



Event Holders' Planning Resource

for Silver Surfers' Day Events
on and around
May 15th 2009

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Summary of Free Resource List and approximate publication schedule

1. Online Support Network - share advice, solve problems – access via www.digitalunite.com	On-going
2. Event Holders' Planning Resource (this one)	Mid-Feb
3. Website www.digitalunite.com – will store all resources and allow you to register your Events which will then be searchable by others.	Mid-March
4. Media Pack – template press release, images, posters and logos	Mid-March
5. Learning Resources 50+ easily-digestible, easy-to-print and download, mini-guides for use by learners and with learners, on everything from the basics of computer use to podcasting.	Late April/ May

Note from the Managing Director of Digital Unite:

A very big welcome to you all, seasoned Event Holders and debutants, and to the first of the Silver Surfers' Day Resources.

As you must surely know if you're reading this, Silver Surfers' Day (SSD) is a day of mass digital activity for older people: hundreds of people like you in organisations both similar and different from yours, open their doors to the older general public and take them on digital adventures. From first-timers who have yet to get to grips with a mouse, to seasoned surfers who want to start blogging, Silver Surfers' Day can cater for them all. We develop a huge amount of Resources to make the process easy and fun for Event Holders and older participants alike - and it's all free to use.

Eighth year

Silver Surfers' Day is in its eighth year this year, and still going from strength to strength, with more Event Holders, more participants at Events, more publicity and press every year; 2008 was our most successful Day to date. Can we top it all again in 2009? With your creativity and energy, yes we can. This Planning Resource is what you need to get you started: it has everything you need to help you think and plan, with some great ideas for making your SSD run smoothly and enjoyably - for all of you.

Great learning resources to support you

As in 2008, we will be publishing a massive amount of learning content on the Learning part of our website. You will be automatically updated about when and how to access these materials via the E-zine, so do make sure you've subscribed (via www.digitalunite.com) and encourage others to sign up to it too. You can use this content to plan sessions with learners, and to give to learners to complement their sessions. We will also have learning support forums you can join and add to, as well as a few little surprises, on the website.

Looking forward to making SSD 09 a great success with you - very kind regards

Emma Solomon
MD, Digital Unite Limited

February 2009

1) Introduction

It does not matter whether...

- you have been running Events for years, or you are doing it for the first time
- you simply want to help older people in your community, or you are hoping to attract some new customers
- you are planning a large Event and hoping for lots of visitors to your facilities, or just having a few friends round to your house or the lounge of your housing scheme
- you are planning an Event in a public library, Internet café, school, college, community centre, supermarket, bingo hall, museum, sports club, farmers' market.

Whoever you are, and wherever you are thinking of holding your Event, as long as you want to help older people in your locality to enjoy finding out what digital technology can do for them – then **you** can hold an Event.

This year we've got lots of things to help you:

1. Online Support Network

Go first to the website www.digitalunite.com to stay up to date on line. There will be various opportunities to read live discussion and interact. Our dynamic Qs and As and blog conversations have been running since autumn 08 and are an ever increasing source of advice and debate, all in our famously 'non-geeky' style. There's a special Q and A section running up to Silver Surfers' Day so you can really concentrate on what you need to make your taster Event come true.

2. Event Holders' Planning Resource

You're reading it now. It takes you through all the steps to creating a successful Event (this year, we even have a Risk Assessment form, kindly donated by a partner organisation):

- **People and Place** – the roles that need to be filled, whether by different people or all by one person, and the requirements for the place to hold an Event (not many for a small Event, more if you want to reach a lot of people);
- **Where to find help** – if you need volunteers to help or ideas on how to find funds to pay for your Event, we've some things to try;
- **Publicity** – where to publicise your Event, and how to do it effectively so your visitors know where to come and when;
- **Preparation** – what to do in the weeks just before the Event to make sure that everything is in place when the doors open;
- **On the day** – you'll find it exhilarating, provided everyone knows what they should be doing!
- **Follow-up** – you've opened a door to the digital world; what now?

3. Website www.digitalunite.com

At time of writing we are redesigning our website, so you'll more easily find all the things we produce, including the interactive elements where you can join in. The 2008 version has many of the resources, though, still currently available until we switch over around mid-March.

However you plan to publicise your Event (see below for a Pack that can help), make sure you register it with us. It's easy to do online and once you've entered your Event details - you'll appear in our listings (which would-be attendees can search). Registering also gives you official Silver Surfers' accreditation - which may be useful if your Event contributes towards your formal annual targets. After the Event, you can also get a certificate to go on the wall.

4. Media Pack

Because we know how important it is to publicise your Event effectively, we have put together a special Media Pack with:

- A short Guide to Planning Your Publicity;
- A model Press Release;
- Pictures of Silver Surfers and Events that you can use in your publicity;
- A Media Briefing with background information on Silver Surfers' Day;
- Proforma posters, banner heading and logo.

