

Virtual Limerick Lifelong Learning Festival 2021 Guide



Virtual Limerick Lifelong Learning Festival

Monday 24th – Sunday 30th May 2021

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**Festival Theme:
New Futures,
New Adventures in Learning**



Festival Date

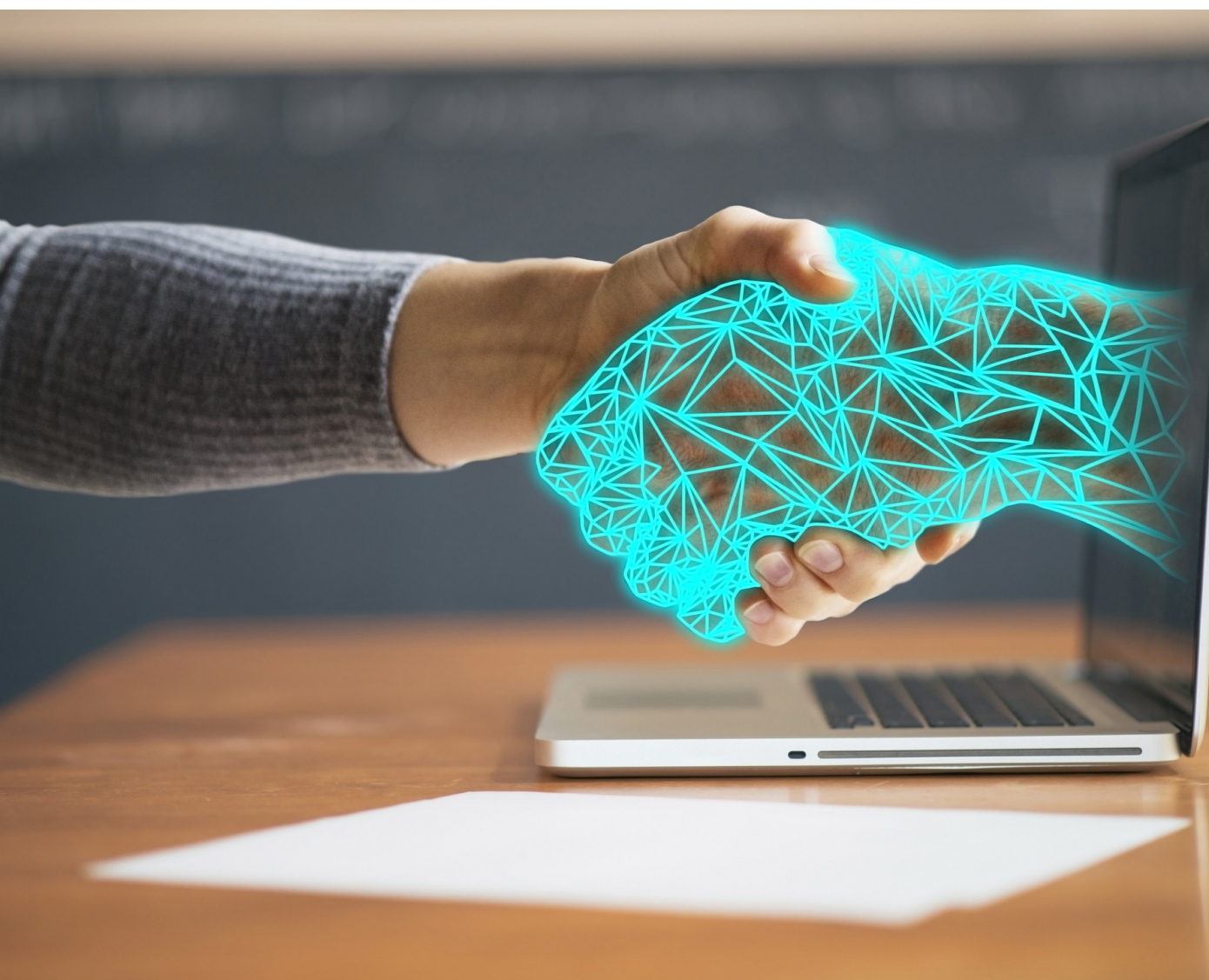
The Limerick Lifelong Learning Festival, now in its eleventh year, will take place from Monday 24th to Sunday 30th May 2021. Building on the success of the first virtual festival in 2020, we are now planning an exciting line up of FREE events for you to enjoy!

The Festival Theme

This year is “New Futures, New Adventures in Learning”. The festival provides a timely opportunity to reflect on the many contexts in which we are learning – in the home, with friends and neighbours, in formal educational settings, in the workplace etc. – as well as exploring new ways and opportunities for learning. This year it will again include using live streamed and interactive webinar workshops and event activities.

