Thank you for your interest in Psychology Week 2021.

This annual event brings together psychologists and people in the community with an interest in, and passion for, psychology. Together, we aim to raise awareness of the ways in which psychology helps the community, and promote access to psychologists and psychological resources.

In 2021, we are exploring the role that psychology plays in the workplace.

Getting involved in 2021

There are many ways you can take part in this year’s Psychology Week:

- Host your own event (see over for details)
- Attend an event
- Learn something new about psychology
- Use #psychweek on social media and join in the conversation, and share photos and videos from your event or activity
- Write something – an opinion piece, article, short story, or whatever format takes your fancy – about what psychology means to you, and share it with your networks
- Record a podcast or vodcast on this year’s topic of Working minds
In previous years, face-to-face events were a wonderful way to get together and celebrate psychology. In 2021, the COVID-19 pandemic continues to impact how we gather, and in what format. With some parts of the country still negotiating varying restriction levels – from total lockdown through to limits on gatherings – now is the perfect time to get creative, and think of different ways you can connect with your community.

When planning your event, we encourage you to know the ins and outs of your state or territory’s health department directives, and to make sure that you adhere to the official guidelines and restrictions. Make sure you go online and read about what’s possible, so that your event can be both safe and fun for all of your attendees.

Who can host an event?

Anyone! We encourage as many people as possible to take part. Schools, universities, workplaces, community health centres, hospitals – all of these organisations have held many successful events over the years.

APS members are also very well-placed to get involved, as you have the contacts, the knowledge and the shared passion for psychology to get the momentum going.

Hosting an online event

We have all been forced to embrace online technology over the last year. For many of us, we would never have thought that we would be learning, socialising, hosting meetings, accessing live entertainment – all through online platforms. But we have adapted, and now we know what’s possible.

There are many different platforms that can be used to host events, including Zoom, Facebook Groups and Events, Webex, and Google Hangouts.

All of these ideas can be delivered using these online tools, including:

- Inviting friends and colleagues to listen to a guest speaker addressing a topical issue
- Bringing together a panel from different professions
- Hosting a virtual morning or afternoon tea
- Running a webinar where different topics are discussed, followed by a Q&A session
- Hosting a quiz with prizes
- Running a competition
- Setting up a chat group.

Who can attend?

Again, anyone! Events can be open to the public, or for invited guests only, or can be targeted to speak directly to a specific group or audience.
Hosting a face-to-face event

All of the online ideas can also be run as a face-to-face event. Some additional ideas include:

- Distributing tip sheets and posters to your local GP clinics ( downloadable via psychweek.org.au )
- Setting up a Psychology Week display in libraries, universities, local community centres, hospitals and offices

APS members keen to get together with other local psychologists to network or plan an event can contact their APS Branch.

Promoting your event

Once you have confirmed all of the details, register your event on psychweek.org.au

Then you can get started on spreading the word.

- Update your website, blog &/or social media accounts with details of your event
- Create a Facebook event page and invite people to join it
- If you have a Twitter account, tweet about your event using the hashtag #psychweek, and follow @AustPsych
- Send emails to your networks, and ask them to forward on
- Look for local community calendars online and in newspapers and ask if they could list your event
- Ask your presenters to share the event details through their own networks
- Use your workplace’s newsletter or social media channels to share the event details
- Ask local businesses and community centres to help you promote your event:
  - Give them materials they can include in a staff/customer newsletter, put on their website or post on their social channels
  - If it’s an option, provide them with posters to put up on their notice boards or in their shop windows.

Promotional material

We have created some fantastic materials that you can use to promote your event.

You can find them at psychweek.org.au/promotional-material

- Logo pack for use on the web, email or social
- Logo pack for printed documents
- A4 and A3 poster template for the web or email
- Host your own event poster which you can tailor with your own event details
- Email signature