



Wyndham Learning Festival

Event Planning Toolkit - 2020



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What is the Wyndham Learning Festival?

The Wyndham Learning Festival is a whole-of-community event that provides opportunities for FREE learning activities across the city of Wyndham. It is usually held from 1-8 September annually; however due to COVID-19 it has been postponed until 23-30 November 2020. Due to government restrictions and to maximise the safety of the community the Wyndham Learning Festival will be virtual this year.

The aim of the festival is to bring people together through learning and promote lifelong learning for all age groups: Early Years, School Years, Young Adults, Adults & Seniors, Learning for all. This year's festival will build on the community support to make it even better, bringing in new events, sponsors and participants to reflect this diverse and dynamic learning community.

The learning festival emerged from Wyndham City Council's [Learning Community Strategy 2018-2023](#). [Wyndham Community & Education Centre](#) in partnership with the [Wyndham City Council](#) lead this event.

Why celebrate learning in Wyndham?

The festival plays a significant role in bringing together all people to create a focus on lifelong learning and to seek better outcomes for the Wyndham community. The City of Wyndham is one of the fastest growing areas in Melbourne and, as a community, faces many challenges for its successful future. Wyndham's vision is to be a socially inclusive city with high levels of employment. Learning is a key for realising this vision.

Research shows us that learning keeps us healthier, wealthier and happier. From a community perspective this is crucial as a learning community is more resilient and can adapt to change more readily, learn new skills and take advantage of opportunities.

Why Run an Event?

Coordinating and running an event at the Wyndham Learning Festival can support your personal and professional development, and develops skills in leadership, networking, public speaking and event management. On a broader level, you are proactively contributing to enhancing your community and sharing a skill or knowledge to promote lifelong education.

Planning your Wyndham Learning Festival Event

Audience

Your targeted audience will determine what kind of event you will run. The learning festival aims to have an array of activities that cover all life stages from early years to seniors. Some activities may focus on one target group while others may cross age groups or be open to everyone. This information will be required on the registration form. Life stages include: Early Years, School Years, Young adults, Adults & Senior and Learning for All.

Define Your Objective

The festival offers you an opportunity to highlight learning in your organisation or group and could be offered in several ways:

- Promoting a new program
- Showcase some good work you have been doing
- Attract new members, volunteers, participants or customers
- Foster goodwill in the community
- Make new contacts
- Enable different form of engagement or promotion
- Celebrate the learning achievements of your team
- Begin a campaign
- Promote a cause or awareness
- A way of celebrating a milestone. i.e. opening of a new building

Types of Events

Learning activities can be as formal or informal and big or small as you like. They can be open to the public or private invitation-only events. As all events are virtual, it is suggested that your 2020 event be short and sweet, up to 1 hour. Your event can be live or pre-recorded and shown by itself , or you can do a “live” introduction, show your pre-recording, then do a Q and A – the possibilities are endless.

Learning activities can be of any topic of interest for example: Nature, history, science, craft, art, games, environment, volunteering, sports, health, learning at work, music, dancing, gardening and many more!

Planning your Wyndham Learning Festival Event

PLATFORM	COST	WEBSITE
Zoom	Free: Limited Capability Paid: Additional Features	https://bit.ly/33zvt3
Microsoft Teams	Free: Limited Capability Paid: Additional Features	https://bit.ly/3iihqoc
Google Meet	Free	https://bit.ly/3fCOcOU
Skype	Free: Limited Capability Paid: Additional Features	https://bit.ly/33wwA53
YouTube	Free	https://bit.ly/3a23vQd
Facebook Live	Free	https://bit.ly/3a5cRuE
Instagram Live	Free	https://bit.ly/3gK1Ktw
Cisco Webex	Free: Limited Capability Paid: Additional Features	https://bit.ly/3gEcMAn

Tips to Host a Successful Virtual Event

Equipment & Filming

- Make sure your camera is filming in landscape mode and video is set to the highest quality possible on your device.
- Set up your camera on something stable to avoid shakiness. If you have a tripod, even better!
- If you have a pair of earphones, use them. In-ear earphones with a microphone are ideal but not essential. This will help the sound quality and will avoid background noise that may be distracting.
- Try to be reasonably well lit by placing a light in front of you and above you if possible. If you are filming during the day, sit facing a window. Do a practice run at the same time of day as your event will be on.
- Try to ensure there is no background noise (e.g dogs barking, children crying). Try to record in a quiet area. If possible, record in a room with soft furnishings and/or carpet as this can help to reduce unwanted sounds.
- If you have a microphone you can use, use it! This will make a big difference for the sound quality.

Planning your Wyndham Learning Festival Event

Preparation & Presenting

- Short & Sweet: events can be from a few minutes up to 1 hour. Remember that it can be tiring for people attending your event to sit for long periods. Include breaks in your session, and try to vary the content, for example, breaking up talking to camera with visuals or a video.
- If you need to remember information for your event, try writing it down on some paper and placing the paper close to your camera. If you do look at your notes, you can maintain eye contact as much as possible with your audience.
- If you or someone else is presenting during your virtual event, introduce yourself/your speaker and your session to your audience and describe the session you will be delivering. Let them know your event is part of the Wyndham Learning Festival.
- Keep your presentation/session concise. Make sure you speak loud and clear. If the platform you are using offers closed captioning, consider suggesting the use of this for your audience.
- Practice your presentation beforehand. You may wish to write out a simple script and/or agenda.
- Use a different device for music playing in the background.
- Consider splitting into 2 parts if your session is long – you can pause for 5 minutes to allow a cuppa or bathroom break. Have a slide ready that you can put on the screen to show that you are taking a break and will be back.
- With audience permission record your session – you can use for future promotion of your own activities or organisation; and we would be happy to show it on our Facebook or website.