This Year's Festival

This year will celebrate 11 years of the festival and Limerick as a UNESCO Learning City-Region. The Festival is overseen by the Learning Limerick Steering Group, which is representative of all the main stakeholders involved in promoting learning across Limerick. Limerick Lifelong Learning Festival has something for everyone –wherever you live, whatever your age is and whatever your particular interests may be!



If your organisation or you as an individual feel you could contribute content to the festival please completethe attached form and return to: ylane@paulpartnership.ie by Monday 29th March 2021.

Reasons to Host a Festival Event

Event Organisers are being given the opportunity to engage directly with the public and potential attendees on courses or new members and to be part of an event which shows Limerick in a positive light! Just some of the reasons to host an event for this wonderfully positive week for Limerick include –



Here are some examples of how we think the Virtual Festival might look, and some ideas for interactive events and activities that may be provided virtually.

The types of presentations/activities may include, but is not limited to, any of the following –

Take advantage of the tools available.



Live chats



Pre-recorded events/activities



Live presentations/broadcasts via Zoom/MS Teams/Youtube channel/Facebook streaming etc.



Short films



Info sessions and Online interactive information sessions



Debates/discussions

Festival Information Sessions and Technical Support



01

We will be providing online information sessions on the top tips and tricks for running online events for the Festival and this will also be an opportunity for networking and for our event organisers to ask questions and to share ideas for events. Details of these online sessions will be circulated.

02

We also plan to put some technical advice and support in place for Event Organisers in the lead up to and during the festival week. Further details of this support will be circulated closer to the Festival time.

Types of Festival Events

Some activities that can be presented interactively online may include the following –
(Please note these are just some suggestions/guidelines!)



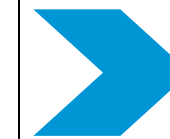
Art, History and Science

- Local History
- Presenting Art projects, competitions
- Physics/Chemistry experiments



Languages

- Learning Sign Language
- Learning the basics of a new language



Home/Practical

- Cooking –using simple recipes
- Learning to knit/crochet/sew
- Learning how to grow your own food
- Fixing a puncture/brakes
- Teaching your dog simple tricks



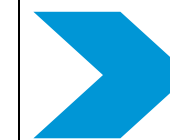
Technology

- Creating an email address
- How to do cool thing on your smart phone
- How to use Twitter/Facebook/Instagram
- Shopping online



Activities and Wellbeing

- Dancing
- Yoga
- Keep fit
- Health and Wellness



Professional Learning/Other

- Panel discussions and webinars
- Presenting research
- Virtual awards ceremonies

Festival Promotion Campaign



Learning Limerick works with its Media Partners, the Limerick Post, Limerick Leader and Live 95 FM to promote the festival as a whole. Supplements will be included in the Limerick Post and Limerick Leader with all event listings and participants are encouraged to access full details for booking etc. on limerick.ie/lovelearning

Full event details on limerick.ie/lovelearning

There will be a printed brochure (there may also be a shorter flyer/fold-out card etc this year) produced and distributed throughout Limerick, to all the event organisers & local libraries etc.

Social Media – Learning Limerick Facebook, Twitter, Instagram and YouTube Channel.

Learning Limerick Newsletter for all partners will promote involvement in the Festival.

NB: – While the Lifelong Learning Festival Committee look after publicity for the festival as a whole; individual events require their own PR, and individual event organisers need to advertise their own events through their own Social Media links, newsletters, emailing groups, posters, local advertising etc – see ideas of tools to use in next section.

Promotional Tools for Event Organisers to Consider



Advertising – Is there a budget for advertising? Whether on local radio or social media. If you're advertising on social media, who is your target audience, and what platforms are they using?

Media Partnership – Could you partner with a local radio station or newspaper to promote the event, or ask a well-known media personality to MC the event?

PR – Consider drafting and sending a Press Release to local media in advance of the event.

Social Media – Agree a hashtag for the event and add the Festival's hashtags, and develop a comprehensive social media plan for the weeks leading up to the event.

Mailing Lists/Newsletters – Include details on the event in your newsletter.

Important Checklist for Event Organisers



Platform – See below re Choice of Platforms on next page.



Ticketing – e.g. will you use Eventbrite? In any case have a booking system.



It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



Speakers/MC – Note Event Coordinator should be different from the speakers/MC.



Running Order – Keep it short!



Speaking Notes and Topics.



Promoting your event – See Promotional Tools to consider above!



Branding – Use LLL Festival Logo & your own Network's Branding/Posters/Photos.



AV equipment – Ensure a technical check of all equipment.



Rehearsal – Do a dry run with the speakers & test Wi-Fi/tech check with video etc.



Audience interaction – Plan for interactivity where possible.



Event recording – Record your event if possible & take photos (with permissions!)



Tech support/liaison during event – Appoint a member as tech liaison during event.



Post-event follow up with attendees – Email attendees for feedback after event.

Making it big online!

Some Top Tips & Guiding Principles!