This will be available from mid-March, though there is general guidance on p.11 of this Planning Resource.

5. Learning Resources

Here we have 50+ mini-guides that are easy to access via www.digitalunite.com. There is a 'taster' list of these on p.19 of this Planning Resource.

The mini-guides will be broadly organised into topics ("Email" or "Online Media" for example). They'll be guides to suit different skill levels, as well as a section for absolute beginners who've never used the internet or even a computer before. Most of the mini-guides are no longer than 2 A4 sides and are easy to download and print out for use by tutors or learners; they make good handouts.

We will 'drip feed' you all these Resources as we lead up to May 15. (For a publishing schedule, see the table underneath the Table of Contents in this Planning Resource.) As long as you are signed up for the E-zine (via www.digitalunite.com) you'll be updated.

Are you ready to be part of Silver Surfers' Day 2009?

Then read on!

2) People, place and equipment

Whether you are intending to hold a Silver Surfers' Day Event for a few invited guests in the residents' lounge of a Sheltered Housing scheme, or hoping to attract a hundred people to a series of public sessions in a library or college, you need to do some planning beforehand.

You'll need:

- **People** to help organise and run the Event;
- A **place** for the Event, with suitable facilities and Internet connections;
- **Equipment.**

a) People

The actual number of helpers that you will need will depend on the size of your venue, number of computers, and number of anticipated visitors. So the following are **Role descriptions**. One person may have several (or all) roles, or there may be a number of people doing one role.

i) Event Organiser

This is the person who holds it all together. They don't have to be computer-savvy, but they have to be organised! Their task is to co-ordinate:

- The other helpers (Host, Computer Tutors, Technical Helper):
 - Recruiting them, from within your organisation, or as volunteers from the local community;
 - Allocating tasks to do, to prepare for the Event, and on the day itself, and agreeing timetables for completing the tasks;
 - Checking that tasks are completed on time and sorting out any delays or omissions;
 - Organising a rota for Computer Tutors on the day if necessary.
- Publicity, at the venue and at places where potential visitors will see it, through the local media, and on the web including the Silver Surfers' Day and Adult Learners' Week websites (see Section 4).
- Registering the Event on the Silver Surfers' Day and Adult Learners' Week websites (more on this under Publicity, section 4).
- Being the contact for Digital Unite about the Event.
- Arrangements at the venue:
 - Booking and making sure the venue is available for the Event;
 - Ensuring equipment is ready (with the Technical Helper);
 - Making sure that there are signs to help people find the Event, disabled access, access to toilets, chairs for visitors and friends, and all the things that will make the Event run smoothly.
- Arrangements for printing handouts for visitors;
- Setting up a booking system, if you think you will need one;
- Arrangements for interpreters if necessary (e.g. community languages, sign-languages);
- Provision of refreshments, if you want to offer them.

ii) Host

This may well be combined with the role of Event Organiser. Their task is to make people who come to the Event feel welcome, by:

- Taking bookings ahead of the Event - important if you have only one or two computers and expect lots of people;
- Greeting people who arrive and allocating them to a tutor;
- Helping with disabled access and directing people to toilets;
- Answering general questions about the organisation and about follow-up sessions;
- Providing refreshments if you are offering them;
- Sorting out anything that may distract the Computer Tutors from their role of helping the visitors.

iii) Computer Tutors

Silver Surfers' Day Events are aimed at visitors who have never used a computer before or who are not confident computer users. They are likely to find it quite confusing, and possibly intimidating, so they will need lots of support. People who have run Events for previous Silver Surfers' Days agree that you need to have one Tutor per two or three visitors, or one Tutor per computer.

You will need fewer (but more experienced) Tutors if you arrange the day as a series of classes. The ratio then is one tutor for groups of five to ten people.

The Tutors do not need to be experienced IT Tutors (although it's great if you can get someone who is) but they do need to be:

- Computer literate and reasonably experienced with using the Internet and any other applications that you plan to demonstrate, e.g. e-mail, digital photography;
- Familiar with the hardware and software you'll be using
[TIP: if you've got a brand new PC with Windows Vista and Internet Explorer 7, then make sure the Computer Tutors have tried it out as they may still be using Windows 2000 and IE6 in their everyday life];
- Able to explain computer concepts clearly and with a minimum of jargon. It's no good if your visitors are sitting in front of a machine and someone grabs the mouse and flicks through half a dozen screens to the accompaniment of a stream of jargon and cries of 'This is really cool!';
- Patient and empathetic with older people. There is no reason why older people cannot learn to use a computer, but the concepts may be new to them and so may need to be explained several times before they are understood. And while using a mouse quickly becomes second nature, it can be hard for someone who has never tried to use one before;
- Reasonably fit! Working with people in a situation like a Silver Surfers' Day Event requires a good deal of concentration and can be tiring. Make sure that Tutors can get regular breaks during the day.