Budget

There is no specific and dedicated funding for event holders for the Wyndham Learning Festival. Each organisation is encouraged to run an event that suits their organisation, capacity and budget.

Planning your Wyndham Learning Festival Event

If appropriate to your event, your budget should consider:

- Equipment and resources required
- Staffing
- Booking guest speakers/presenters/trainers

The Learning Festival Working Group may be able to suggest grant options available if approached with enough time. Wyndham City Council have [small grants](#) for community organisations and it is worth considering applying in a timely manner.

Marketing

The Wyndham Learning festival will promote the festival and corresponding events through:

- PDF Program guide
- Posters and flyers
- Community newsletters
- Media releases
- Various community events and forums
- Newspaper advertising and stories
- Social Media: Facebook, Twitter, etc.
- Website events calendar
- E-mail networks

Where to Start

- Register your event by **31 October** to be included in the PDF WLF program: <https://www.wynlearnfestival.org.au/register-your-event/>
- Create a free online event e.g. on Eventbrite, Facebook, share and tag #wyndhamlearningfestival
- Create your own poster and use festival logo on all promotional materials online and print copy
- Register your event on Councils 'Wyndham Together' calendar: <https://www.wyndhamtogether.com.au/submit-your-community-event-or-content/>
- Use your own local contacts and networks leading up to the event – i.e. word of mouth, emails, newsletters, agenda items at meetings etc.
- Download editable flyers/posters/logo which are available from the festival website www.wynlearnfestival.org.au/resources
- Keep us informed of your event and ask us for help if needed.

Planning your Wyndham Learning Festival Event

Who can be an Event Holder?

The Wyndham Learning Festival is open to all people who wish to share a free learning activity.

A few examples of organisations that have participated in past festivals are:

- Individuals
- Schools
- Interest groups
- Men's Shed
- Vocational & Higher Education Institutions
- Museums
- Businesses
- Clubs
- Kindergartens/Playgroups
- Libraries
- Community Centres
- Galleries and Art Spaces

Register your Event

To have your event included in the PDF program guide please fill in the registration form with all of the details by **31 October** <https://www.wynlearnfestival.org.au/register-your-event/>

If you are not able to send via e-mail please contact Meg Cotter on 03 9742 4013 for other arrangements or email contact@wynlearnfestival.org.au

Prepare for the Unexpected

- Have a backup plan in case something goes wrong on the day e.g technology problems, sick presenter, audience can't access event etc.
- Develop a Risk Management Plan
- Think about whose phone numbers you need on the day of the event, what alternative arrangements you may need, and how to notify your audience of any changes
- Make sure you email contact@wynlearnfestival.org.au of any major changes to activities that can be posted on the Facebook and website calendar



Checklist – Wyndham Learning Festival Event

Pre-planning

- Audience
- Objective/s
- Type of Event
- Number of participants
- Registration of Event on the WLF website
- Invitation List (if appropriate)
 - Consider any VIP's you are requesting to attend

Set timing of your event

Planning

- Set Date & Time
- Plan which virtual platform you will use
- Event timeline and schedule (running sheet)
- Budget
- Marketing including social media
- Legal and Insurance requirements
- Book Guest speakers/presenter/trainer
- Book equipment and resources required
- Develop Risk Management Plan
- Create and send invitations
- Create a feedback form

Publicity

- Download festival logo and or poster/flyers to create your own online or printed promotional material
- Share photos with the #wyndamlearningfestival on social media
- Promote to your networks and friends
- Invite media or write a media release about your activity
- Have someone take as many screenshots as possible at your event

Evaluation

- Share you feedback via the evaluation form on the Wyndham Learning Festival website

Email contact@wynlearnfestival.org.au for any other feedback or questions



CONGRATULATIONS ON SUCCESSFULLY PLANNING YOUR WYNDHAM LEARNING FESTIVAL EVENT!

Post Event

We want to hear your good news stories!

Please keep us up to date with your learning activities. Not everybody will be able to make your event, but it is important to share with others through photos comments and stories including through social media.

Photos

Make sure you have someone attending your event that can take lots of screenshots. Then you have a few to choose from to send to us or use in your own future publicity. Alert your audience that you will be taking screenshots – they can turn off their cameras if they don't wish to be included.

If you are able to record your session, please inform the audience before you begin. Send us a copy and we can post on the Learning Festival Facebook page if you wish.

What can you do to make sure people have consented to use their photo?

At the start of your Learning Festival event inform people that you will be taking screenshots of your event for your group/organisation and the Learning Festival working group to share and showcase your event. Ask people to switch off their camera (if relevant) if they **DO NOT** want their image to be used.

Don't forget to share and tag the Wyndham Learning Festival in your photos/posts on social media

- Facebook [@wynlearnfestival](#)
- Instagram [@wynlearnfestival](#)
- Twitter [@WynLearnFest](#)
- Email contact@wynlearnfestival.org.au
- Website www.wynlearnfestival.org.au

Planning your Wyndham Learning Festival Event

Evaluate and Share Your Wyndham Learning Festival Experience

Evaluation is an important part of running an event.

- If possible each participant and event holder should complete a short survey via a link online or you can email them the survey later, or consider putting a link to the survey in the chat function of your event towards the end of your event.
- Complete an Event Provider Survey after your event to let us know how it went
- Share your learning participant surveys with us after your event

For further information, go to: <http://www.wynlearnfestival.org.au/feedback/>