



The Voice of
Adult Learning



AONTAS

Adult Learners' Festival

6th - 10th March 2017

Communications Toolkit

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Background

The AONTAS Adult Learners' Festival is a nationwide celebration of adult learning coordinated by AONTAS, the National Adult Learning Organisation. Over the past eleven years the festival has become a firm fixture on the adult learning calendar with over 5,000 events taking place nationwide, including: information sessions, taster workshops, sample lectures and small gatherings of people who love to learn.

AONTAS Adult Learners' Festival 2017

The Adult Learners' Festival takes place from the 6th – 10th March. As 2017 is the European Association for the Education of Adults (EAEA) Year of Adult Education in Europe our festival will adopt their theme: *'The Power and Joy of Learning'*.

Find out more about the EAEA Year of Adult Education [here](#).



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?

The Festival is a great opportunity for your group or organisation to:

- Support adults to take the first step back to learning
- 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
- Put your adult learning organisation on the map!

How to Get Involved!

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.

Get Involved in the AONTAS Adult Learners' Festival 2017:

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.

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:

- [A3 Poster](#)
- [Banner](#)
- [A5 Flyer](#)
- [Template Press Release](#)

AONTAS has created an 'Event in a Bag' that contains a range of promotional material to help you organise a great event. To request an 'Event in a Bag' please contact Jasmin Clancy at: jclancy@aontas.com.

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

AONTAS is offering a limited number of €100 grants 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 please contact Mairead Tynan at: mtynan@aontas.com.

4. Social Media - Use our #AdultLearnersFest Hashtag

Link your events to the AONTAS Adult Learners' Festival on social media by using the festival hashtag: #AdultLearnersFest. Encourage your audience to share your events and activities.

Event Ideas:

Information/Open Days

The AONTAS Adult Learners' Festival provides a great opportunity to encourage new and existing learners to attend a local adult learning event and get a taster for what's on offer! Here are some ideas:

- Hold an **Information/Open Day** to advertise your local learning opportunities
- Provide drop in **guidance sessions** for members of the public
- Hold a **coffee morning** so participants can see what your place of learning has to offer

Celebrate Achievements

The AONTAS Adult Learners' Festival celebrates the fantastic achievements of adult learners around the country and gives them a space to talk about their experience of adult learning. Why not:

- Host an **Award Ceremony**
- **Exhibit artwork, stage a drama or screen a DVD**
- Hold a local **launch of the AONTAS 'I'm an Adult Learner' publication** and highlight the wider benefits of adult learning and the value of sharing the learner experience



Celebrate Communities

Communities across Ireland take part in the AONTAS Adult Learners' Festival each year. Why not hold an event that showcases an important resource or highlights something unique about your community. Here are some ideas:

- Organise a **walking tour** of local historical sites or visit your local museum
- Libraries are a resource at the heart of every community. As a library you can **host an IT session, a guided tour of the library or a book club**
- **Celebrate women's community education** as part of International Women's Day on the 8th March



Stay Up to Date:

- Keep in touch with all the latest Adult Learners' Festival news by subscribing to our Festival e-bulletin [here](#)
- View the calendar of events [here](#)

For more information on how you can get involved in the festival please contact Jasmin Clancy at jlclancy@aontas.com or call 01-4068220.



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