



The Voice of
Adult Learning



AONTAS

Adult Learners' Festival

5th - 9th March 2018

Communications Toolkit

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What is the Festival about?

The Adult Learners' Festival is a nationwide celebration of adult learning coordinated by AONTAS, the National Adult Learning Organisation. Over the past twelve years the Festival has become a firm fixture on the adult learning calendar with thousands of events taking place nationwide, including: information sessions, taster workshops, sample lectures and small gatherings of people who love to learn.

The 2018 Festival takes place from the **5th – 9th March 2018**. It aims to encourage Irish adults to explore the local learning options available to them through a week-long programme of events and workshops throughout the country. This year AONTAS is collaborating with the **Belfast Festival of Learning** to highlight their programme of events and to ensure an all island approach.

Love Lifelong Learning

The theme of this year's festival is '**Love Lifelong Learning**' - **#LoveLifelongLearning**. As national coordinating body for the European Agenda for Adult Learning (EAAL), AONTAS' work is focused on increasing, and widening participation in lifelong learning. The Festival gives us an important opportunity to showcase the diverse range of learning opportunities that are taking place across the island of Ireland and highlight the value of lifelong learning.



The Aim of the Adult Learners' Festival:

- To celebrate adult learning and the achievements of adult learners
- To promote the work of further, adult and community education
- To showcase the important work of adult learning providers
- To ensure that the adult learner is at the centre of adult learning policy

Why you Should Get Involved?

Learners often tell us that they have difficulties in accessing adult learning opportunities due to barriers such as childcare, transport and lack of information, however, once they do return to learning they often say it is the best thing that they've ever done.

Why not hold an event as part of the Adult Learners' Festival and help us to collectively showcase the range of learning opportunities happening in communities around Ireland.

What you get from being involved in the Adult Learners' Festival:

- Highlight your organisation's work and commitment to adult learning
- Raise awareness about adult learning opportunities in your area
- Gain media exposure as part of the national Adult Learners' Festival
- Support adults to take the first step back to learning
- Put your adult learning organisation on the map!

Get Involved in the AONTAS Adult Learners' Festival 2018:

Everyone can get involved in the AONTAS Adult Learners' Festival. Whether you already have a passion for learning or are thinking about learning something new, why not attend a local event!

Are you an Education and Training Board (ETB), a community education centre or a higher education institute involved in organising learning activities or courses? 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 in the 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 and the resources you have available. Ideas include open days, tours, seminars, workshops, demonstrations, employee awards, competitions and quizzes. Events can even be conducted online, by holding 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 stakeholders, local community and the wider public. By using the resources and tips in this toolkit, you can successfully communicate the value of lifelong learning.

1. Register your Adult Learning Events

Let us know if you're organising an event as part of the AONTAS Adult Learners' Festival and register the event [here](#). We can include your event in our nationwide advertising campaign.

When should your event take place?

Events should be held during the week of the Festival, **(5th – 9th March)** 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.

2. Use our 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 a range of promotional material that can be used to support your adult learning event including:

- [PDF of Promotional Poster](#)
- [PDF Promotional Flyer](#)
- [PDF Promotional Banner](#)
- [PDF of #LoveLifelongLearning Mini Hashtag](#)
- [Template Press Release](#)

AONTAS has also created an 'Event in a Bag' that contains a range of promotional material to help you organise a great event. To receive an 'Event in a Bag' you must register your event at:

<https://www.aontas.com/community/adult-learners-festival/alf-submit>

3. Avail of €100 Euro Contribution from AONTAS to Support Your Event

AONTAS is offering a limited number of €100 contributions to **AONTAS members** to help support your events. This will be offered on a first come first served basis. For more information on how to apply click [here](#).

4. Social Media - Use our #LoveLifelongLearning Hashtag

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

- Follow @AONTAS on Twitter, and 'like' us on Facebook
- Using the hashtag **#LoveLifelongLearning**, share details of your own events or events in your local community. Encourage your followers to share your events and information
- Post images of your learners with our mini hashtag #LoveLifelongLearning and be in with a chance of winning a prize

If you don't have the capacity to hold an event, why not help us to spread the word about the Adult Learners' Festival by getting helping to share information about the Festival on your social media channels and tagging us and using the hashtag above.



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 us:

Email: events@aontas.com

Phone: 01-4068220

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

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

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

LinkedIn: <https://www.linkedin.com/company/11010181/>



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, it is an independent NGO, with 500 members nationwide.



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Contact Us

AONTAS,
The National Adult Learning Organisation
2nd Floor, 83-87 Main Street,
Ranelagh, Dublin 6

Tel: 01 406 8220

Email: mail@aontas.com

Website: www.aontas.com