Don't let this list of requirements put you off looking for Tutors. Lots of people would like to help if they are asked, and most will make a good job of it.

iv) Technical Helper

You'll need someone with in-depth technical knowledge, who can:

- Check the Internet connection and equipment before the Event and make sure that it is working properly;
- Deal with any technical problems on the day.

One of the Computer Tutors may be able to take this role, or you may find someone from your organisation's IT Department.

b) Place

A Silver Surfers' Day Event can be held anywhere that has a computer with an Internet connection. Events have been held in schools, colleges, council offices, museums, libraries, Age Concerns, village halls, community centres, churches, Internet cafes, UK online centres, local supermarkets, sheltered housing schemes, football clubs, private houses and even a cattle market.

If you have not got a suitable venue, ask local organisations, councils, community bodies or businesses – they can only say 'no'. (See list of People, Section 3a of this Planner.)

Point out to businesses the value of taking part in a national campaign: the publicity, and new customers, that they will get from helping you. Enlist the help of local councillors to find venues from your local authority. Point out to the Council how important it is that local tax-payers can interact with them online (to pay bills, renew library books, lodge enquiries).

i) Closed or Private Events

You can have a Silver Surfers' Day Event in your own home, or in the residents' lounge of a sheltered housing scheme or care home and limit participation to named and/or known guests. (When you come to list your Event on the website you will can opt to make it searchable by the public or not.) If you are doing a closed Event:

- **Only invite people you know!**

If you are having the Event in your own home, for people that you have invited, who are not paying you, then you do not require fire exits, accessibility provision or liability insurance any more than if you were simply asking them to tea.

ii) Access

- If possible, any public venue should be accessible to people with mobility and other difficulties.
- However, don't give up on the idea of a Silver Surfers' Day because you've got steps or a wheelchair-unfriendly toilet. Just think, can you open an entrance that avoids steps? Can you borrow a ramp? Your venue might not become fully accessible this year, but next year, maybe?
- See http://www.tiresias.org/research/guidelines/checklists/accessible_events_checklist.htm for more information on access.

iii) Safety and Insurance

- Make sure that you know the health and safety policies for the venue, and the fire alarm procedures and fire exits;
- If you are using a venue that is not normally used for Events open to the public, make sure that there is Public Liability Insurance cover for an Event such as this. (Ask the landlord to organise this; it should only take one phone call and may cost nothing).

c) Equipment

- An Internet connection is essential. You can get by with a dial-up connection, but it will be slow and may be quite expensive if you are connected all day. A broadband connection is very much better, but it does not need to be a high-speed one.
- Mobile Broadband is a hot topic at time of writing. It lets you operate a computer anywhere within reach of a mobile phone signal – theoretically. Reliability of connection can be an issue – join or instigate a debate on www.digitalunite.com to see what others think and are doing.
- Almost any computer running Microsoft Windows will do. You certainly don't need to upgrade to the latest operating system (MS Vista) for this purpose. A desktop computer with a good, large screen is best, but if you've only got a laptop, go with that.
- It is essential that you do have a firewall and up-to-date antivirus protection on any computer used to access the Internet.
- You can use a Mac, or a PC running Linux, but just explain to visitors that your set-up is slightly different compared to the 'standard' Windows PCs that they're more likely to encounter elsewhere.
- Ideally your equipment and furniture should conform to best practice with regard to ergonomics but, again, make a judgement re 'working with what you've got' – these are only short taster sessions.
There is good clear guidance at www.ergoergo.info/index.html.
- There are many ways in which to make equipment more accessible to those with disabilities. A trackball mouse is especially useful. More from: <http://www.abilitynet.org.uk> .
- MyComputerMyWay - <http://www.abilitynet.org.uk/myway/> Very useful for anyone who needs adaptations e.g. enlarged icons etc.

TIP: 'Work with what you've got' is the motto; it's your enthusiasm and personality that will give your visitors a good experience of the digital world and encourage them to go further.

