

**Minutes of a Meeting of the Board of Trustees of the Scottish Hypnotherapy Foundation (SHF)
held at Mannerston Holdings on Saturday 5th November 2016**

Present:

John Lawrence	Chair
Alison Bruce	Conference Director
Rae Jenson	Education Director
Dr Jenny Lim	Trustee
Dr Fiona McLeod	Medical Advisor
Jo Goss	Treasurer/Secretary

Apologies:

Susanne McMahon	Vice Chair
Mary-Jane Armstrong	Marketing Director

The meeting commenced at 2pm.

Item 1. Minutes of Previous Meeting

The Minutes of the Meeting held on Saturday 2nd July 2016 were accepted as a true record.

Item 2. Ongoing Actions

Conference.

a. Conference 2016. The Conference Director presented an Evaluation Report of the 2016 Conference to the Board. Overall, despite some minor problems on the day, which were quickly resolved, the Conference was highly successful, and attracted some very favourable feedback from the delegates, both in terms of the venue and of the speakers. A full copy of the Evaluation Report is at Annex A.

b. Conference 2017.

- 1. Venue.** It was agreed, in the view of both the Board and of the delegates, that the Stirling Court Hotel had provided excellent facilities, and that we would therefore hold our Conference there again in 2017. The Conference Director agreed to contact the hotel to make the reservation. (Sub-para 2 refers).
- 2. Date.** The questionnaire completed by the delegates following the 2016 Conference showed that the most convenient month for the majority of those attending was September. It was therefore agreed that the next Conference would be held on Saturday 23rd September 2017. Should the hotel be unable to accommodate us on that date we would request an alternative date of Sunday 24th September. In order to attract early bookings from delegates it was agreed that we should also make a provisional reservation for Saturday 22nd September 2018. This date could then be publicised at the 2107Conference.
- 3. Conference Fees.** It was agreed that we would hold the fees at the 2016 rate as follows:

SHF Members	£75
Non-members	£95
Students	£50

However, in order to encourage further attendees and early reservations we would offer an Early Bird discount of 10% for reservations made before 31st July 2017. Early Bird fees would be as follows:

SHF Members	£67.50
Non-members	£85.50
Students	£45

- 4. Speakers.** Feedback from the 2016 Conference had indicated that, although all presentations were excellent, there should be more of a balance between hypnotherapy and non-hypnotherapy presentations. With this in mind the Board drew up a short-list of speakers, one of whom had already offered to give a presentation subject to his availability on this date. It was agreed that the Education Director, who had received the initial offer, would contact that presenter to confirm his availability. The Conference Director would contact the remaining proposed speakers to request their participation. Confirmed speakers would be requested to provide a brief biography plus detail of the subject to be presented. These should include learning objectives where appropriate. It was noted that such requests should be made as soon as possible so that the information could be included in our Conference publicity to attract bookings.
- 5. Reception.** It was agreed that delegates should not be given access to the Conference Room until the setting up of the facilities had been completed. On registration they should be requested to assemble in a waiting area, where they could purchase coffee or tea, until they are collected.
- 6. AGM.** It was agreed that the AGM would once again be held during the Conference, either immediately before or immediately after lunch depending on the presenters' needs.

Actions:

1. The Conference Director would contact the Stirling Court Hotel to arrange for the conference to be held on Saturday 23rd September 2017 or, if that date was not available, Sunday 24th September. Additionally she would make a provision reservation for Saturday 22nd September 2018 for the 2018 Conference.
2. The Education Director would contact the proposed speaker who had already offered to provide a presentation to confirm his availability on 23rd September 2017.
3. The Conference Director would contact the remaining proposed speakers to request their participation.

Item 3. Research Project

Item 4 of the Minutes of the SHF Annual General Meeting held on Saturday 3rd September refers. The Research Director advised the Board that Dr Reynolds was currently in the process of approaching the Ethics Committee for permission to carry out the proposed project on drug concordance, and was investigating funding resources. This was likely to take several months. His intention is to first carry out a pilot project in the local area, working with teenagers to attempt to show a positive effect from hypnotherapy. Should this trial prove successful Dr Reynolds would then aim to initiate his main research project nation-wide.

Item 4. Newsletter

The Conference Director had prepared an excellent Draft Newsletter for the Board's consideration. She proposed that such Newsletters could be issued as follows:

- Quarterly. They would be issued to all SHF Members in PDF format and would also be posted in the Members' area of the SHF web site. A dedicated page for Newsletters would be added to the Members' area, which would be updated following each further issue.
- The Newsletter would be published approximately one week after each Board Meeting, so that it could be discussed and approved prior to issuing.
- Content should be specific to hypnotherapy and could include:
 - SHF-related items
 - Other items of interest
 - Lists of other schools and CPD events
 - Book reviews
- All Trustees should submit an article for each issue. Additionally Members should be invited to contribute articles for inclusion. The SHF reserves the right to edit or refuse articles. Submissions should be small, with a maximum of 500 words. Photographs and graphics would also be welcome.

