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Cc: Eimear Foley <eimear.foley@nationalelfservice.net>; Andre Tomlin
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Subject: ESSTS Conference - Mental Elf

Dear Dr Mol Debes, Dr Headley, and Prof Cavanna,
I'm Ed Palmer; some of you know me, Tammy and Andrea, I have met you both previously. I am Vice Chair of Tourette's Action, the UK Tourette's Charity, a Trainee Psychiatrist and an Academic Clinical Fellow at the University of Birmingham. I have attended the ESSTS conference a few times now and am booked to come again this year in Varese.

A colleague of mine, Eimear, from [The Mental Elf](#), got in touch with me recently and asked if I thought there would be an interest in The Mental Elf representation at this year's conference, so I thought it best to get in touch with you, tell you a bit about The Mental Elf, and to put you in touch with Eimear and André who organise things.

In case you have not heard of the Mental Elf before - they are a very popular mental health website that aims to communicate the latest reliable research findings to clinicians, practitioners, policy-makers, researchers, and people with lived experience. They work with hundreds of experts to publish [blogs](#) on the latest studies (there are >3,000 available for free on our website), and they are experts at disseminating and implementing evidence, primarily on [X \(formally Twitter\)](#), but also across [Bluesky](#), [Facebook](#), [LinkedIn](#), [YouTube](#), [ACAST](#), and [Instagram](#).

One of the most successful things that The Mental Elf does is a paid service called #BeyondTheRoom, where they go to a mental health conference, like ESSTS, and report live on X to increase the reach and impact of the event. Live reporting from the Mental Elf account (which has >100k followers) is a fantastic way to disseminate the research being presented, but is also really meaningful public engagement because the online Elf audience is incredibly diverse. Their posts on X typically generate >10 million impressions per day. I have worked with the Mental Elf in this capacity at other large conferences, such as the British Association of Psychopharmacology, and seen how impactful it can be (see BAP 2023 impact summary [here](#)).

I have attached a PDF that provides an overview of their services. If you think this would be of interest to you at this year's ESSTS conference, Eimear and André would love to set up a 30min meeting with you to hear about your plans and work with you to create a bespoke plan that meets the needs of your event and keeps the costs within your budget. They are CC'ed in, so just reply if you'd like to learn more.

I look forward to seeing you all at this year's ESSTS,

Ed Palmer



#BeyondTheRoom service overview from The Mental Elf



Commission *The Mental Elf*™ to take your event #BeyondTheRoom.

The Mental Elf™ has been amplifying mental health events since 2012. Our popular and flexible paid service is regularly used by large international conferences and societies, universities, professional membership organisations, charities and funders.

We have a **huge online audience** that we can bring to your event. We understand mental health research and have the **subject knowledge** to engage in **meaningful discussions** around your event themes. We also have extensive experience in **using the right social media** to meet your goals and reach your target audience.

This document summarises the #BeyondTheRoom services we offer, including examples of our work to date. We have also included some ballpark costs, so you can choose the elements that will work best for your event and fit within your budget.

1. Overview

Our #BeyondTheRoom team will come to your event and dramatically increase its impact:

1. Create a **buzz** before, during and after your event.
2. Facilitate **democratic conversations** and actively involve a diverse online audience.
3. Convene a bespoke team of **social reporters** who bring **specialist knowledge** and **credibility** to the debate.
4. **Evaluate** what we do and report on **impact**.
5. Extend your **reach** and **amplify** the conversation.
6. Create a **legacy** (permanent digital record of your event).



#BeyondTheRoom service overview from The Mental Elf

2. Why involve The Mental Elf?



The Mental Elf™ is the leading online mental health research platform with a large and diverse following on social media and excellent cross-disciplinary reach. The independent and inclusive elf brand is **trusted and respected by researchers, clinicians, practitioners, people with lived experience and policymakers**. We are regularly used by a diverse range of people and have website visitors and social media followers from over 180 countries. Our social media audience is 40% UK-based. Thousands of people read *The Mental Elf*™ blogs on the day they are published, and our social media campaigns always generate tens of millions of impressions.

Our international team of #BeyondTheRoom Correspondents is led by André Tomlin; a mental health information scientist and founder of *The Mental Elf*™ with >25 years of experience working in evidence-based healthcare and mental health research. André works with a team of Correspondents across Europe, Australia, Africa, Asia and The Americas, who bring a diverse range of knowledge and experience.