3) Where to find help

a) People

IT4 Communities – has a national network of thousands of volunteer IT professionals who want to work with charities or charitable organisations. The organisations have to be registered with IT4 Communities to be put in touch with the volunteers and it normally costs £85pa but it's a very professional and successful matching service. IT4 Communities are very keen to help match volunteers to Silver Surfers' Day Event Holders. Mention DU/Silver Surfers' Day when you contact them, the first 100 Events Holders to do so will get matched for free; <http://www.it4communities.org.uk>

NAVCA Regional ICT Champion These guys know all about what local IT support and provision is available for activities like this, and are primed to help with Silver Surfers Day. You can find your local champion on <http://watfordgap.wordpress.com/regional-ict-champions/>

British Computer Society (BCS) They specialise in helping people with disabilities but are having a big push on encouraging BCS branches to hold Silver Surfers' Day Events this year (May 15th) so worth contacting both for volunteer help and premises. Mention DU and Silver Surfers' Day when you contact them. Tel: 01793 417 417. W: <http://www.bcs.org/>

National Volunteering Organisations

A primary source of volunteer helpers is CSV (Community Service Volunteers) or the 'older' version of CSV, which is RSVP (Retired Senior Volunteers Programme). Both organisations have large bodies of potential volunteers, but you have to approach them in certain ways.

For CSV, go to

<http://www.csv.org.uk/Volunteer/Whats+Your+Interest/Media/Action+Desks.htm>

- and find a link to a Word document (right hand column, underneath a picture) which has regional contacts to Action Desks mostly at local BBC radio stations. Ask the journalist there to help you find volunteers.

To find older volunteers, telephone RSVP on: 0207 643 1385 and leave a very clear message, which will be picked up and responded to.

It's remarkable how many people are willing to help, if given enough warning and provided it's 'just for one day' and someone else does the organising.

Local council

One good place to start looking is your local Council; just ring their contact number and say you are looking for volunteers to help older people on Silver Surfers' Day and take it from there. Councils are very well aware these days of the need for older people to be online.

You can find your local Council through the Directgov website

www.direct.gov.uk/en/DI1/Directories/Localcouncils/index.htm

Local business

Another good source of help is local business. Any local employer, but particularly a large one, may have a scheme for staff to volunteer for community projects.

DU Tutors

We have specialist Tutors all over the country, especially recruited, trained and monitored to help deliver media literacy to older people. They do it all year round. Some of them are willing to offer their services gratis for Silver Surfers' Day. E-mail du@digitalunite.net to be put in touch with a DU Tutor, if there's one near you.

Local faith group

Another place to look is your local church, or other faith group. Often they have volunteers who are willing to come out and help older people with all sorts of tasks.

Age Concern branches – Many offer IT tutoring to their visitors and may be interested in a link-up with your organisation either about premises or volunteer tutors or both. Always worth trying. Ask at your local library or Google for your local branch.

Libraries – your local library is a hugely important resource as they all offer computer access and many of them deliver Silver Surfers' Day Events every year. They are often willing to host Events delivered by other organisations – for example a residents' group in Ealing, London, approached their local library who took bookings from local older people at the desk and made three computers available for tutoring on the day. Three committee members of the residents' group gave half a day to help tutor the visitors.

Ukonline Centres – many of these are in libraries, some aren't. These are all primed to participate in Silver Surfers' Day. Go here to find your local branch. <http://www.ukonlinecentres.com/consumer/>

Schools: primary and secondary – all types of school have participated in Silver Surfers' Day and many would like to, particularly 'specialist' schools (those with a specialist status conferred by central government because of their special expertise in a particular area, like music or humanities or even IT). Find your local school on the Net and make an appointment. Mention Silver Surfers' Day/Digital Unite. Find specialist schools through: <http://www.specialistschools.org.uk/>

Local Sheltered Housing: Most have communal lounges, some are equipped with online computers; all house older people. Many want to participate in local Events, particularly anything to do with learning about computers. You could either join with them and use their facility or invite their residents to your facility. Either way, try approaching through the head office, first. A list of local sheltered housing is here: <http://www.housingcare.org/>

b) Where to look for funds

By the time you read this, it may be too late to look for funds, but it's always worth making enquiries. Even if you're not in time to raise funds for this year, this exploration process could be part of your learning for future years. As always, follow the motto: 'Work with what you've got now'.

Local council

Again, one of your first ports of call should be the local Council: ask about Community Chest funds, these are usually available as small, easily obtainable grants made to local groups who are doing something worthwhile in the community.

Local business

These are often a good source of funds: in fact, it's a good idea to approach business first with a request for help and then mention that, if funds were available, that would be handy, too!

ICT Knowledgebase

There is a very useful article on how to approach fundraising using the internet here: <http://www.ictknowledgebase.org.uk/fundraisingandtheinternet>

Search online

Another idea is to put into a search engine like www.google.co.uk, the words: 'Small grants + [your post code]' and see what comes back. You could also try 'Funding opportunities + [your post code]'. It's somewhat unscientific and you have to not be distracted by sites that are too heavyweight (i.e. requiring two days to read and assimilate), but it's worth a try.

Guidestar

Guidestar - for searching for funding. A free-use fundraising website: <http://www.guidestar.org.uk/>

4) Publicity

The Digital Unite PR Team will be working to generate national publicity for Silver Surfers' Day, but you need to make sure that everyone in your area knows about your Event if you want visitors. Even if yours is a closed Event (ie, you don't want participants from outside your own community), it may still be worth doing publicity in order to get the Press interested as this reflects well on your community.

