

Communications Toolkit

# Adult Learners' Festival 2020

2<sup>nd</sup> – 6<sup>th</sup> March

#LearningForLife

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# Communications Toolkit 2020

## Be part of the 2020 AONTAS Adult Learners' Festival

**The Adult Learners' Festival** – taking place from the **2<sup>nd</sup> – 6<sup>th</sup> March** – is a nationwide celebration of adult learning coordinated by AONTAS, the National Adult Learning Organisation. Over the past fourteen years the Festival has become a firm fixture in the Irish adult learning calendar, showcasing the range of learning opportunities available across the country and encouraging adults to try something new. Hundreds of **FREE** events will take place **nationwide** during the festival, including information and taster sessions, tours, lectures, walks, demonstrations and workshops, in a variety of locations including libraries, museums, colleges, community centres and workplaces.

Visit the [One Step Up Calendar](#) for a full list of events taking place across the country.



# Learning For Life

Last year AONTAS celebrated its 50 year anniversary. As the new decade begins, the 2020 Festival aims to encourage Irish adults to explore the local learning options available to them through a week-long programme of events and workshops available throughout the country. The theme of this year's festival is '**Learning For Life**'. **#LearningForLife**, emphasises the role learning plays in community building and social inclusion.

## Why should you get involved?

- **Highlight** your organisation's work, commitment to adult learning and showcase your learners
- **Publicise** adult learning opportunities in your local area
- **Encourage** adults to take the first step back into learning
- **Gain national exposure** for your organisation

## How can you get involved?

- **Host a FREE event** to showcase your work (e.g. a coffee morning, taster session or open day)
- Enter our **Early Bird Draw** to win fantastic prizes to promote and support your organisation and events. The Early Bird Draw is only open to AONTAS members.
- **Join our media campaign** across Facebook, Twitter, radio and press which had a combined reach of 4.1 million in 2019.

*You don't have to be a specific adult learning organisation to take part – everyone can get involved in the AONTAS Adult Learning Festival!*

You can organise a broad range of events and activities or even tailor your already existing event to reflect the aims of the festival and #LearningForLife!

Ideas for events include open days, tours, seminars, workshops, demonstrations, employee awards, information stands and quizzes. You can also conduct events online through a live Twitter chat or a Facebook Live event.



# How to use this Toolkit

This toolkit is designed to be a practical resource to help you promote your work and the Adult Learners' Festival among your local community and the wider public.

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## Register your Adult Learning Events

Once you have your Adult Learners' Festival event planned, the next step is to **let us know about it by submitting it on One Step Up**. We can then include your event in our nationwide advertising campaign.

### When should your event take place?

Events should be held during the week of the Festival, (**2<sup>nd</sup> – 6<sup>th</sup> March 2020**) to avail of free promotion. However, AONTAS will promote events scheduled for the week before and after.

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## Use our FREE Promotional Materials to Support Your Event

We understand it can be difficult to find time to hold an event or run an activity. To help, we've designed a range of FREE promotional material in our 'Event in a Bag' which can be posted directly to your event venue free of charge. The 'Event in a Bag' includes the following:

- Branded Notebooks
- Promotional Posters (Irish translation available on request)
- Promotional Flyers
- Promotional highlighters
- #LearningForLife Mini Hashtag
- Festival Bunting
- Phone Holders
- Promotional Pens

To receive an '**Event in a Bag**' you must submit your event on One Step Up.



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### Be in with a Chance to win fantastic prizes in our Early Bird Competition!

Submit your event on One Step Up by Friday 14<sup>th</sup> February and you'll be entered into our Early Bird Draw. This draw is accessible to paid-up AONTAS Members only. The fantastic prizes up for grabs include;

- 1<sup>st</sup> Prize – **Two VIP tickets to the AONTAS STAR Awards** on the 2<sup>nd</sup> March and an overnight stay in Dublin
- 2<sup>nd</sup> Prize – **Professional Photoshoot** for your educational group
- 3<sup>rd</sup> Prize – **Bespoke promotional pack** for your educational group

To enter the draw to win one of these fabulous prizes you must do the following:

- Enter your Adult Learners' Festival event on the **One Step Up Calendar**;
- **Tag AONTAS** in a social media post related to the event (on Facebook - @AONTASAdultlearning or Twitter - @aontas) and use our hashtag **#LearningForLife**;

Step one and two must be complete **before 1pm on Friday 14<sup>th</sup> February 2020**.

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### Social Media

Here are some quick tips to help spread the word about your event in the Adult Learners' Festival:

- Follow @AONTAS on Twitter, 'like' us on Facebook (@AONTASAdultlearning) and tag us in your posts so we can share and promote your events across our social media platforms
- Include the #LearningForLife hashtag in your social media posts and encourage your followers and local community to do the same
- Remember to share images and videos of your learners.

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AONTAS is also offering a **€100 bursary** for paid-up AONTAS member organisations who require this additional funding to make their event happen. This is very limited and subject to approval before 14<sup>th</sup> February. To enquire about the bursary contact Barry Dolan Communications and Membership Officer at: [bdolan@aontas.com](mailto:bdolan@aontas.com).

## Contact Us

Keep in touch with all the latest Adult Learners' Festival news and find out more [here](#).

For more information on how you can get involved in the Festival please contact our Communications and Event Officer at:

**Email** [bdolan@aontas.com](mailto:bdolan@aontas.com)

**Phone** 01 406 8220

**Website** <https://www.aontas.com/>

**Twitter** <https://twitter.com/aontas>

**Facebook** <https://www.facebook.com/AONTASAdultlearning>

## About Aontas

**AONTAS is Ireland's national adult learning organisation for adult and community education providers and adult learners. It promotes the value and benefits of adult learning, and advocates on behalf of the sector. Founded in 1969 – and having just celebrated its 50<sup>th</sup> anniversary – it is an independent NGO with 400 member nationwide.**