



EVENTS TOOLKIT

ADULT LEARNERS
WEEK **2020**

1-8 SEPTEMBER

Adult Learners' Week

The aim of Adult Learners Week 1–8 September is to celebrate adult learning and to build an awareness of the various learning opportunities that are available to adults across Australia.

Adult Learners Week is co-ordinated by Adult Learning Australia (ALA), the peak body for adult and community education.

Adult Learning Australia's vision is for lifelong and lifewide learning for all Australians.

We believe that by celebrating and promoting Adult Learners Week, we:

- bring together organisations across the country that offer opportunities for all Australians to renew themselves through learning
- celebrate lifelong learning and increase awareness of adult learning opportunities across Australia
- demonstrate the dynamic personal, social and professional benefits of adult learning through a range of celebrations, activities and events across every state and territory.

In the lead up to Adult Learners Week in September 1–8 2020, we will be showcasing adult learning organisations that offer opportunities for adults to renew through learning.

These adult learning events will be listed online on the Adult Learners Week website at:

www.adultlearnersweek.org/alw-events

This year's Festival theme is: **#RenewYou**. This theme will form part of our events and promotional materials. Plus there are #ALW2020 event grants available for organisations that post their events early to the Adult Learners Week website.





Who can participate?

#ALW2020 is about providing opportunities for adults to learn and to discover how transformational learning can be. This year, we want everyone to find ways to renew themselves through learning by linking in to learning program or by participating in online or face-to-face events.

Learning providers

Community centres, libraries, TAFEs, universities, neighbourhood houses or any adult learning providers can organise an event that shows everyone what they have to offer.

Businesses

#ALW2020 is a great opportunity for businesses to find out about the many learning opportunities that they could potentially offer their employees.

Businesses can hold their own events to celebrate the learning successes of their employees.

Policy makers

Adult Learners Week gives policy makers the chance to engage with and better understand different learning communities and importantly, to show their commitment to lifelong learning.

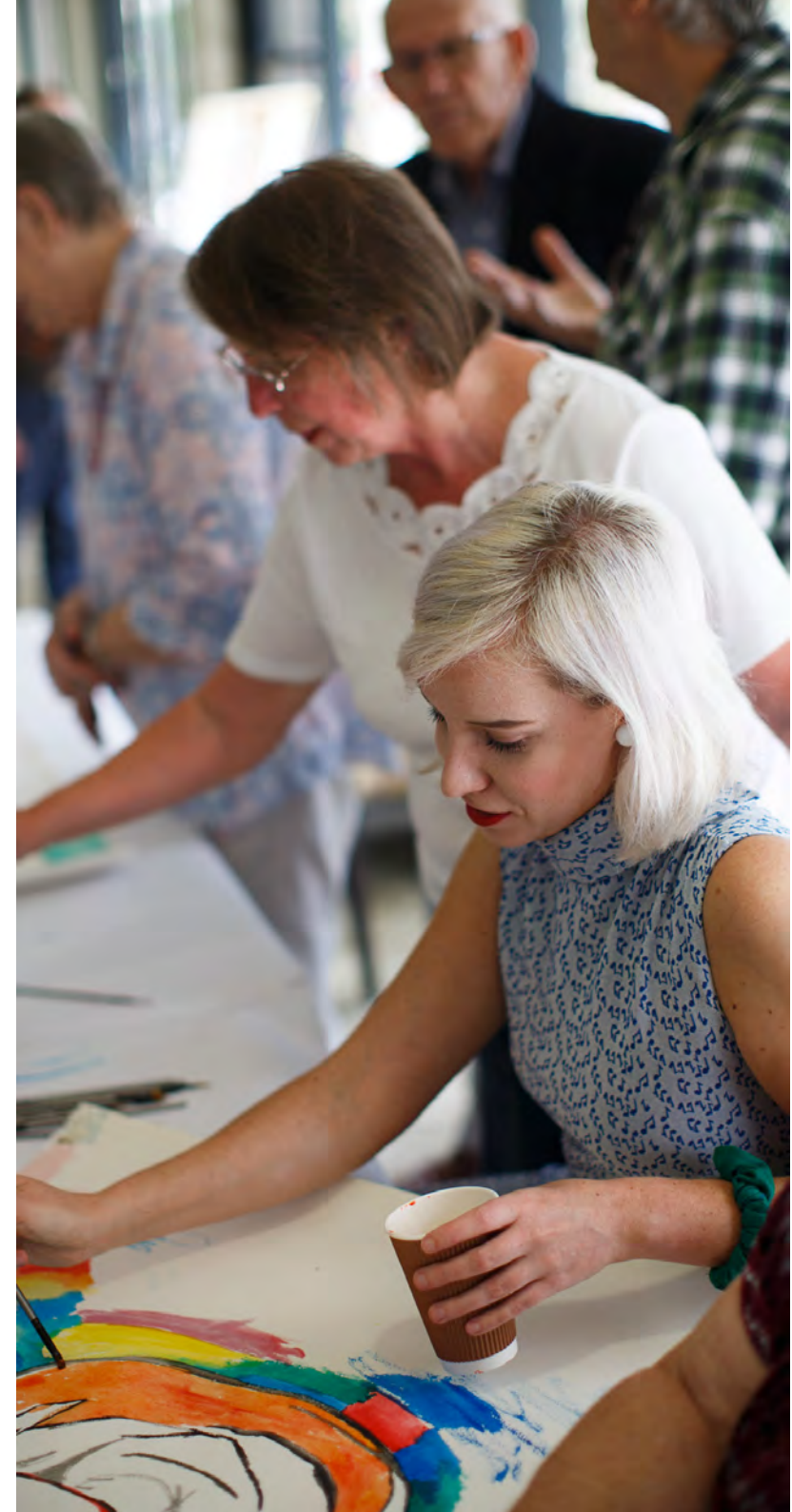
Why get involved?