When we asked Event Holders in previous years for their key success factors, the answer was 'Publicity, publicity, publicity'.

You need to use a variety of methods to reach as many people as possible.

a) Local Press and Media

They are always looking for good stories on local matters, and the link to a national campaign provides a good 'angle'. If you have a good 'human interest' story, perhaps from someone who attended a previous Silver Surfers' Day Event, so much the better.

This is quite a large subject and we will be making **an Event Holders' Media Pack** available to you, via the www.digitalunite.com website. This will include a template press release and generic 'Silver Surfer' pictures of high quality that will help you 'sell' your Event.

Your regular E-zine will alert you when this is ready (mid-March).

b) Posters and flyers

You can advertise directly to potential visitors using posters and / or flyers.

You will be able to download a proforma poster from the **Event Holders' Media Pack** (see note in a) above), or you can design one of your own, using the SSD banner and logo which you will also find there. Again the E-zine will trigger you to find these (mid-March).

(If you think you've missed this or any other resource, go to www.digitalunite.com or email du@digitalunite.net)

If you want to make your own, the poster should include:

- What's happening at the Event
- Date, day of week, time
- Venue with map, travel options and parking
- Whether refreshments are available
- Details of accessibility (e.g. wheelchair-friendly toilet, ramps)
- Who can come (e.g. anyone/only users of your centre/over-50s)
- Any costs involved (e.g. donation for tea, coffee)
- Contact information: person/telephone/address/e-mail/website
- You can publish the National Learning Advice Line number on your publicity material, if you'd rather:

The number is **0800 100 900** (freephone).

The poster needs to be eye-catching and uncluttered. You can also consider making some flyers, A5 or A6 size, for people to take away.

Send a copy of your poster in advance to:

- Local Health Centres and GP surgeries
- Sports Centres
- Community Centres and Centres for Retired People
- Age Concern, U3A and other 50+ Groups
- Churches and other faith bodies
- Libraries, museums and other local facilities
- Sheltered Housing and Retirement Homes
- Social Clubs, pubs, chip shops
- Shops – supermarkets or the local newsagent
- Anywhere that people who might be interested in your Event will see it.

c) On the Web

i) On the Silver Surfers' Day website

However you plan to publicise your Event, make sure you register it with us via www.digitalunite.com . It's easy to do online and once you've entered your Event details, you can opt-in to appear in our listings (which would-be attendees can search). Registering also gives you official Silver Surfers' Day accreditation - which may be useful if your Event helps your organisation to reach its targets. After the Event, once you've filled in a feedback form that we will send to you, you can also get a certificate as tangible evidence.

ii) On the Adult Learners' Week (ALW) websites

If you are in England or Wales, please also register your Event on the Adult Learners' Week websites at

www.niace.org.uk/alw/Events/new_Eventlist_public.asp for **England**

<http://niace.rcthosting.com/en/submitEvent.asp> for **Wales**

(NB NIACE in Wales will be translating some of our Resources, so keep an eye on this website if you need Welsh-language Resources)

We apologise for the duplication of effort, as we may not be able reliably to transfer the data from the Silver Surfers' Day site to the ALW sites this year, or vice versa. But it is worth registering with both as it gives you twice the opportunity of catching an 'eyeball'.

iii) Telephone Helpline

As already mentioned, we will have help from the National Learning Advice Line operated by the Careers Advice Service. Staff at the Advice Line will use the Silver Surfers' Day and Adult Learner Week websites to answer enquiries.

This ensures that potential visitors who don't have Internet access can find out about your Event. You can publicise this free phone number.

TIP: To use this service you must register your Event to the Silver Surfers' Day website via www.digitalunite.com .

The National Learning Advice Line number is **0800 100 900** (freephone).

iv) Local 'What's On' websites

These are run by the local Council, local newspapers, volunteers, or commercial advertising, just put the name of your town or village and 'What's on' into Google.

There is a commercial site www.wherecanwego.com which posts local Events for free.

d) Network

Last, but certainly not least, among the tools for publicity is talking to people!

Or *networking* to use the jargon.

You and everyone helping you will already have lots of networks, the business and social groups that you are part of. They can include faith groups, sports or hobbies clubs, Chambers of Commerce or other local business networks. Perhaps you, or your family or friends are members of the WI, or British Legion, or U3A, or any other 50+ Group.

In all cases, tell people about your Event, and ask them to think of anyone that they know who would like to come along.

For more suggestions, contact your local Adult Learners' Week regional representative. They will have suggestions, sub-networks, advice and ideas.

