



HOW TO run outreach sessions

One of the main aims of our marketing is to help you get NEW people through your doors, and onto the internet. Getting out and about to run outreach sessions in your community is a great way to reach out to new audience groups.

There are potential outreach venues all over the place - you just need to think outside of the box. From pubs where you could organise a breakfast or lunchtime session, to old people's homes or your local Jobcentre Plus office - the possibilities are endless!

And if your venue doesn't have computers or free internet access, all you need is some laptops and dongles.

Here are some top tips for running outreach sessions:

- **Spread the word.** If you're running a session in a new or unusual location, make sure as many potential learners as possible know about it before the day. Post leaflets to houses in the local area, put posters up near to the venue and ask staff to promote your session to their customers or clients.

- **Prepare in advance.** Remember if computers or internet access aren't available at your venue, you will have to take laptops and dongles with you so you can get online. Remember to test them in the venue a few days before your event to avoid technical issues, and don't forget to bring mice and headphones along too!

- **Plan the session.** Depending on your audience, you might want to run a specific session on a specific subject. For instance, if you're in a Jobcentre, you'll focus on online job hunting, CV building, etc. If you're in an old people's home you might run a Skype session, or a Family History session.

**** Remember - a dongle connection might not be strong enough to run some of our more complex courses. You can ask your audience what they're interested in, and do some general internet searches on hobbies from gardening to baking. It will give people a taste of what's out there!**

- **Provide refreshments.** Learners can sometimes be nervous, so if you offer them a tea or coffee and a biscuit or two you'll soon find they open up and get chatting about what they want to do online.

- **Make a follow up appointment.** Once you've got someone started, don't forget to book a follow up appointment so they can carry on the journey. You might want to try and get people to come and see you at your centre, or you could run follow-up sessions at the same venue - a six week starter course for instance.

