

**Minutes of Board Meeting of the Scottish Hypnotherapy Foundation (SHF) held
Via Zoom link online, Saturday 24th March 2018 at 1pm**

Board Members Present

Martin Armstrong	Vice Chair
Melanie Phillips	Secretary
Heather Hutchinson	Member Services Director
Dr Fiona McLeod	Medical Advisor
Alison Bruce	Conference Director

Apologies

Mo Ferrington	Chair
Caroline Meikle	Treasurer

Item 1 Minutes of Previous Meeting

Alison requested that future minutes do not contain ticket sales and number, that only one price or no prices are included in future.

Item 2 Potential New Board Members

Caroline Meikle has to step down as Treasurer and potential new members will be meeting with Mo Ferrington, Heather Hutchinson and Alison Bruce on Thursday 29th March in Glasgow. It was noted that a ballot will be required to vote any new members onto the Board and this will be discussed in more detail at the next meeting in April.

Actions

- Feedback to Board after this meeting for discussion at next Board meeting
- Ballot to be held

Item 3 Social Media and Marketing Update

Heather has sent an email regarding the SHF conference about the speakers and the membership dues etc to all the Scottish training schools and there has been good engagement from a number of them.

PTSD workshop email has generated some interest though there are still only a small number booked onto this workshop.

Heather is spending a lot of time working through email listings and making the changes, as so many emails bounce back. She is looking at Mail Chimp as this will help enormously to streamline this work. Plus it has an automatic unsubscribe button which we presently do have and will be required to put in place come May and the GDPR changes.

The posting on FB is going well, all are asked to put their names on their postings so that members know, as there was an incident earlier this month.

Heather has created an event on FB for Sheila's marketing workshop which is being run prior to the SHF conference.

SHF is being promoted at the Peer Group however, all need to be clear that the Peer Group and SHF are very separate things.

Heather has also approached Alison Knowles regarding doing Ollie training in Scotland early next year.

Actions

- Heather to continue promoting workshops and SHF conference
- Heather setting up Mail Chimp and updating emails for members and non members

Item 4 Website Development

Fiona has selected Tim Smith to work on the new website, there was a bit of a delay with his money going through, but he has now started. The deciding factor was that he will work in WordPress which most of us have some level of experience with. It was also agreed that there would not be a forum at this time, as it would need a considerable amount of work from all Board members to monitor and maintain it.

There are a number of things to consider:

- CNHC paperwork is still on the website, this is preventing some people joining the SHF as they are not members, this will need to be updated whilst ensuring that members belong to a body that will cover any potential future issues, including disciplinary procedures if necessary.
- Find a therapist will not list members but enable people to find a therapist based on their location.

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- The website will require text for various pages and Fiona will be approaching us all to help with this task.

Actions

- All Board members to send Fiona approximately 100 words about themselves together with a photo for the website
- Melanie to confirm that the insurance information is up to date
- Fiona will ensure that the membership renewal is updated and reminders sent out automatically
- GDPR is an issue, Martin to share information he has about this to Board members for discussion and appropriate action

Item 5 Treasurers Report

Caroline was unable to attend the meeting and a report will be presented at the next meeting, as it is required on a quarterly basis.

Item 6 Secretaries Report

All is going along well now that systems are starting to be put into place. Melanie also apologised to the Board as she had made an error regarding new members.

She did not realise that all members are meant to renew in September at the same time as the conference and had been taking full membership off members joining now. However, the new website will afford us to be able to send out reminders to members at any time of the year. Plus this error now means that the workload of the secretary will be spread throughout the year rather than mainly around September time.

Item 7 2018 Conference Update

Early bird tickets end in May and then ticket sales close end of August as the venue require numbers to be set.

Presently awaiting details from Sheila for her workshop on Friday before the main conference as there is a need to finalise this as once on Eventbrite and prices cannot be changed. Presently Alison is waiting for the venue to come back with confirmation of prices etc as well.

Tickets are also now on sale for the Master Class being held on the Sunday.

Martin is trying to contact the Scottish Government about someone attending, however the procedure to contact them has been changed and he will report back to the Board the outcome. The speaker gifts were discussed, Alison reported that Mo does not like the idea of the quaich, a paperweight was discussed but agreed that may be too heavy for luggage, also a painting would be difficult regarding packing, as you would have the problem of glass breaking etc.

Heather mentioned that maybe we were losing sight of the point of the gift, it is something that the speaker can display, if they wish, to say they were a speaker at the conference so either a plaque as in previous years or the quaich may be a good item.

Action

- A number of Board members have a quaich and agreed to bring them to the next Board meeting for review and discussion

Item 8 PTSD Workshop

Heather is promoting this to all schools, members and via social media, at present not enough tickets have been sold and we need to break even at least.

Item 9 Newsletter Content

To date Alison has only received one article from Mo for the Newsletter. Alison asked that she be sent finished articles and not emails for editing.

It was discussed how the newsletter will in future be reflecting the content of the website and the website the newsletter. The newsletter can feed the blog / information page on the website and all will have access to the website page to keep it updated, though Heather will moderate it to ensure content and professionalism.

Alison said that at the last meeting it was agreed to promote CPD within the UK not just Scotland, regretfully the two Board members who were present at both meetings, Fiona and Melanie had no recollection of this. The meeting thought Scotland only would be best, however the next Board meeting will have greater attendance, including the Chair, so will be discussed there.

Action

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- Future of newsletter in relation to updated website to be discussed in more detail
- Should CPD events be advertised for all of UK or just Scotland, to be discussed at next Board meeting

Item 10 Feedback of attendance at SVO and other conferences

Fiona and Martin attended conference on obesity, it was a public health programme and although interesting Fiona did not feel it was relevant for SHF Board members to pay to attend these conferences.

Action

- Fiona to write a piece for the Newsletter

Item 11 Feedback from Board members SHF work update

Martin attended the European Society of Hypnosis conference, regarding hypnosis as an early intervention. It was very interesting and there was very positive feedback regarding this.

Action

- Martin to write a piece for the Newsletter

Item 12 Any Other Business

Membership of the CNHC to be reviewed and voted on at the AGM.

Action

- Article explaining PSA to be written by Fiona and Martin and shared with Board members prior to next meeting for discussion at that meeting.

Item 13 Date and venue of next meeting

Arrive Friday 20th April to Culag Lochside Guest House, details can be found at <https://www.culag.info> and you can book in anytime between 2pm and 7pm.

We will be going to a local restaurant on the Friday evening and the Board meeting will be held after breakfast on Saturday 21st April, leaving the rest of the day to explore the surrounding area prior to going home.