Go to <http://www.niace.org.uk/contact> to ask for contact details of representatives in England, Wales, Northern Ireland and Scotland.

5) Two weeks before the Event

At least two weeks before your Event, the Event Organiser needs to:

- Arrange a meeting for the team (Host, Computer Tutors, Technical Helper) to introduce them to each other and ensure that they know their roles for the Event;
- Provide copies of **On the Day** (Section 6 of this Resource or download the separate handout version of Section 6 from www.digitalunite.com) to everyone who will be helping at the Event;
- Make sure that all the Computer Tutors have looked at the **Learning Resources** on www.digitalunite.com and have read the handouts;
- Make sure the tasks below are allocated – even if only to yourself!

List of Tasks

During these two weeks:

- **Check Equipment** The Technical Helper needs to check that the computers, the Internet connections and any other equipment work properly;
- **Do a risk assessment**, if you need to (a useful model form is in Appendix 1 to this document);
- **Check website 'calendar' entries**

The Silver Surfers' Day website is UK-wide - www.digitalunite.com

The NIACE calendars are in England and Wales -

In **England**, the Adult Learners' Week website calendar is here:

www.niace.org.uk/alw/Events/new_Eventlist_public.asp .

In **Wales**, the Adult Learners' Week website calendar is here:

<http://niace.rcthosting.com/en/submitEvent.asp> .

- **Make dummy e-mail accounts, if you'll need them**

You won't have time to set up an account for someone and give a comprehensible experience of e-mail in a 50-60 mins taster session.

So, set up some web-based accounts beforehand if you want to offer an e-mail experience.

The e-mail materials in the Learning Resources are based on Google Mail, see <http://mail.google.com/mail/help/intl/en-GB/about.html> . However, if you prefer an alternative service, use that.

Set up an account for the visitors (e.g.

SilverSurfermytown@googlemail.com) and one for yourself, so you can let them experience sending and receiving messages.

- **Prepare sign-up sheets**

These will help if you have people waiting and can also give you a record of numbers and whether people are first-time users; you will need to know this for when you are invited to respond to the Event Holders' Questionnaire. A simple chart will do where you can mark out time-slots and leave space for names to be added.

Have just one sign-up sheet per computer and mark it clearly (e.g. Workstation 1) so it stays with that computer (label the computers, too!).

- **Prepare a 'Where-to-go-next list'**

You don't have to supply anything very posh – it could just be a list on an A4 sheet. But you do need to identify where people can go locally to learn more after their experience with you. Supply details of some of the following providers:

- Yourself, if you plan to provide follow-up courses. Remember to include details of charges (if any) and opening times;
- Local Adult Education Courses, or courses at local colleges;
- courses or drop-in facilities at local libraries;
- Local Digital Unite Tutors (you can find a list at www.digitalunite.com or phone DU free on 0800 822 3951), and other local IT trainers, for people who can afford to pay for tuition;
- Internet cafes;
- Age Concern: www.ageconcern.org.uk/ITforall
- UK Online Centres: www.ukonlinecentres.com/consumer/
- Learndirect centres: www.learndirect.co.uk/
- Outreach initiatives: some areas have trainings that are free-to-end-user, e.g., UK online Centres, Council initiatives, Age Concerns and some sheltered housing schemes are running DU Community Programmes. Ask at the relevant head offices (via the Internet);
- For details of other local training initiatives, refer to Careers Advice Service on Freephone 0800 100 900.

Don't forget to print/photocopy copies of the list!

- **Print handouts**

There will be a growing collection of Learning Resource handouts available for download from the www.digitalunite.com website from late April/ beginning of May (see preliminary list at Section 6e of this document). Use some or all of these depending on your printing/photocopying budget. **'10 Hints for Silver Surfers'** is a good, basic leaflet to hand out.

- **Make Rotas**

If you have a number of people helping, it is useful to have a rota so that people can take breaks while others cover for them.

If you are on your own, make sure you have a way of getting a break.

- **Make Name Badges**

It's worth having name badges for everyone who is helping; they let visitors know who they are dealing with and show who is a helper rather than a visitor or member of staff not involved in the Event.

- **Organise signposting for the Event**

It's vital the signs are clear and someone needs to make sure they are in large print, with large arrows. Balloons are also a good, fun way of signalling that something is happening. Tie them in bunches along the route and above each Internet computer.

- **Toilets**
Make sure the toilets, if you have them, are well signposted.
- **Chairs**
Make sure you've got enough chairs: ideally 3 per computer so that a couple plus computer tutor can all see the screen.
- **Access**
Check that access is as good as you can make it.
- **Refreshments**
If you are providing refreshments, check the supplies and equipment are ready.

TIP: Read 'On the Day' (Section 6) before the day!

