



Event Holders Event Planning Toolkit



1-7 September 2022



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What is the Wyndham Learning Festival?

The Wyndham Learning Festival emerged from Wyndham City Council's [Learning Community Strategy 2018-2023](#). The [Wyndham Community & Education Centre](#) with commitment and support from [Wyndham City Council](#) and partners are proud to bring this exciting learning initiative to the community of Wyndham and beyond. The City of Wyndham is one of the fastest growing areas in Melbourne and, as a community, faces many challenges for its successful future. Learning is a key to Wyndham's vision of a socially inclusive city with high levels of employment.

The Wyndham Learning Festival (WLF) plays a significant role in celebrating lifelong learning and respecting the diversity of the people of Wyndham. The festival is a whole-of-community event that provides opportunities for **FREE** learning activities across the city of Wyndham. The aim of the Festival is to bring people together through learning, to inspire the community to try something new and to promote learning to all age groups: Early Years, School Years, Young Adults, Adults & Seniors. Research shows us that learning keeps us healthier, wealthier, and happier. A learning community is more resilient, can adapt to change quickly, apply new skills and has confidence to take advantage of opportunities.

WLF 2022 - Building a Resilient, Sustainable Wyndham

Based on invaluable feedback and consultations with the Festival's working group and the community, this year's Wyndham Learning Festival will be a smaller and more curated experience. The Festival will take place **1-7 September 2022** and will have a limit of 55 curated In-Person and Virtual events across the 7 days that connect with the needs, interests and aspirations of the Wyndham community.

We all know that 2021 was a vastly different set of circumstances, due to the Covid 19 global pandemic, and festival events were redirected from In-Person to Virtual online events. It is therefore appropriate for 2022 that the theme of the festival is **Building a Resilient, Sustainable Wyndham** to encourage our community to come back to vibrant in-person events but also to include virtual events to enable a blend of opportunities and settings to come together to learn. This year's Festival will build on community support to make it better, bringing in new events, sponsors and participants to reflect this diverse and dynamic community.

Events will be selected by criteria that best aligns with lifelong learning within the following **eight learning categories**:

- Environment and Sustainability
- The Arts (performance and visual), crafts, & hobbies
- Sports & Recreation
- The World of Work (S.T.E.M. Business, jobs & careers)
- Health, Wellbeing
- Culture & Diversity
- Food & Cooking
- Families and Children

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Who can be an WLF Event Holder?

The opportunity to lodge an Expression of Interest to run an event at the Wyndham Learning Festival is open to all who wish to share a free learning activity. All events must be free for the duration of the Festival, and live events must be held in Wyndham.

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

- Individuals
- Schools
- Interest groups
- Community Sheds
- Vocational & Higher Education Institutions
- Museums
- Businesses
- Clubs
- Kindergartens/Playgroups
- Libraries
- Community Centres
- Galleries and Art Spaces
- Tourism Venues

Why Run an Event?

Running an event in the Festival can provide many opportunities to both the event holder and the participants. Lifelong learning can help improve quality of life, improve confidence and motivation for career and personal development. It can provide a platform for a community group to speak from, offer broader exposure of your organisation to different sections of the community. Coordinating and running a learning event can develop skills in leadership, networking, public speaking, event planning and management. On a broader level, you are proactively contributing to enhancing skills and knowledge and capability within the community. Some event ideas to get you thinking may include:

- Promote a new program or technology
- Showcase some positive practices that others can learn from e.g. “Sustainable living in the community” or “How your team evolved during lockdown to master working from home, family and other commitments
- Attract new members, volunteers, participants or customers
- Foster goodwill in the community
- Promote a cause or awareness
- A way of celebrating a milestone. i.e. opening of a new building; or a new service or even the learning achievements of your team.

Planning a Learning Event

Whether your event is live or virtual, a successful event takes careful planning and presentation. Here are some things to consider:

Audience

Inclusivity, diversity and safety are key to community engagement and the Festival's objective. The curated Learning Festival aims to have an array of activities that attract audiences from all life stages from early years to seniors. Some events 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 & Seniors and Learning for **all ages**.

Please consider accessibility for people with disability. For wheelchair access the entry should be 1.2m wide or more, and there should not be steps. Auslan interpretation is for members of the deaf community who use Australian Sign Language as their primary or preferred language of communication. If you would like to learn more about Auslan check out Auslan Signbank <https://www.auslan.org.au/>

Please note that a current **Working with Children's check is required if your event involves children.

