



# Belfast Festival of Learning

## Event Toolkit





# Contents

*What is a Learning City? Page 3*

*About the Belfast Festival of Learning 2020 Page 4*

*Top Tips to Promote Your Event Page 5*

*Sample Press Release Page 6*

*Get in touch Page 7*

## *What is a learning city?*

A learning city promotes lifelong learning for all. UNESCO defines a learning city as a city that:



Effectively mobilizes its resources in every sector to promote inclusive learning from basic to higher education



Revitalizes learning in families and communities



Facilitates learning for and in the workplace



Extends the use of modern learning technologies



Enhances quality and excellence in learning



Fosters a culture of learning throughout life



## *About the Belfast Festival of Learning*

Belfast is a Learning City. We are now a member of the UNESCO (United Nations Educational, Scientific and Cultural Organization) Global Network of Learning Cities. (GNLC)

Other cities close to home in the GNLC include Cork, Derry & Strabane, Limerick and Dublin. Cork and Limerick have both received the UNESCO Learning Cities Award. The award recognises exemplary progress made by cities in promoting inclusive education and lifelong learning in local communities. It would be a major win for Belfast to follow in their footsteps.

All events & workshops take place between Monday 23 and Sunday 29 March 2020. The Belfast Festival of Learning will bring together organisations to offer a range of opportunities to learn something new. We have a variety of events to suit all ages.

Our aim is to celebrate learning opportunities within our city, to showcase events, to break down barriers to learning, and to boost resilience. The festival demonstrates the talent, skills and creative nature of our city. We cover learning in all its forms: through education, learning for life, learning to live together & learning for and in work.

Our theme for 2020: *Resilience*.

*Please mention this in your posts as an incentive to attend your event to learn something new.*

**#BelfastLearningCity** is our unique hashtag. Include this in all your marketing online! This will group all event organisers posts into one 'pool' where the public can simply search this phrase in their social media & they will find all posts made about the festival.

## *Top Tips to Promote Your Event*

### Identify Your Key Messages

Mention these points in your online posts or in your leaflets:

What is the event? (What will they be doing?) Where is it? (Be exact) When? (Date & time)

Who is it for? (Age range) How will it benefit them? What will they learn?

Do they need to book? If so, *how*? Is there a website? Or contact number?

Don't need to book? Tell them to DROP IN (But get there early!)

*Remind Them That It Is Free!*

Remember to include the hashtag #BelfastLearningCity for online posts

### Include an Image

Pick an attractive image to promote your event. This will attract people to click on the post. Use a different image for every post. Google Images are a great place to find these. Remember, if you're using a photo from a previous event make sure you have permission from the people in the picture.

### Social Media

Share your posts across all your social media platforms. Ask your followers to like, share the posts & tag their friends and family. Be brave and persistent, you can ask them more than once!

In the weeks leading up to your event, we would like to see at least 3 posts a week about your event. All giving information about the event and encouraging people to attend. You can 'Schedule' these posts using the Facebook tool also. If you would like support with us, please contact us and we can talk you through this.

If you are using Facebook, please set it up as an 'Event' using their 'Create an Event' facility. Share it! Ask your friends and family to. Share your event & your posts on your online groups.

### Local and Regional Media

TV, radio & newspapers are keen to support interesting local events. Before your event takes place, you can send a press release to make them aware of your involvement in the Belfast Festival of Learning 2020. After the event you can send them a news story to celebrate your event and recognise those who attended and supported the event. (Remember to send a colourful, good quality image with your press release)

## Sample Press Release:

For immediate release (insert date)

(Your organisation) hosting (name of event) as part of the Belfast Festival of Learning

(Your organisation) offers local people the chance to (engage / learn new skill / discuss / have fun) (Details of day, time, location)

As part of the festival, (your organisation) is inviting local people to (detail of event / learning activity) Whatever age we are, learning something new can give us greater confidence and self-esteem, better mental health and wellbeing and a better quality of life.

That's why the Belfast Festival of Learning has lined up a week long programme of FREE events themed learning through education, learning for life, learning to live together and learning for and in work – which will showcase the first class learning network and opportunities which exist in the city from Monday 23 March until Sunday 29 March. The theme of this year's festival is 'Using learning to build resilience', with #BelfastLearningCity linking all Belfast Festival of Learning events. We would love your readers to get involved and share their experiences of the festival on social media using this hashtag when they are posting about it.

At the (name of your event), there will be an opportunity for people to (details of activity / what people will be learning or experience / what makes this event unique / where and when will it be held). (Name of your organisations spokesperson, job title, and organisation) said, "We are excited about being part of the Belfast Festival of Learning this year by showcasing what (organisation name) has to offer. Using learning to build resilience is an important part of our work and we look forward to welcoming everyone interested in (activity / learning opportunity)".

Danny Power, Chair of Belfast Learning City, commented "Belfast has a first class learning and educational network to deliver on all aspects of learning. Throughout the Belfast Festival of Learning, I would encourage everyone to participate, have fun and be inspired to continue on their lifelong learning journey".

The festival aims to celebrate and raise awareness of the diverse range of learning opportunities that exist within the city and showcase events which break down barriers to learning.



## *Get in Touch*

For more information about the Belfast Festival of Learning, please contact:

Dolores Atkinson, Belfast Health Development Unit, Cecil Ward Building, 4-10 Linen Hall Street.  
BT2 8BP.

Email: [dolores.atkinson@bhdu.org](mailto:dolores.atkinson@bhdu.org)

Tel: 028 9050 2073