6) On the Day

TIP: Plan to arrive earlier than you think you need to! Make sure whoever has the keys knows what time you're arriving.

a) Before the doors open

The Host needs to check:

- **Heath and Safety and Access:**
 - Fire Exits clear?
 - No obstructions or trip hazards?
 - Disabled access clear?
- **Tutors:**
 - All present and correct?
 - Have they got their notes?
 - Have they got their badges?
 - Does everyone know when they can take a break?
- **Signposting:**
 - Are all the signs in place and pointing in the right direction?
- **Toilets:**
 - Signposted and ready for use?
- **Computers:**
 - Switched on? Numbered?
 - Showing the www.digitalunite.com site?
 - Sign-up sheets in place? Numbered to match computers?
- **Handouts:**
 - Laid out where people can see them?
- **Refreshments:**
 - Is the kettle full? Enough milk?

b) Welcoming People

- Be ready, bright and breezy, and lead people to a chair.
- You're offering tastes of what people can do with the Internet, not lessons.
 - Think in terms of 50-60 minute slots per person or couple – some people will just want to chat and hover; don't push but include them.
- If a queue forms, write their names down on the sign-up sheets. Explain how long they may need to wait. Find them a seat, and a cup of tea if you are doing refreshments.
- Encourage people to sit down in pairs as they often have more fun learning together.

c) **Running a Taster Session**

- Make the person comfortable: adjust the seat and the screen to suit them;
- If necessary increase the font size in the browser:

Everyone is different, as are their curiosities and interests. So the first place to start is to get chatting and ask about people's interests.

The **Learning Resources** on www.digitalunite.com have been designed to help with taster sessions.

Don't feel obliged to use our Learning Resources, though – you may be more comfortable with other ways of introducing people to the Internet. If that's the case, do it your way!

Some tips from Event Holders in previous years:

- 'Be very clear with yourself and with others whether you're running a "drop-in" (all-comers welcome, no appointment, any time) or an appointment booking system. If the latter, you need a phone number and to have published it in advance.'
- 'Don't presume that anyone has any computer skills - even moving the mouse can be very difficult for someone over the age of 60 or 70.'
- 'Allow plenty of time for students to have-a-go because once they get into the swing of things, you've a job getting them off the pc!'
- 'You need to be prepared for all sorts of questions and levels of ability. A couple of the class had not switched on a computer before whereas a couple wanted to know about search engines and narrowing the search criteria.'
- 'Try and sort people into groups by ability, rather than a time that is convenient for them. Some people got bored going over things they already knew.'
- 'Ensure participants realise it is a taster session - not a detailed lesson - and what its content will be.'
- 'Tea and scones went down a treat - it was also a good way of finding space to chat with people.'

d) **Learning Resources**

To access the resources, go to www.digitalunite.com and click on the relevant tab.

Content for 2009 will be broadly divided into topics ('Email' or 'Online media' for example). There will be mini-guides to suit different skill levels as well as a section for absolute beginners who've never used the internet or even a computer before.

What follows is last year's list of topics – 2009 will be similar:

e) Learning Resources – a 'taster' list of the contents

(You will be notified of publication and additions to this list via the E-zine; have you signed up for the E-zine yet? If not, go to www.digitalunite.com)

Some of the topics

What is the Internet?	A brief guide to key computer and Internet terminology
Using the Mouse	How to hold a mouse and links to practice exercises
Using the Keyboard	A tour of a computer keyboard explaining the main keys
Ten Hints for Silver Surfers	Tips to help newcomers to the digital world
Make the Computer Fit You	Explanation of some accessibility tools & links to more help
Surfing the Web	Explanation of hyperlinks
What is a Browser?	Introduction to using a web browser (IE6, IE7, Firefox)
Blogs	A brief guide to blogging and links to Silver Surfers' blogs
Digital Photo Sharing	An introduction to photo sharing on the web
Digital TV	Information on the Digital Switch-over
E-mail	An introduction to webmail, using Google-mail
Family History	A brief guide to using the Internet for genealogy
Finding Friends	Sites for finding old friends, and searching for new ones
Games & Puzzles	Links to a range of online sites for games & puzzles
Getting Things Done	Internet activism via e-petitions and 'They work for you'
Government Services	Interacting with national and local Government via the web
Internet Phones & Webcams	Introduction to Internet telephony and how to use a webcam
Managing Money	A brief guide to using the Internet for financial matters
Music Online	An introduction to music downloads
News Online	Links to news services
Searching the Web	An introduction to Google
Shopping Online	A brief guide to Internet shopping and links to key sites
Social Networking	Introduction to Social Networking and Facebook
Stay Safe Online	Some advice to make people 'Savvy Surfers'
Travel	Using the Internet for travel booking and route planning
TV and Radio on the Internet	Overview of content streaming and services from BBC etc Eg, i-player

7) Follow up

We've a variety of ways of following-up so that the work you've started is carried on. Some involves you giving feedback; some we've already touched on.