Define Your Objective

The festival offers you an opportunity to highlight learning opportunities presented by individuals, organisations or community groups to meet a positive outcome and objective. Defining your objective and outcomes will help to create a clear message, to communicate the event and find your ideal participants. Learning activities can be on a range of topics of interest, remember to align your objective within any of the **eight learning categories**:

- Environment and Sustainability
- The Arts (performance and visual), crafts, & hobbies
- Sports & Recreation
- The World of Work (S.T.E.M. Business, jobs & careers)
- Health, Wellbeing
- Culture & Diversity
- Food & Cooking
- Families and Children

Event Format

Learning events can be, Live/In-person or Virtual/Online and formal or informal. They can be open to the public or private invitation-only events. Events can be created specifically for the WLF or something you are already doing and can be as big or small as you like. (Please be sure to follow the relevant COVID-safe guidelines.) 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.

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Venue Hire

When considering the logistics of your event, plan your venue early. Book a space of suitable size to accommodate the number of participants, seating, cost and accessibility for your participants. The [Wyndham City Council website](#) has link to a range of local community centres for venue hire. Some venues may offer FREE bookings for events held as part of the Wyndham Learning Festival. Please contact the specific venue for enquires.

**Please book your venues early to avoid disappointment.

Budget

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

If appropriate to your event, your budget should consider:

- Equipment, room hire, staffing and resources required
- Booking guest speakers/presenters/trainers
- Marketing and promotion

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.

Safety and Risk Management

The safety of the public, volunteers and staff involved in any event is of the highest priority and must be considered in all aspects of event planning. The scale of each event should determine the planning and documentation required. Event risk management is the careful examination of your event activities to identify any potential hazards, allowing control measures to be introduced to reduce the risk to the lowest practical level. A risk assessment is a document that details all potential risks and control measures (where required) and should be constantly reviewed.

When creating your plan, you need to consider all types of risks/hazards that could possibly occur which could include:

- Government regulations (Restrictions due to the COVID pandemic)
- Physical (uneven paths, busy roads, emergency access)
- Natural (rain, wind, extreme heat and lightening)
- Chemical (fire, toxic materials)
- Safety (crowd control, exposed electrical and fireworks)
- Organisational (loss of reputation, negative media)
- Public Liability Insurance

Covid Safe Plan

It is extremely important to work with your venue to ensure you are following all the necessary COVID safety requirements. You will be required to create a COVID Safe Plan for your event in collaboration

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with your venue. Have a look at The Victorian Governments COVID Safe Plan resources and start preparing now. <https://www.coronavirus.vic.gov.au/covidsafe-plan-events>

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, the effects of bad weather on an outdoor event, Government restrictions to indoor gatherings, etc.
- 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 so that we can post on the Festival Facebook and website calendar.

Getting Started

Plan

Plan your event in advance. Who are the people you think would like to come to your event and how will you tell them about it? Decide on the topic, objective and outcomes, duration and venue for your learning event.

Register

Register your event.

A video on “**How to Register your Event**” via the online application form, is available on the WLF website on the Registration page [Here](#). Please take the time to watch, so that the registration process is quick and easy for you.

You will need to create an account with an email address on the [WLF website](#) to register your event. Upload all the required information, event image and documents to be considered. Complete the registration **before** the cut-off date of **9 July 2022**.

Event participants/your audience will be able to book into events directly from the WLF website. Please ensure all your information is correct, to avoid confusion. You will be able to go back into your registration to make any updates prior to the Festival launch date, 5 August 2022.

It is **not** a requirement to create a free online event on Eventbrite as the participants will be able to book directly into events from the WLF website.

If you need assistance with registering your event email contact@wynlearnfestival.org.au

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Marketing

Consider your marketing and promotional activities early to ensure you attract positive attention and participants to your event. Social media is one of the best platforms for raising awareness of your events, post some images, tell a story, share some examples, and set up an event where people can register. Remember to ask friends and those in your network to Like, Share and comment on your social media posts. WLF has a Facebook group share your news here and remember to use the hash tag #wyndhamlearning in your posts.

- Use the **hashtag** #wyndhamlearningfestival when you are sharing events on social media.
- Create your own poster and use the official 2022 festival logos on all promotional materials online and print copy. You will find these on the WLF website on the Plan page or click [Here](#).
- Email your promotional material to contact@wyndhamlearningfestival.org.au so we can support your promotion campaign on the WLF Facebook page.
- Register your event on Councils 'What's On' calendar:
<https://www.wyndham.vic.gov.au/events-experiences/submit-your-event>
- 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
<https://www.wynlearnfestival.org.au/planning-your-event/logos-templates/>
- Keep us informed of your event and ask us for help if needed.
- You may like to create a Facebook event to advertise your event and capture interest.
- If you decide to do a separate event page on Eventbrite, see more information on [setting up Eventbrite "event listing"](#) at the Eventbrite Help Center.
- Create a photo consent form to get permission to use photos of your participants.

