



## DURING your campaign or event

**You might be running one big campaign event or lots of smaller sessions. Whatever you've got planned, here are a few handy hints to help you make your campaign a success...**

- **Make use of the Learn My Way game!** By clicking on the 'Play the Game' button on the Learn My Way homepage your learners can access 'Can you do things quicker, easier and cheaper online?' It'll show them the benefits of using the internet - from finding work and bargains, to catching up on their favourite TV shows.
- **Have enough staff on hand.** Whether you're running a drop in session at a local care home, or you're street marketing and handing out leaflets in your local precinct, you'll need to have enough staff on hand to chat to everyone who's interested and to show them some of the great things they can do online.
- **Think about the next steps!** Talk to lots of NEW people during your campaign - but afterwards you want them to come back to your centre and learn more! Make sure people you meet street marketing leave your stand with a leaflet that has your centre address on it. For those attending taster sessions, make sure you book them onto another session before they leave, or have a sign-in sheet to capture their names and contact details so you can get in touch with them later.
- **Use our session plans.** If you are running sessions around a particular topic, check out our session plans. There's loads of resources and activity ideas in there to help you help learners!
- **Take some photos and tell us all about it.** We always love to see photos of learners and hear about your events. Sharing them on Facebook and Twitter is a great way to show your visitors the world of social media, inspire other centres, record and show off your successes! You can share with us via Facebook or Twitter.
- **Show press and VIPs around.** It's important to have a plan for VIPs or journalists who might be visiting your centre during your event so they're not at a loose end. Take them on a tour of your centre, introduce them to some of your star learners who can talk about how fabulous you are, and get them to have a go at some of your activities! You could even get them to draw the prize tickets in a raffle, or officially 'open' your event by cutting a ribbon!