All events free to attend and accessible to all – although some may have to restrict places or require pre-booking for spaces available.

Encourage inclusivity; embrace all ages, backgrounds, and abilities. Consider particularly the challenge of engaging older learners or those not currently online.

All events take place under the Lifelong Learning Festival banner – the focus is not on individual providers.

As many events as possible are hands-on, allowing the public to join in as well as watch. Try to generate a sociable atmosphere with as much interactivity online as possible!

Encourage learners to book/ pre-register for your event where appropriate.

Have a system for tracking attendance at your online event..

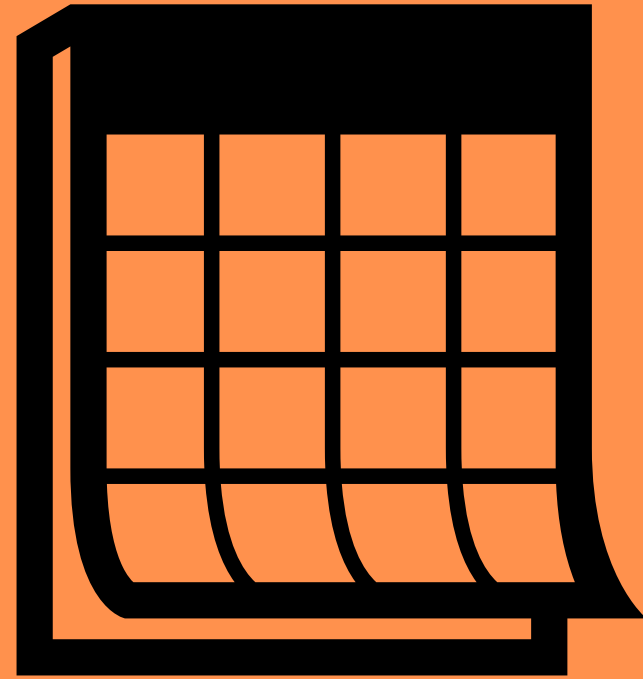
Ensure you have permission from the attendees if you wish to record a live event; that may show learners interacting, asking questions, etc.

Prepare for technical difficulties in planning your online event..

Event organisers can use what is already happening, and open up a regular event or class to the public. They can also timetable a particular event so that it takes place during the festival.



Event Scheduling and Timing



All the event organisers can choose their time to hold their event over the week; that will suit both the individual organiser and their intended participant learners. (In the event of any scheduling 'clashes' of similar events, we will make contact with you).



For a virtual festival, we have found that brief interactive sessions work best. Sessions can be kept to 20 minutes or shorter; or not longer than one hour. When events are longer than an hour, there can be an issue with 'drop-off time' and difficulties keeping the audience with you.

While we're not suggesting that every session in your virtual event be just 20 minutes long, but do consider shortening the time slots you would use for a physical event by 15 or 30 minutes. For example, a 60-minute breakout face-to-face should be 45 or 30 minutes when delivered online.

Some Sample Choices of Event Platforms

Zoom



FREE: Limited Capability
PAID: Additional Features
Unlimited participants,
Screen sharing; Chat, and
Recording facility.

Website:
<https://bit.ly/33zvvt3>

Microsoft Teams



FREE: Limited Capability
PAID: Additional Features
Unlimited participants,
Screen sharing; Chat, and
Recording facility.

Website:
<https://bit.ly/3iihqoc>

Facebook Live



FREE: Allows you to
“broadcast” events from
your organisation’s page.
Suited to public events,
performances and where
your page has a dedicated
following.

Website:
<https://bit.ly/3a5cRuE>

Skype



FREE: Limited Capability
PAID: Additional Features

Website:
<https://bit.ly/33wwA53>

Cisco Webex



FREE: Limited Capability
PAID: Additional Features
Similar to other online
Webinar platforms.

Website:
<https://bit.ly/3gEcMAN>

Instagram Live



FREE: Allows you to
“broadcast” events from
your organisation’s page.
Suited to public events,
performances and where
your page has a dedicated
following.

Website:
<https://bit.ly/3gK1Ktw>

YouTube



FREE: Allows you to
“broadcast” events from
your organisation’s page.
Suited to public events,
performances and where
your page has a dedicated
following.

Website:
<https://bit.ly/3a23vQd>

Google Meet



FREE: Similar to other
meeting and Webinar
platforms. Can also
integrate with Google
Classroom for more
interaction & assignments.

Website:
<https://bit.ly/3fCOcOU>

- The Festival Organising Committee does not recommend any platform for all event organisers rather the individual organisers can choose the one that they are most comfortable with and that they feel/hope will make it easy for learners to engage.
- These could include, but not limited to: - Zoom, Google Meet, MS Teams, YouTube, Facebook and Instagram livestreaming, Pre-recording, etc. See summary table above. Please note that event organisers host their events on their chosen platform; and Learning Limerick advertises this link in their event listings.