The Wyndham Learning Festival will help promote the learning events through:

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

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

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

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Checklist – Wyndham Learning Festival Event

Print this Wyndham Learning Festival planning check list, to help manage your learning event.

Checklist – Wyndham Learning Festival Event

Pre-planning

- Audience
- Objective/s
- Type of Event
- Number of participants
- Invitation List (if appropriate)
- Consider any VIP's you are requesting to attend
- Legal and Insurance requirements

Planning

- Set Date & Time
- Decide if your event will be Live or Virtual
- Plan which virtual platform you will use; or book a venue
- Event timeline and schedule (running sheet)
- Registration of Event on the WLF website**
- Budget
- Marketing including social media
- Book Guest speakers/presenter/trainer
- Book equipment and resources required
- Develop Risk Management Plan
- Create and send invitations
- Feedback form (provided by organisers)

Publicity

- Download festival logo and or poster/flyers to create your own online or printed promotional material
- Share/tag poster 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 photos or screenshots as possible at your event
- Share your event photos and story with #wyndamlearningfestival on social media

Evaluation

- Share your feedback with Festival organisers.

Email

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

Additional Tips for running your event [online](#).

Equipment & Filming

- Make sure you are positioned straight on in the frame your camera, avoid having the camera too low.
- Set up your camera on something stable to avoid shakiness. If you have a tripod, even better!
- Ensure your background is tidy.
- Check that your camera is filming in landscape mode and video is set to the highest quality possible on your device.
- 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. If you have a microphone you can use, use it! This will make a big difference to the sound quality.
- 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, to evaluate lighting at the same time of day as your event will run.
- Try to ensure there is no background noise (e.g dogs barking, children crying, radio or TV). If possible, record in a room with soft furnishings and/or carpet as this can help to reduce echo and unwanted sounds.

Preparation & Presenting Virtual events

- Plan the timing and delivery of your event, create a script or agenda and list the key points. Position your notes close to your camera, so that when you look at your notes, you can maintain eye contact as much as possible with your audience. Practice your presentation beforehand.
- Remember that it can be tiring for people attending to sit for long periods. Plan to include breaks in your session, and try to vary the content, for example, breaking up talking to camera, with visuals or a video or use breakout sessions for discussion amongst the participants. 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.
- 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. Remember to let them know your event is part of the Wyndham Learning Festival.

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- Keep your presentation/session concise. Make sure you speak loud and clearly. If the platform you are using offers closed captioning, consider suggesting the use of this for your audience.
- Use a different device for music playing in the background.
- 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 the Festival Facebook page and/or website. Remember to press record in the platform you are using.
- We can provide you with a WLF virtual background if desired.

The following table lists some suggested platforms for virtual/online events:

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/3iihgoc
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

Photos & Video

Photos and video can capture all the highlights and memories of your event. At the start of your WLF event inform people that you will be taking photos, videos or screenshots of the event to share with your group/organisation and the Learning Festival to showcase your event. Photos consent forms should be completed to ensure you have permission) Ask people to switch off their camera (if online event), or alert your photographer if they **DO NOT** want their imaged to be used.

Make sure you allocate someone to attend your event who is responsible to take lots of photos or screenshots (if your event is virtual). Choose the best ones to send to us or use in your own future publicity.

Post Event Activities

Evaluate and Share your Wyndham Learning Festival Experience

When the event is done and it's a WRAP we want to hear your good news stories! Celebrate by sharing on social media channels your photos, comments and stories. This is a fabulous way to share with those who were not able to make the event and also to promote your success.

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Data Collection and Evaluation is an important part of running any event. Count and record how many people attend your event.

- There are two online survey forms. One that participants will complete and one for the event holder to complete. Sent via email at the end of the event.
- Simply email the participants the link (that will be provided) so that we can collect their valuable feedback for continuous improvement.
- Please complete the event holder's survey by the 17 September 2022.

Wishing you a successful Wyndham Learning Festival

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

The Wyndham Learning Festival Co-Ordinator is here to help contact on 03 9742 4013 or email contact@wynlearnfestival.org.au