Our clients include many leading **universities** (e.g. University College London, King's College London, University of Oxford, University of Melbourne, UVA Amsterdam), **professional membership organisations** (e.g. the World Psychiatric Association, the Royal College of Psychiatrists, the British Association for Psychopharmacology, the British Association for Behavioural and Cognitive Psychotherapies, the International Association for Suicide Prevention), **research funders** (e.g. the Wellcome Trust, the National Institute for Health Research, UK Research and Innovation) and **charities** (e.g. Mind Charity, the Association of Child and Adolescent Mental Health, the McPin Foundation). We also work in partnership with many national and international health conferences (e.g. the BMJ Quality Forum, Global Alliance for Behavioral Health and Social Justice, the MQ Science Meeting, the NIHR MindTech Symposium).

3. Services

We provide a range of services to help event organisers make the biggest online impact/influence they can with their event. Our service is flexible and bespoke, so we encourage our clients to choose the right combination to fit their requirements and budget. We recommend reading the following overview of services to understand what we offer, and then asking us to produce a bespoke quote to fit your needs.

a. Online promotion

Amplifying your social media activities before the event.

- Share the social media adverts posted by your social media accounts in advance to maximise reach and increase number of attending delegates.
- Use your social media posts to start conversations with conference speakers and delegates in advance, thereby creating an active discussion about the themes of the event.

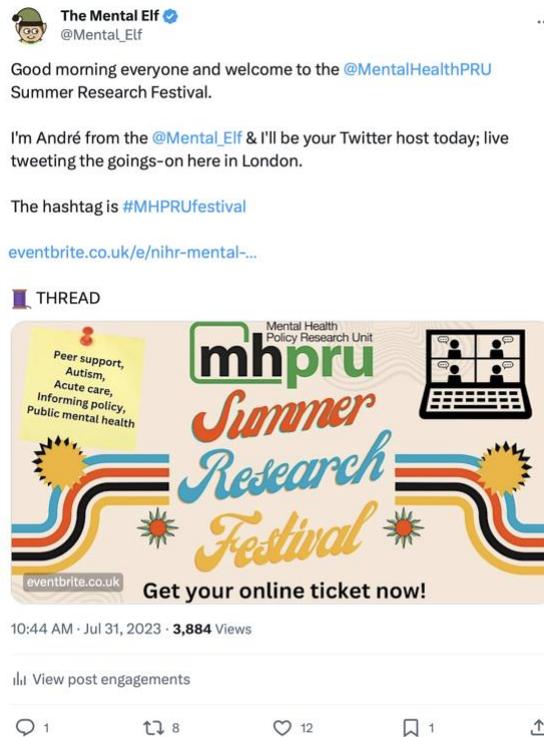


#BeyondTheRoom service overview from The Mental Elf

b. Live reporting on social media

*The Mental Elf™ has over **100,000** followers on X (formerly known as Twitter) and a large following across other platforms, so reporting live on our social media accounts from the event will dramatically increase the reach and impact of the conversation. We regularly get over 10 million hashtag impressions for a 1-day event.*

- Ask key speakers to complete speaker forms in advance. We then use these (along with the speaker slides) to prepare a live reporting script.
- Report live from the event from *The Mental Elf™* social media accounts.
- Supporting your team in their social media activities throughout the event.
- Work proactively with your team to deal with difficult online conversations in a sensitive and constructive way. We have extensive experience of managing controversial and emotive mental health conversations online. We will position *The Mental Elf™* as an independent and trusted voice that can facilitate debate; bringing people together and encouraging participants in the conversation to listen, respect each other's perspective and act responsibly.



c. Beyond the Room team

Convening and leading a team of social media correspondents to provide comprehensive coverage of the conference.

- Recruit a team of people (speakers, organisers, delegates, and other members of the local community) and train them to join us in reporting live from the event.
- This team typically features early career researchers, clinicians, and people with lived experience, and benefits from diverse membership.
- Train the team online before the conference (2-hour Zoom training).
- Meet as a team on the first day of the conference to agree roles and responsibilities (our objective is to cover as many sessions at the event as possible).
- Provide the team with access to speaker forms and slides sent by the speakers.
- Support the team on the ground with regular team meet-ups throughout the event.
- Provide social media drop-in sessions during the conference, if appropriate, to support delegates who wish to learn more about using social media and reporting live during the event.

