

LOCAL INTEREST GROUPS PROCESS OUTLINE

1. **Setting up a Local Interest Group**
2. **Local Interest Group Principles**
3. **Structure of Events**
4. **Quarterly Event Planning & Communication**
5. **Marketing Events**
6. **Institute Advocacy**
7. **Resources for Events**
8. **Event Feedback Reporting**

1. **Setting up a Local Interest Group**

An application to lead a Local Interest Group is to be completed via the website see http://www.neuroleadership.org/institute/Lead_InterestGroup.shtml for application details. Applications are submitted to leehull@neuroleadership.org.

Applicants must be a member of the NeuroLeadership Institute and have either:

1. Attended at least 1 Summit

OR

2. Student or graduate of the Post Graduate Certificate in the Neuroscience of Leadership

Where two applicants apply for the same region the NeuroLeadership Institute will offer the interested parties the opportunity to collaborate to deliver events. If this is not a preferable option for applicants the NeuroLeadership Institute will determine the most suitable leader for the region.

2. **Local Interest Group Principles**

The basic principles of the Local Interest Groups are as follows:

- Events may be run in local regions for members and the public
- A group leader must be a member and have attended at least one summit or be a student of the Post Graduate Certificate in the Neuroscience of Leadership
- Group events are not to make money
- Participants cannot be charged to attend events
- Sponsorship of the events to cover costs is permitted
- The Institute will let the database know about events
- Leaders are able to spread the word locally

3. Structure of Events

A minimum of 33% of the time at an event must be spent on one of these three things:

- Reading and discussing institute papers from the NeuroLeadership Journal
- Watching a DVD of a session from a NeuroLeadership Summit
- Listening to an audio of a session from a NeuroLeadership Summit

Other suggested activities include:

- Presenting applications of the research
- Summary of new research
- Book reviews or discussion of new books in a book club format
- General networking

4. Quarterly Event Planning & Communication

Communication of LIG events for each quarter are to be submitted by the following dates to support@neuroleadership.org. LIG Leaders will be emailed reminders of these submission dates on the 15th of the month prior to due date:

Submissions Due	For events in...
1 st December	1 st quarter (January – March)
1 st March	2 nd quarter (April - June)
1 st June	3 rd quarter (July – September)
1 st September	4 th quarter (October – December)

The following local interest group event details are to be submitted each quarter:

- Contact name
- Contact phone
- Contact email
- Event dates
- Event city & country
- Event venue

These details will be posted on the website under:

http://www.neuroleadership.org/institute/local_interest_groups.shtml

5. Marketing Events

A quarterly update of events will be forwarded to the NeuroLeadership database with details on how to get involved in these groups. LIG contact details and the outline of events in each region will be posted on the NeuroLeadership website at http://www.neuroleadership.org/institute/local_interest_groups.shtml.

Due to privacy legislation we are unable to provide LIG leaders with contact details of members or mailing list subscribers of the Institute.

6. NeuroLeadership Institute Advocacy

LIG leaders are asked to encourage event participants to join the NeuroLeadership mailing list and also promote the benefits of becoming a member of the Institute, both can be accessed via our website www.neuroleadership.org.

This will assist us in capturing our target audience and will give them access to the latest developments in the field. Promotion of the LIG's affiliation with the Institute will also strengthen the credibility of your Local Interest Group.

7. Resources for Events

Institute resources can be ordered online at these links, as members of the Institute you are entitled to the 10% member discount on all orders:

- Summit Recordings at <http://www.neuroleadership.org/resources/video.shtml>
- Neuroleadership Journal at <http://www.neuroleadership.org/journal/index.shtml>

Alternatively we can provide on request a single audio or journal paper electronically to listen to/read with the group. We are not able to provide the 2007 DVD sessions but have the audios of these sessions available.

Please Note: Copyright is respected and a group leader will be licensed to share the audio and/or DVDs of NeuroLeadership Summits to their respective group in a group forum however recordings are not to be shared or distributed outside these forums.

8. Event Feedback Report

To assist us in capturing the conversations and areas of interest in the NeuroLeadership field we would appreciate your cooperation in completing an event feedback/summary after each event. This data will be helpful to assist in shaping topics for the Journal/Summits and research.

A link to this quick survey tool will be available next year via the website at http://www.neuroleadership.org/institute/Lead_InterestGroup.shtml.