The Board approved the Newsletter and agreed that the Conference Director could now issue it to all Members. The Secretary would then arrange for it to be included in the Members' area of the web site.

Possible Alternatives. Depending on the outcome the board discussed alternative methods for keeping Members informed and involved. These included:

- A journal, to be published annually. Articles for journals could be much longer than those for newsletters.
- A Facebook Forum, which would be open to SHF Members only. It was noted that the Forum would need a Moderator to ensure that content was appropriate. It was proposed that this role could be shared between those Trustees who already had access to the SHF's open Facebook page. These are currently the Education Director, the Conference Director and the Marketing Director.

The Education Director agreed to look into how to set up such a Forum, and Dr Lim agreed to ask her colleagues at the college about the general running of forums.

Actions:

1. The Conference Director would issue the final copy of the Newsletter to SHF Members.
2. The Secretary would arrange for a Newsletter page to be added to the Members' area of the web site.
3. The Education Director would look into how to set up a closed forum on Facebook.
4. Dr Lim would consult her colleagues about the general running of forums.

Item 5. Succession Planning

The Chair advised the Board that the SHF had been formed following the request of his students as there was currently no other organisation in Scotland for hypnotherapists. It was therefore necessary for hypnotherapists in Scotland to travel to England for conferences and the majority of CPD events. The Chair's aim was to get the Scottish organisation fully up and running, and then other Members should be encouraged to take over responsibility for its continuation. He stressed that the continued existence of

the SHF was dependent on the availability of members who would be willing to join the Board in the future, in the event of the retirement or resignation of existing Trustees. Now, therefore, is the time for Members to show an interest to ensure a smooth transition.

Item 6. Treasurer’s Report

The Treasurer presented the Financial Report for the period 1 July – 31 September 2016. A copy is attached at Annex B.

Item 7. Any Other Business

Grants. The appropriateness of approaching funding organisations for grants whilst members of such organisations were receiving hypnotherapy from SHF Trustees/Members was discussed. It was agreed that this would not be appropriate. However, once such clients had completed their therapy, and subject to a suitable interval from that time it might then be permissible.

Item 8. Date of Next Meeting

The next Trustee Meeting would be due in February. The Secretary would initiate a Doodle survey with proposed dates.

Action:

The Secretary is to send out a Doodle survey with proposed dates.

The Meeting closed at 4.05pm.

I certify that this is a true record of the Meeting

Signature:
Chair, SHF

Date:

Conference 2016 Evaluation Report

Annex A

Venue – Stirling Court Hotel

- **Pros**
 - General Staff & Dedicated Day Manager Friendly Efficient & Helpful
 - Café where delegates were able to wait if / when they arrived early
 - Variety of food; hot, fresh, appetising & plentiful
 - Payment due on invoice after event
 - Flexible regarding numbers of attendees
 - Price adjusted dependant on number of attendees
 - AV equipment available
 - Mics available if required
 - Minor niggles reported to venue were accepted & will be acted on
- **Cons**
 - Less grandeur than previous venue
 - Small deposit required
 - Ventilation / heating was oppressive, though fans supplied when requested
 - Some confusion by delegates who were unaware that they were using other events refreshments
 - Some delegates wandering into conference room before set up was complete
 - Extra cost charged for mics
 - Due to being next to storage cupboard some unexpected noise when staff putting away furniture
- **Lessons Learnt**
 - Venue though not as grand as Callendar House, was well received. Plus behind the scenes was very professional
 - Ensure all delegates are aware of exactly where they should go for meals & refreshments / venue to put up additional signage to ensure this
 - Ensure all delegates remain in reception / café / waiting area until conference room ready
 - Ask for confirmation of ventilation and / or fans to be provided
 - Fee was value for money
 - Recommend we utilise again

Speakers

- **Pros**
 - Overall mixture of speakers was perceived as good.
 - Speaker enjoyed in order was:
 - Sandy Newbigging – 34%
 - Fiona McLeod – 24%
 - Craig McKechnie – 15%
 - Gordon Crossan – 9%
 - 9% thought that all speakers were equally great
 - Remainder did not comment specifically about speakers
- **Cons**
 - Travel expenses / fee for Sandy Newbigging was more than all other speakers put together
 - Some delegates would have liked more time with speakers
 - Request for more balanced set of speakers, e.g. 2 x hypnotherapy / 2 x non hypnotherapy

Conference Day / AGM

- **Pros**
 - 16 out of the SHF members attended, which though it was the same as last year, overall was down as the number of members had increased
 - 3 Non SHF members attended, which was down from last year, partly because they had since become members, partly because price of tickets were deemed too high
 - 7 Students attended
 - AGM in the middle of the day ensured that all members attended (who were at conference)
 - Having Sandy Newbigging doing mindfulness at the end of the day meant that everyone was very chilled, leaving with thoughts of positiveness

