

# Local groups – FAQ



## 1. What are local groups?

Local groups are run by dedicated Coordinators who voluntarily organise fun and rewarding meetings, offering attendees the opportunity to meet and network with like-minded professionals in their local area. Groups are a valuable hub for individuals with a passion for therapies to get together and learn from speakers on various topics within beauty, complementary and sports therapy. The groups are open to FHT members, students and even the general public to attend.

## 2. What are the benefits of running my own local group?

Being a Coordinator is a greatly fulfilling role and with many therapists being self-employed, some may feel isolated and lack a support network of like-minded colleagues. Creating your own group can help therapists in your community to gain that much needed support and learn about new therapies. There are also some fantastic benefits you will receive by becoming a Coordinator including **free** membership (after being in the role for six months) and by organising and attending meetings you can gain valuable CPD points.

## 3. How do I get people to attend?

For each meeting you organise, FHT markets your meetings via the website, social media and email. This on-going marketing support can encourage and increase attendance to your group. Marketing emails are sent out to FHT members in your area a month, two weeks and two days before the meeting date.

A selection of groups are promoted in a two-page spread in the International Therapist magazine which is distributed to every FHT member. You can get your group featured by sending in updates and photos of the exciting and interesting meetings that you get up to.

Branded posters and flyers are also available to be put up and distributed in areas such as health food shops, sports centres, community halls or GP surgeries to help spread the word further.

Coordinators are also permitted to create social media pages or websites to promote their group. Many Coordinators find this a great way of spreading the word about their meetings to attendees. FHT must be made aware of any social media pages or websites and should be made an admin.

## 4. What are the time commitments?

Coordinators are required to organise a minimum of four meetings per year or one per quarter however if the demand exists within your community then FHT fully supports more frequent meetings.

#### **5. How do I pay for room hire or speaker fees?**

Expenses for your first two meetings can be covered by our start-up fund if necessary. Coordinators can receive up to £100 to use towards setting up the group, room hire or speaker fees – just submit an expenses form with receipts. Further meetings will then be self-financed by your groups fund accrued by charging entrance fees. FHT suggests charging £5 for members, £8 for non-members and £3 for students however you can adjust these accordingly to your group.

#### **6. Can I share the role with a friend or colleague?**

Yes. There is the opportunity to become joint Coordinators so you can share the responsibilities and enjoyment of running a group with a friend or colleague.

#### **7. Are there any rules regarding which speakers I can book?**

Speakers should be free from bias and must refrain from controversy including speaking about esoteric subjects, religious topics or promoting alternative professional associations. Speakers should not use meetings as sales opportunities. They are invited to provide the attendees with additional information to continue to aid their personal and professional development. If they do have products or courses to sell, they may do so at the end of the session.

#### **8. How do I become a Coordinator?**

Please fill out the application form which can be found on the 'Create your own local group' page on our website. After your application has been received and reviewed, someone will be in touch with the decision!