



Tips for planning your event

Prepare for your event

Find the best way to showcase what you do. There are many ways to show what you have to offer to adult learners, from interactive games to hosting open days.

You could develop taster sessions to give learners an insight into the classes you have on offer, or you could invite speakers, such as former students or experts in the field, to give learners an insight into the impact that learning can make to their lives. The most traditional methods of engagement may not be the most effective – don't be afraid to get creative.

Be clear about what you are trying to promote and make sure that this is communicated effectively both in any promotional materials and during the event itself. If you have a variety of things to offer, consider holding a series of events with an overarching theme i.e. #LifelongLearningWeek

Choose the 3-5 key points about your event. Include location, date and time and summarise what your event is all about.

Think about who you are hoping will attend and what specific information they will need and why they would want to come. Stick to these messages throughout your planning.

Media coverage can raise awareness of your organisation's events, campaigns and learning opportunities. Local and regional newspapers are always keen to hear about exciting events in the area(s) they cover. If you acquire a journalist's interest, they may write about your event for their paper.

There are several ways to do this:

- Send a press release to local media beforehand to promote your event
- Send a press release afterwards as a news story
- Invite journalists to attend your event
- Develop a learner case study

Take photos - these can be used for your social media channels and website, and can also be sent to the media, so it's a good idea to assign this task to a member of staff.

Make sure you get written permission from attendees and staff working the event, to have their photos taken and used for promotional purposes – do this in advance or at the beginning of the event to avoid any issues later.

Promoting your event

All the aspects that help to sell the event, raise awareness and increase the number of attendees. The best way to reach your audience is to think about where they are most likely to read, see or hear about your event, whether this is in the local shop or your Facebook page.

Incorporate your website, digital channels and media outreach into the plan to make a coordinated effort that covers all bases – making sure your messages are consistent throughout.

The big day

Engage with your learners and find out about them – their reasons for attending your event, any barriers they face in accessing learning, what would encourage them to take up more learning.

Capture your event with photos, obtaining permission from staff and learners first. Share your photos on your website and social media to further promote your commitment to adult learning.

Again, use #LifelongLearningWeek on social media and we will share your posts.

Post-event review

Keep in touch with your learners after the event. Provide them with information and guidance on other opportunities to get involved with learning.

Conduct an evaluation of your event/s by organising debriefs, data collection and analysis and review these against the original event aims. What went well and what could be done better next time.

Thank everyone involved.