Our core team (see below) is made up of experts from a variety of backgrounds who have been working in mental health research and social media for many years. We will select one or two people from this team to lead our work with you; matching their knowledge and experience with your event. We can also draw upon our extensive international network of correspondents, to benefit from local knowledge and minimise travel expenses.



#BeyondTheRoom service overview from The Mental Elf

			
André Tomlin @Mental_Elf Founder, Information Scientist	Douglas Badenoch @DBadenoch Mental Elf Co-Founder, Information Scientist	Éimear Foley @eimear_foley1 Mental Elf Co-ordinator Europe	Laura Hemming @LHemming123 Mental Elf Co-ordinator Australia
			
Kitty Saunders @KSaundersKCL Mental Elf Correspondent	Dafni Katsampa @dafni__k Mental Elf Correspondent	Nina Higson-Sweeney @n_higsonsweeney Mental Elf Correspondent	Mark Brown @MarkOneInFour Mental Elf Correspondent

d. Social media training

Running a social media training course at the conference.

At *The Mental Elf™* we have an established programme of social media training that we offer to mental health practitioners and researchers. Our training is interactive and problem-based, and helps participants to:

- Become familiar with the range of online tools and methods available to disseminate mental health research.
- Work through scenarios and reach consensus about the best ways to build online profiles and networks in mental health.
- Explore different online communication styles and consider what works best when discussing mental health in the public domain.
- Leave with practical examples of what to do next to take their public engagement to the next level.

We recommend adapting this social media training to be delivered as a course at your event. The training can be delivered in person or online for a group of up to 30 people.

e. Audio podcast interviews

Short and pithy interviews with organisers and speakers are an alternative way to communicate the key messages of the day.



- Record podcast interviews with conference speakers and organisers in advance or in-person at the conference.
- Edit and publish the podcasts promptly to promote the event in advance (driving conference attendance) and to drive engagement during the conference.
- The podcasts will be published on our [YouTube podcast](#), or [ACAST channel](#) and syndicated to all the main podcasting platforms (e.g. Spotify, Apple etc).
- Our quote will cover 4 podcast interviews, but this can be adjusted to cover the optimal number of podcasts for your event.



#BeyondTheRoom service overview from The Mental Elf

f. Video clips

Short video clips with speakers and delegates can help capture more of the human interaction that can be missed when simply reading hundreds of social media posts. If you wish to communicate more around the values and ethos of your organisation, these videos can play an important part.

- Videos can be recorded online in advance or in-person at the event.
- Examples of recent 'elf shorts' can be found in our [YouTube shorts](#) section.
- Elf shorts can be shot, edited and quickly shared during your event.
- Videos can quickly demonstrate the diversity of people, roles and views that exist within your event/organisation.
- These videos will work well across multiple social media platforms (e.g. X, Facebook, Instagram, TikTok etc) and will act as a gateway into your event and your wider organisational content.
- We recommend hosting them on our popular YouTube [channel](#) as it will promote your content to our existing audience.
- The videos will also provide excellent marketing material to promote future conferences.



g. Blogs

The Mental Elf™ is the leading mental health research blog in the world and attracts a large and diverse audience. We have published >3,000 blogs since 2011, which are written by experts and are read by thousands of people every day. Blogging about recent research relevant to your event will be an effective way to disseminate the findings and start conversations about this work.

- Publish Mental Elf blogs on research papers relevant to the event (we will contact the event speakers to find suitable papers).
- Use the blogs to start conversations on social media about the conference and the themes being discussed at the event.