For example, it really is very important that visitors aren't left 'high and dry' after their delightful first experience of the digital world at your Event. We've already mentioned that you can help them by giving them a list of local places where they can get further support.

We also mentioned that you might like to supply some support yourself throughout the year. For some establishments, that's easy; it's what they do in any case!

For others, we've developed:

a) Online Support Network

Whether you're a seasoned Event Holder, or an individual who wants to know more; a public service organisation or a commercial business; whether you're a commercial training organisation or a sheltered housing scheme, you'll be invited to become a member of the Online Support Network via the E-zine. We want to create a dynamic repository of learning materials, advice, training and ideas. We will tell you more about this as we count down to May 15th.

(If you think you might not be receiving the E-zine, go to www.digitalunite.com and put your e-mail address in the E-zine sign-up slot – there won't be any duplication if you are already in the E-zine distribution list.)

b) Event Holders' Questionnaire

Feedback from you the Event Holders is very important to us. It gives us information about what worked and what didn't and allows us to improve on Silver Surfers' Day next year.

This year, we will collect feedback from you through an online Questionnaire which you will access on the Silver Surfers' Day website: we will notify you when it goes live and give you a gentle prod to complete it. Completion brings you a link to a downloadable Certificate of Silver Surfers' Day that you can personalise for your organisation.

c) Visitors' Questionnaire

Feedback from your visitors is equally important and for the same reasons.

This year, we've put it into Appendix 2 at the end of this document so that you can have it printed out and ready to offer your guests. The information is for your organisation, but we will be asking for this information, too. So please do use the Visitors' Questionnaire routinely and keep the answers somewhere safe.

Appendix 1

General Risk Assessment

In some organisations it is a policy to prepare a written risk assessment for all work procedures within their department. This is an example form which can be useful for such organisations and act as a 'common sense' prompt for others. This form is by no means definitive, only a suggestion. Please copy or amend as you wish. (It was given to us by a partner organisation.)

Activity being assessed:

Location:

1. Identify the hazards (anything that can cause harm)

Confined spaces		Display screen eqpt		Electric shock	
Falling objects		Falls from height		Fire	
Hazardous substances		Heavy lifting		High level storage	
Lone working		Machinery		Manual handling	
Noise		Poor lighting		Slips, trips & falls	
Work equipment		Vehicles		Upper limb disorders	
Other (please define)					

2. Decide who might be harmed

Individual employees		Groups of employees		Visitors	
Contractors		General public		Other (please define)	

3. Evaluate the risks and decide on precautions

Can you get rid of the hazard altogether? Yes / No
If yes, detail the measures to be taken:
If not, can you control the risks so that harm is unlikely? Yes / No When controlling risks, apply the following principles, if possible in the following order: try a less risky option; prevent access to the hazard; organise work to reduce exposure to the hazard; issue personal protective equipment; and provide welfare facilities.

4. Record your findings and implement them

5. Further action required

Signed by line manager: **Print name:**.....

Signed by employee: **Print name:**.....

Date:

Appendix 2

Visitors' Questionnaire

We hope that you have enjoyed taking part in Silver Surfers' Day 2009. We would like to hear what you thought of it, so that we can make Silver Surfers' Day 2010 even better.

Please use the form below to tell us about your experiences. Tick the answer to each question. When you have finished the questionnaire, hand it to one of the people running the Event.

How many Silver Surfers' Day Events have you attended?

First time	2	3	4	More than 4
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How did you find out about the Event? (Tick all that apply)

- | | |
|---|--|
| <input type="radio"/> Posters or leaflets at the venue itself | <input type="radio"/> Local paper |
| <input type="radio"/> Posters or leaflets somewhere else | <input type="radio"/> National paper |
| <input type="radio"/> Silver Surfers' Day Website | <input type="radio"/> TV or Radio |
| <input type="radio"/> Silver Surfers' Day Telephone Helpline | <input type="radio"/> Friend or Relative |
| <input type="radio"/> Other (please say where) | <input type="text"/> |

Did you enjoy the Event?

Very much	Quite a lot	Not very much	Not at all
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Do you feel that you have learned something?

Very much	Quite a lot	Not very much	Nothing at all
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Has the Event made you want to learn more about computers and the Internet?

Very much	Quite a lot	Not very much	Not at all
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How helpful were the people running the Event?

Very helpful	Quite helpful	Not very helpful	Not at all helpful
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What did you think of the Learning Zone website?

Very useful	Quite useful	Not very useful	Not at all useful
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If there were classes on computers and the Internet running throughout the year, would you attend them?

Yes, certainly	Probably	Not likely	No
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If you would be interested in attending further classes, please give your name and address.