How to let group users know about an event

National Autistic Society Cymru

1. Methods of communication

Before an event, it is important to communicate clearly in writing with the group. You can do this via:

- a text message
- social media
- email.

2. Things to include in communication

Clearly specify:

- the **date**, the **time** and the **location** of the event
- **how long** the activity will last, eg, say between 2pm-3.30pm, rather than one and a half hours.

Also provide:

- **clear expectations** of what to expect, eg use **visual aids** to show transport links and photos of the venue
- **contact details** in case of cancellation or delay
- **plenty of notice**, eg about two weeks before the event.

3. Other ways to communicate

To encourage people to come along to events regularly:

- just before the activity (eg, ideally three days before the event), send out a reminder to group users

- the day after the event, send out follow-up communication to all **new** attendees. This will encourage them to attend again and provide an opportunity to share their experiences with the group leader.