- **Cons**

- AGM just before lunch meant that we were late going into lunch & hard to keep everyone on time
- Having Sandy Newbigging doing mindfulness at the end of the day meant that everyone was very chilled & did not want to leave the conference room at the end of the day

Delegates / Ticket Sales

- **Pros**

- Eventbrite Ticket Sales was better organised this year
- We can set up Early Bird Discount tickets which may improve sale
- 17 SHF Members, 3 Non SHF Members, 7 Students, 6 Non Paying SHF (organisers/speaker), 3 Speakers. Total Attendees: 36

- **Cons**

- Difficult to get ticket sales possibly due to time of year (clash with / too near holidays) and / or price
- Some thought that price of the tickets was too high

Questionnaire

- **Pros**

- 22 forms completed & returned
- Majority of comments & feedback positive

- **Cons**

- Not all questionnaires handed back or completed (10 missing)

Finance

- **Pros**

- Small profit made, but £6.14 less than last year

- **Cons**

- Profit could have been greater, if we had sold more for tickets

Requested CPD Events

Anything - even remotely related to
hypnotherapy
Clients Resisting Trance
Hypnobirthing
IBS
Mindfulness

Pain
Pain management
Phobias
Sandy again
Working safely with a depressed client(s)

Overview / Recommendations

- Keep Delegates out of Conference Room until set up finished/registration complete & ready to start day
- Specific signs designating SHF areas to be erected (by venue) if other events taking place at venue
- Ensure ventilation and or fans are provided
- Keep varied mix of speakers, but if possible 2 hypnotherapy related, 2 non hypnotherapy
- Costs for speakers to be defined & budget adhered to. Agree this in writing / via email with speakers, prior to agreement to attend.
- AGM before or on return from lunch (dependant on speakers) works well.
- Offer 'Early Bird Discount' for both members, non-members & students, last month before conference go to 'Full Price' tickets, e.g.:
 - Until 31st July: DISCOUNT; members £65, non-members £85, students £40.
 - From 1st August: NO DISCOUNT: members £75, non-members £95, students £50.
- Closing date for tickets to be one week before event
- Theme for next conference?
- Discussion Panel with Speakers at end of conference may be possible dependant on speakers/time
- Workshops / Interactive sessions would be good, but still not in a position to provide at this moment
- To sell more tickets, we need to inform & keep on informing everyone throughout the year, e.g. starting around Feb:
 - Posts should be placed on Facebook etc., emails sent to members/past attendees, plus multi email to other hypnotherapists.
 - Webpage updated to show upcoming information.
 - All board members to get in touch with their own contacts direct & either pass email address onto Conference Director for inclusion in her emails, or link on Facebook/Website.
 - The first information/adverts should include just the date & 'put it in your diaries info', plus link to Eventbrite for Early Bird Discount.
 - These emails/adverts should be updated every couple of months (not just when we have additional information), then 1½ months before conference this should be intensified, to every week with statement 'Early Bird Discount closes on....'
- Available videos and / or photos should be placed on website & Facebook as soon as possible (for 2015 & 2016).

2017 Conference Dates

Preferred Conference Date (from Delegates Questionnaire)

May – 1

Jun – 1

Aug – 1

Sep – 12

Oct – 1

Therefore preferred Conference Date should take place in September.

2 / 3 September – Clashes with English Bank Holiday, too close to end of school holidays

9 / 10 September – Clashes with September Weekend (11th September)

16 / 17 September – No Clashing Dates

23 / 24 September – No Clashing Dates

30 September / 1 October – Close to October break

THE SCOTTISH HYPNOTHERAPY FOUNDATION

Financial Report for the Period 1 July – 30 September 2016

<u>Opening Balance</u>	<u>General Fund</u>	<u>Restricted Fund</u>
1773.98	1672.77	101.21*
<u>Income</u>		
Membership Fees	800.00	Nil
Conference	1746.93	Nil
<u>Total Income</u>	2591.93	Nil
<u>Expenditure</u>		
Conference (Venue)	600.00	Nil
Conference (Speakers)	400.00	Nil
Conference (Speakers' Gifts)	100.00	Nil
Insurance	298.75	Nil
Accountant Fees	297.00	Nil
Web site	175.00	Nil
Membership (UKCHO)	150.00	Nil
Gen. Admin (Doodle)	24.54	Nil
Refund of Expenses	15.00	Nil
PayPal Fees	10.04	Nil
<u>Total Expenditure</u>	2070.33	Nil
<u>Closing Balance</u>	<u>General Fund</u>	<u>Restricted Fund</u>
2295.58	2194.37	101.21

*Note. £100 in the Restricted Fund is from a donation by a private individual, to be used specifically for therapy. The remaining £1.21 is from the Community Grant from the Voluntary Action Fund. All expenditure from the Restricted Fund was made from the Community Grant.

J P Goss

J P Goss – Treasurer
1 October 2016