

Communications Toolkit

#EveryDayImLearning

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AONTAS

Adult Learners' Festival

4th - 8th March 2019



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Communications Toolkit 2019

Be part of the 2019 AONTAS Adult Learners' Festival

The Adult Learners' Festival – taking place from the **4th-8th March 2019** – is a nationwide celebration of adult learning coordinated by AONTAS, the National Adult Learning Organisation. Over the past thirteen 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 <https://www.onestepup.ie/calendar/> for a full list of events taking place.



Every Day I'm Learning

This is a special year for AONTAS as we celebrate our 50 year anniversary (1969-2019) and the aim of the 2019 Adult Learners' Festival is to celebrate lifelong learning and to recognise its integral value in Irish society. The theme of this year's festival is **'Every Day I'm Learning'** - **#EveryDayImLearning**, emphasising the range of **everyday learning opportunities** happening in **communities all around Ireland**, from community groups, colleges and learning centres to homes, sports and recreation clubs and places of work.

This year we will once again collaborate with the Belfast Festival of Learning to highlight their programme of events and to ensure an all-island approach. The Cork Lifelong Learning Festival and the Limerick Lifelong Learning Festival will take place in April 2019.

Why You Should Get Involved

The Festival is a wonderful **opportunity to get involved in a national celebration of adult learning and to promote your organisation**. By holding an event as part of the Adult Learners' Festival and submitting it on the **One Step Up** website you:

- **Highlight your organisation's work** and commitment to adult learning
- **Raise awareness** about adult learning opportunities in your local area and **encourage adults** to take the first step back to learning
- **Put your organisation on the map and gain national exposure:**
 - + As part of the AONTAS Adult Learners' Festival we will **share and promote your events across our social media platforms** which had a combined reach of **over 4.5 million people in 2018**
 - + We will include your event in our national advertising and media campaign which reached **over 4.5 million people in 2018**
- **Enter our Early Bird Competition to win fantastic prizes** to promote and support your organisation & events

If you're involved in an organisation that coordinates learning activities or courses, why not hold an event as part of the festival to showcase your work?

You don't have to be a specific adult learning organisation to take part – everyone can get involved in the AONTAS Adult Learners' Festival! You can organise a broad variety of events and activities and make sure that your activity is tailored to the needs of your organisation, company, community project or sports club and the resources you have available.

Ideas include **open days, tours, seminars, workshops, demonstrations, employee awards, competitions and quizzes**. You can also conduct events online by holding a live Twitter chat, or a Facebook Live event. Click [here](#) for some event ideas to provide you with inspiration!



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.

1. Register your Adult Learning Events

Once you have your Adult Learners' Festival event planned (see below for ideas), 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, **(4th - 8th March 2019)** to avail of **free promotion**, however AONTAS will share events on the website the week before and the week after.

Don't have the time to organise an event or activity from scratch? You can still be part of the Adult Learners' Festival by scheduling an existing event during the festival week or attending an event in your local area.

2. Use our FREE Promotional Materials to Support Your Event

We understand that it can be difficult to find the time to hold an event or run an activity, so to make it easier we have created an [Event Ideas Page](#) with simple ideas for events that you can host in your community or learning centre, college, sports club, workplace or any location where learning takes place.

We've also designed a **range of FREE promotional material** that can be used to support your adult learning event including:

- [Promotional Poster](#)
- [Promotional Poster Irish](#)
- [Promotional Flyer](#)
- [Promotional Banner](#)
- [#EveryDayImLearning Mini Hashtag](#)

The **'Event in a Bag'** contains a range of promotional material to help you organise and promote a great event, including: pens, highlighters, posters, flyers, office wall planners, notebooks, and bunting! To receive an 'Event in a Bag' **you must submit your event to our**



One Step Up website.

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

Once you've submitted your event on **One Step Up**, you'll be **entered into our Festival Prize Competition**. The competition is designed to **support and promote organisations and groups who host events during the Festival**, with fantastic prizes up for grabs including:

- A professional photograph session that you can use to promote your organisation
- A professional video session that you can use to promote your organisation
- A range of promotional materials such as indoor banners, road signage etc

All you have to do to be in with a chance to win is organise and submit your event before Friday 22nd of February when we'll announce the winners.

4. Social Media

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

- Follow @AONTAS on **Twitter**, and 'like' us on **Facebook**
- Use the **#EveryDayImLearning** hashtag to share details of your own events or events in your local community. Encourage your followers to share your events and information
- Tag AONTAS on Facebook and Twitter so that we can **share and promote your posts across our social media platforms**
- Shares images of your learners with our mini hashtag **#EveryDayImLearning**

If you don't have the resources to hold an event but would still like to be a part of the Festival, help us to spread the word about the Adult Learners' Festival by sharing events, information about learning opportunities in your area and everyday learning on your social media platforms, tagging us and using the **#EveryDayImLearning** hashtag!

Contact Us:

Keep in touch with all the latest Adult Learners' Festival news and find out more here: <https://www.aontas.com/community/adult-learners-festival/>

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

- **Email:** 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 this year celebrating its 50th anniversary – it is an independent NGO, with 400 member organisations nationwide.