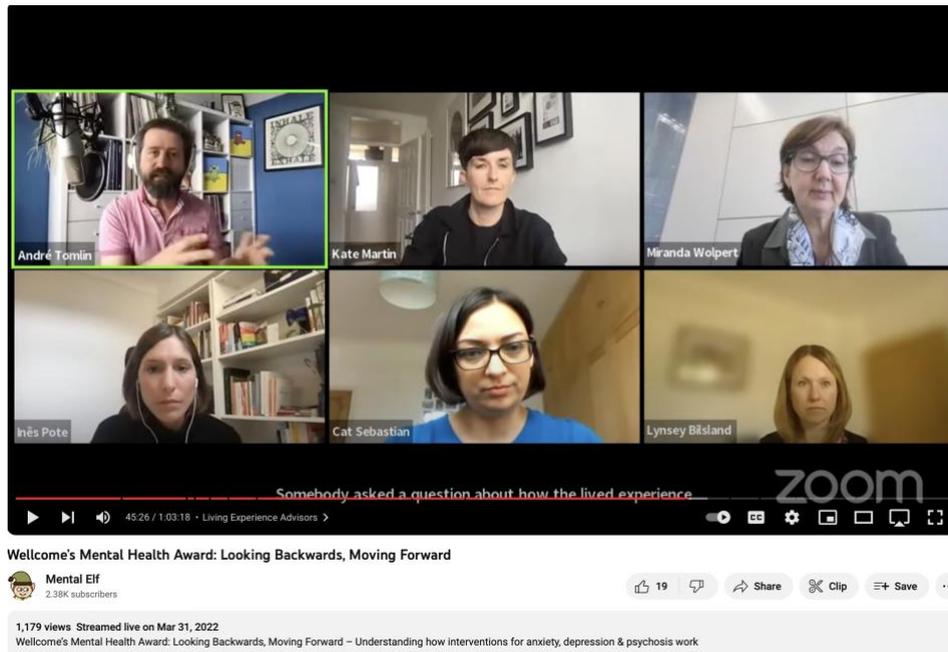
Please note: Blogs are an entirely free service. We do not charge for our time spent planning, writing, publishing or disseminating blogs.



#BeyondTheRoom service overview from The Mental Elf

h. Live streamed webinars

The Mental Elf™ can plan, promote, host, and run a webinar for your project. Our large international social media audience are waiting to hear about your work.



- Plan the webinar with you to agree format, style, agenda, speakers, and audience.
- Create an Eventbrite event and Zoom webinar or meeting, linked to a YouTube live stream for your webinar.
- Promote your webinar across social media to maximise delegate numbers.
- If appropriate, host and chair the webinar, as we did for the Wellcome Trust Looking Backwards, Moving Forwards funding announcement in 2022.
- Moderate the webinar chat and organise any special requirements (e.g. survey, polls, breakout rooms, facilitation of discussions).
- Examples of recent live streamed webinars can be found in our YouTube live section.

i. Knowledge summaries

The Mental Elf™ can summarise the key knowledge and learning from your event and present it to different audiences.

- Short actionable summaries on key topics covered at your event.
- Written with specific groups of people in mind (e.g. policy-makers).
- Published on LinkedIn within 1 week of the end of the conference.
- Providing an overview of the different topics explored at your event with key take-away messages.
- Bringing together social media and other (e.g. podcast, video) content produced at the event.
- If appropriate, the knowledge summaries can also be published on your website and shared with participants as post-event CPD/CME.

4. Fees and expenses

- Our #BeyondTheRoom day rate is £800/day.
- We have outlined below the various services that we can offer, and how much each element will typically cost. These ballpark prices have a lower and upper end, but we reserve the right to quote different rates depending on your specific requirements.
- Please consider which elements would best fit your needs so that we can draw up a specific quote and proposal for your event.



#BeyondTheRoom service overview from The Mental Elf

- Travel (taxi, second-class train and air travel) and accommodation expenses will be charged in addition.
- If applicable, VAT will be payable on the appropriate amount and at the standard rate of 20%.

Typical costs for individual services	Cost range	
a. Promoting the conference on social media in advance	400	1,200
b. Live reporting - preparation	800	1,600
b. Live reporting at conference (£800 per day x 1-5 days)	800	4,000
c. Oversee the Beyond the Room team	400	1,200
d. Social media training	1,600	3,200
e. Podcast interviews	1,200	2,400
f. Video clips	1,200	2,400
g. Blogs	FREE	
h. Live streamed webinar	1,600	3,200
i. Knowledge summaries	1,600	3,200
Expenses (travel and accommodation)	TBC	

Typical costs for events	Cost range	
Half-day event	800	2,000
One-day event	1,600	2,800
Two-day event	2,400	4,000
Three-day event	3,200	5,600
Four-day event	4,000	6,600
Plus other services as required (training, podcasts, videos, webinars)	7,200	14,400
Plus expenses (travel and accommodation)	TBC	

5. Company information

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