

## Tips for holding a successful Get Online Week event

Asking yourself the simple questions: Who? What? When? Where? And Why? can help you to plan a successful event. Following are some of our top tips to help you prepare for your Get Online Week event.

### **Think about your community and organisation**

Think about the people you would like to attend and your own organisation's circumstances, and make decisions with them in mind when planning your event.

Consider:

- Who would you like to come to your event? Is it your existing members, new people or both?
- What time and day of the week would your community most likely be able to attend?
- Where will you hold it that works for your community? Do you need to hire a space or can you use what you already have?
- Is your event idea something you think your community need or would like to come to?
- Who needs to be involved to organise and run the event? Do you need extra volunteer support or need to get your management team involved?
- What equipment or event materials do I need to organise or purchase in advance?

## Plan your budget

How much will your event cost? Get several quotes in advance to help you to work out what costs will be involved to hold your event. Think about if these costs are realistic for your organisation and what can be covered by a \$1,500 Get Online Week grant (Be Connected Network Partners only).

## Consider risks and safety

Complete a risk assessment for your event and implement any mitigation strategies you may need to keep everyone safe and the event running smoothly. Many organisations already have a risk assessment template that you can use for your event - if not, free event risk assessment templates are available online.

Some things to look out for include trip hazards from cables, preventing injuries from moving event materials or equipment, that catering is stored and served safely, and the event space is accessible.

## Promote your event

Spread the word to make sure as many potential learners as possible know about your event before the day. Letterbox drop leaflets to houses in the local area, post information on social media, put posters up near to the venue, invite your existing learners/members and ask staff to promote your session to their customers or clients. In any promotional activity, it is good to include:

- Event name
- Event date and time
- Event location
- What people will get from attending (boil it down to one or two sentences)
- How to RSVP to the event
- Contact details for more information

Lots of promotional resources will be available for you to use on the Get Online Week website: [www.getonlineweek.com/event-resources-aus](http://www.getonlineweek.com/event-resources-aus)

## Create an event checklist

Think about what you will need to organise in advance and check it off as you go. Here are a couple of checkboxes to get you started:

- Applied for a Get Online Week Event grant (Be Connected Network Partners only)
- Event space booked
- Public liability insurance checked to make sure it covers events
- Plan your digital skills session/#try1thing activity
- Event details logged with Good Things Foundation
- Invitations sent
- Event promoted on social media
- Posters printed and put up (with permission)
- VIPs/Management team invited
- Internet connection available in event space
- Mobile device/s available for participants to use
- Catering organised
- Risk assessment completed
- Event materials printed
- Volunteer support organised
- Event volunteers/staff briefed on what they need to do
- Invoice for Get Online Week grant sent to Good Things Foundation and grant accepted online (if applicable)
- Media release sent to local paper
- RSVP list created
- Reminders sent to participants
- Event space set-up and safe for participants (in advance eg day prior if possible)
- Catering picked-up
- Camera organised and photo permission slips printed (if needed)
- Get Online Week social media hashtags and URLs prominently displayed

*Use this list or edit it as needed for your event.*



# #try1thing

## Keep the conversation going after the event

A Get Online Week event can be a great way to connect new people with your digital skills programs.

Make a follow up appointment with participants so they can carry on the journey with you after the event - you could even run follow up sessions in the same venue.

Be Connected Network Partners can also support participants to register on the Be Connected Learning Portal here: <https://beconnected.esafety.gov.au/login>

If you have collected participants contact details, send them a thank you by email or give them a call to say thanks for coming. This is also a great way to keep them engaged with your organisation and programs.

Post photos of your event to social media using the hashtags #Try1Thing and #GetOnlineWeek. Check out our [guide for social media here](#) for more tips.

Get Online Week is brought to you by



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[connect@goodthingsfoundation.org](mailto:connect@goodthingsfoundation.org)