Reasons to participate in Adult Learners Week:

- To raise awareness of classes, events and your organisation as a whole
- To promote your organisation in the local media and raise awareness of the benefits of adult learning
- To recruit new learners and demonstrate the impact that learning has on people's lives
- To celebrate the achievements of adult learners
- To demonstrate the positive impact of learning to funding agencies and local politicians
- To build relationships with other organisations in your area

Learning providers can:

- Use Adult Learners Week as part of a recruitment strategy
- Provide short courses, lectures or taster sessions either online or face-to-face for members of their communities and beyond
- Badge their events with the Adult Learners Week branding
- Raise awareness of the benefits of learning among adults in their local area
- Celebrate the achievements of adult learners and generate media coverage



Community organisations can:

- Raise the profile of their learning opportunities through events and activities for individuals, families and communities in their local area
- Demonstrate the benefits and positive impact of learning to funders

Businesses can:

- Use #ALW2020 to demonstrate their commitment to learning and development opportunities for their employees
- Badge learning events for their employees using ALW2020 branding
- Engage with key stakeholders in their area through learning events
- Celebrate the learning achievements of their employees

Policy makers can:

- Engage with and better understand different learning communities
- Show their commitment to lifelong learning
- See first hand what adult learning is all about through the events held at community centres, neighbourhood houses, libraries, mens' sheds, universities, TAFE colleges and businesses

ADULT LEARNERS WEEK

1-8 SEPTEMBER 2020

Our theme

The theme for #ALW2020 is **#RenewYou**.

#ALW2020 will be a festival of courses, experiences and learning activities.

We will be using the hashtag #ALW2020 to:

- inspire adult learners
- help them become involved.

We want people to share and discuss in the media, at events, on social media, at home or in the community the transformative impact of adult learning during #ALW2020.





