion of Events

- 5.1. The Mediation Awareness Week website will contain an Events section that displays a summary of all of the Events in calendar format. Each event summary shown on the calendar can be expanded to reveal:
- Logos of Event Organiser(s), with website links.
 - Event title
 - Name(s) of Organiser(s)
 - Date and time
 - Venue
 - Type and format (e.g. conference, seminar, presentation and whether catering or refreshments are provided)
 - Mediation Sector (Civil & Commercial, Workplace, Family, Community, RJ, On-line, etc)
 - Areas of dispute or conflict
 - Presenters and speakers
 - Who should attend
 - Cost
 - Event Description (up to 250words)
 - Link to event booking
- 5.2. A typical event entry display is shown at the end of this Guidance Note.
- 5.3. The website will incorporate a comprehensive search engine to enable visitors to identify events that are appropriate and accessible for them
- 5.4. Event organisers gain publicity through the advertising of their events and through links to their websites. In return, we ask Event Organisers to publicise Mediation Awareness Week on their own websites, and on the event booking form.

6. Banners, posters and leaflets

- 6.1. We can supply pop-up banners, posters and leaflets to enable Event Organisers to publicise Mediation Awareness Week before and during their events. We will provide artwork in digital form free of charge, and can arrange to have them printed and delivered at reasonable cost.

7. Event booking systems

- 7.1. Where attendance is free of charge, we will advise how to create a suitable Eventbrite ticket booking system, and provide a template at no cost. Where the Event Organiser intends to charge for attendance, we will provide a link to the Event Organiser's own booking system.

8. Recording attendance and collecting feedback

- 8.1. We ask that Event Organisers to implement a registration system to record how many people attend their event and what their background or affiliation is.
- 8.2. Event Organisers may decide to collect feedback from the attendees. However, we will also ask the Event Organisers to provide us with feedback to assist us in assessing the effectiveness of Mediation Awareness Week. Shortly after Mediation Awareness Week, we will provide a simple feedback form to each Event Organiser and ask them to complete and return the form to us within 2 weeks.
- 8.3. MAG does not collect personal data on people who attend Mediation Awareness Week events, and does not send group marketing emails.

9. How to register an event

- 9.1. An Event Description Form is provided to enable us to capture the information needed to register an event on the Mediation Awareness Week website.
- 9.2. Please complete the form in full and send it to us by email, as indicated.
- 9.3. We will contact you by telephone to verify that we have received your entry and to discuss and confirm the details of the Event before placing it on the website.

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Typical Event Entry

Description and booking form revealed on expansion



Title	Mediating medical cases after Charlie Gard
Organised by	Medical Mediation Foundation, in association with Garden Court Mediation and Buon Consultancy
Date	Tuesday, 17 th October
Time	Registration: 17.00 Starts: 18.000 Ends: 20.00
Venue	30 Lincolns Inn Fields. London, WC2A 3PD
Type and format	Symposium with panel discussion, audience participation, refreshments, networking
Mediation Sector	Civil and commercial
Type of dispute	Medical
Presenters, speakers	Helen Curtis (chair) barrister and mediator, Garden Court Chambers Tony Buon (facilitator) managing partner, Buon Consultancy Victoria Butler Cole barrister, Essex Street Chambers Sarah Barclay director, Medical Mediation Foundation Joanna Laddie paediatric consultant, Evelina London Children's Hospital Georgina Rowley medical lawyer and mediator
Specific interest to:	Lawyers, mediators, medical professionals, social service professionals.
Cost	Free
Description	Click here
Booking form	Click here

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