Planning an event

- Be clear about the event/s you wish to promote
- Consider holding a series of events over #ALW2020 (1–8 September)
- Find the best way to showcase your services through your event/s
- Be creative! Think of a unique event that expresses who you are as an organisation such as games, opens days, taster sessions
- Be mindful of any COVID19 restrictions – your events may work better online
- Invite former learners to the event to show others how your services changed their lives
- Think about the best way to reach your community – through your website, social media, local newspapers or in a window at the local shopping centre
- Make sure the event is registered on the ALW website: www.adultlearnersweek.org
- Include the date, time, location and summarise what your event is about
- Think about who the event is for and why they would want to come
- Remember, there are prizes for best #ALW2020 event so get your event registered – www.adultlearnersweek.org/events/community/add
- Use the #ALW2020 resources available on the website to promote your events
- Use the #ALW2020 hashtag to promote your events
- Post your #ALW2020 events to your own Facebook page and share with the ALW Facebook page

Building the buzz!

Our #ALW2020 media coverage is all about raising awareness of your organisation, your events, learning opportunities and adult learning more generally.

You can:

- use the media to raise awareness of your events
- get the attention of a local journalist and they might write about your event in the paper if you offer a good hook – for example, you could use a short case study of a learner in one of your programs
- send a press release to local media to promote your event – a template is available at: www.adultlearnersweek.org/downloads/
 - invite journalists to attend your event
- make sure you invite your local member of parliament to your event
 - take heaps and heaps of photos of your event
 - use these photos on your Facebook and Twitter platforms
 - share your photos with ALW Facebook page
 - send a press release after your event as a news story,



National media strategy

Adult Learning Australia will co-ordinate a national radio, newspaper and social media campaign.

We will be promoting Adult Learners Week and the Adult Learners Week website so that people around Australia can find out what events are happening in their local area.

We will be:

- sharing the details of your event via the Adult Learners Week website and through social media.
- working to create a national buzz
- helping people in your neighbourhood find you.
- running a dedicated hotline 1300ILEARN for #ALW2020
- distributing #ALW2020 news releases and will be pitching stories throughout the week
- announcing all sorts of activities, prizes for providers and learners
- providing all the branding and promotional material you'll need for a great Adult Learners Week.

If you are part of an organisation that offers any form of adult learning such as courses, classes, lectures, exhibitions, tours, training programs, tutoring, discussion groups – then Adult Learners Week is an opportunity to celebrate and promote what you do, and this year is extra special because we are celebrating such a big milestone.



Event checklist

- Phase 1

- Establish event goals and identify your target audience
- Select the date
- Identify the venue – consider whether face-to-face or online is more appropriate in current circumstances
- Register your event on the ALW website (www.adultlearnersweek.org/add-events-form)
- Create a budget
- Recruit volunteers for an event/s committee
- Allocate tasks to committee staff such as media relations, resource design and printing, signage, social media/online, etc.)
- Identify and confirm speakers/presenters/facilitators for your #ALW2020 event
- Identify and contact sponsors/partners

- Phase 2

- Develop promotional material – flyers, newsletters, social media posts or blog posts
- Use the #ALW2020 logos and resources from adultlearnersweek.org on all your promotional materials
- Develop a media kit including news release – use the support materials available on the adultlearnersweek.org website
- Register your event on the ALW website (www.adultlearnersweek.org/add-events-form)

Event checklist

- Check if your organisation is eligible to enter the provider competition for cash prizes
- Create some local buzz on social media and member platforms
- Release press announcements about the event to journalists and media
- Invite journalists, the media and your local member of parliament to the event/s
- Nominate an adult learner for a scholarship
- Phase 3
 - Brief your volunteers, facilitators and committee before the event
 - Confirm attendance of the media and your local member of parliament
 - Confirm numbers for your event
 - Make sure all your signage and materials for the event are ready to go
 - Make sure you have given someone the task of taking as many photos as possible of your event
 - Share your photos with the #ALW2020 Facebook page and through Twitter
- Phase 4
 - Promote your ongoing programs by following up with event participants
 - Send thank-you letters to participants, staff, sponsors, volunteers, speakers/presenters, the media, etc.
 - Pat yourself on the back because your event has done so much to promote the value of adult learning and has impacted your community in a positive way!