



Event Holders' Planning Resource

for Silver Surfers' Day Events
on and around
May 21st 2010

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Note from the Managing Director of Digital Unite:

Welcome to Silver Surfers' Day 2010 (SSD10). SSD10 is Friday May 21st.

It's a new decade, and SSD is in its ninth year – what an accomplishment for a campaign that started with 40 or so organisations who agreed it was time to highlight the importance of digital literacy for older people.

SSD is a day of mass digital activity for older people. Together, up and down the UK and overseas as well, we encourage older people to have a taste of what the digital world can offer them by going to a free SSD Event near by. SSDs are run locally by libraries, schools, community groups, businesses, charities, housing schemes, museums, people at home in their kitchens. Where there's a will (and an Internet connection) there's a way.

SSD Event Holders can be big and small, formal and informal – young and old. Do you relish getting involved with your community, having some fun, doing some good? Can you see opportunities for people of all ages and abilities to share some of their time and experience and support others with little or no experience of the digital world? Would you like to share ideas and resources with other like-minded people? Then what are you waiting for – make a commitment to run a SSD this May!

You'll be in good company. Last year we counted 1,050 SSD Events nationwide – and we know there were plenty more unofficial, unregistered ones taking place. That's a fantastic groundswell of activity, enthusiasm, community-through-digital-literacy-activities and we are, as ever, determined that 2010 will be bigger and better than last year.

This Planning Resource is the first of a series of resources for SSD Event Holders that will be published as we count down to May 21st. For those of you who are regular Event Holders, you will see the basic advice about planning and preparation is much the same as previous years. But do have a browse through to read about new additions for 2010, like the Event Holders' Forum. Designed for ease of use, and borne out of feedback from and consultation with many of you, the Forum is a place for people running Events to share ideas and support each other.

More than that, we'd like the Forum to take on a life of its own and burn brightly long after May 21st has come and gone. For all of you out there doing your bit to promote older people's digital literacy, the Forum can be a constant companion and source of inspiration, resource, support and friendship.

There will be plenty more reminders about this, but when the site opens for you to register your SSD Events – please DO! If you don't, we can't count them; if you don't, the good folk who run the free phone line for SSD enquiries won't know you are running an Event; if you don't, we won't have the opportunity to celebrate your achievements.

So, and I know, I always say this every year too – but it's still such a sensible recommendation – make a cup of tea, sit back and enjoy reading how to plan your SSD Event this May! And if you are new to Silver Surfers' Day, and you can't take it all in first time, don't worry. It's meant to be something that you can come back to at every stage of your progress to a successful Event.

Feedback about anything, as always, welcome. With kind regards and happy SSDing,

Emma Solomon

MD, Digital Unite Limited

February 2010

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:

Event Holders' Forum

We have set up a website especially for Silver Surfers' Day Event Holders. It is intended for everyone who helping to plan and run a Silver Surfers' Day Event, and also anyone who is thinking about doing so.

It is a membership Forum where you can:

- Share ideas, discuss issues, ask questions and get answers;
- Send messages to other members of the Forum as one-to-one;
- Download the Event Holders Resources produced by Digital Unite;
- Share any resources that you have developed and wish to offer to a wider community.

You can find it at www.silversurfersday.org or via the Silver Surfers' Day page at <http://silversurfers.digitalunite.com/>.

You will be able to view the message boards without registering, but you will not be able to:

- Post messages or replies to the Forum;
- View the details of Forum members;
- Send messages to members;
- View the Event Holders' Resources section.

We have made registration as straightforward as possible, so it should not be a problem for anyone involved in an Event. You will need to provide an email address, so that we can contact you. It will not be visible to any other member of the Forum. As many people from one Event can register as you wish.

NB the Event Holders' Forum is not intended for beginners or to be used as a learning tool.

There is a Guide to the Event Holders' Forum in the User Guide section of the Forum.

Event Holders' Planning Resource

You're reading it now.

It takes you through all the steps to creating a successful Event:

- **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?

Event Holders' Media Advice

Because we know how important it is to publicise your Event effectively, we have produced a separate guide to help you with:

- Planning your approach to local Press and Media;
- Producing a Press Release;
- Responding to Media Enquiries.

We have also got a library of photographs and logos that you can use to illustrate leaflets and posters, plus a downloadable poster.

You can find these all via the Event Holders' Forum.

Learning Zone

See <http://learning.digitalunite.com/>

Here you will find the Learning Guides, PDF files, which can be viewed online or downloaded and printed as handouts. They are all in clear, easily understood language, with no jargon. Most are one or two sides A4.

We'll be updating the Guides from 2009, and adding some more. You can find a complete, up-to-date list on the Event Holders' Forum.

We will also be providing links to Resources from Partner Organisations, who have made them available for Silver Surfers' Day Event Holders free, or at a discount rate.

As long as you are signed up for the E-zine (via <http://digitalunite.com/>) you'll be updated with news of new Guides and Resources in the run-up to 21 May.

Are you ready to be part of Silver Surfers' Day 2010?

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 Press, and on the web. (See Section 4).
- Registering the Event on the Silver Surfers' Day and Adult Learners' Week websites (See Section 4C).
- 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 teachers or trainers (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 7 and Internet Explorer 8, then make sure the Computer Tutors have tried it out as they may still be using Windows 2000 and IE6 in their everyday life – or vice versa];
- 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.

We will be producing a short Guide for Computer Tutors on Silver Surfers' Day which will provide tips for people who have not done this sort of thing before – and even for those who have.

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.

If you are running a Community Event and don't have a suitable volunteer, try asking a local computer shop if they will help, perhaps in return for some free advertising of their services.

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 People and Organisations, Section 3)

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, and 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 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

- You don't need the latest computers. Indeed people may be put off if they think they need expensive equipment to get online. You certainly don't need to upgrade to Windows 7 for this purpose. A desktop computer with a good, large screen is best, but if you've only got a laptop, go with that.
- 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 possibility, but speed and reliability of connection can be an issue. If possible check that the signal in your location is strong and reliable several times beforehand.
- 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; 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: www.abilitynet.org.uk/.

- MyComputerMyWay - 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 and Organisations

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.

See www.it4communities.org.uk

NAVCA Regional ICT Champions They 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 so worth contacting both for volunteer help and premises. Mention DU and Silver Surfers' Day when you contact them.

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/services/volunteer-recruitment>

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

<http://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. See <http://www.ageconcern.org.uk/> for your nearest branch (in England)

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.

UK online 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. www.ukonlinecentres.com/consumer/getting-started.html.

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.

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, first try approaching through the head office. A list of local sheltered housing is here: 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: www.ictknowledgebase.org.uk/fundraisingandtheinternet.

Search online

Another idea is to put into a search engine like Google, 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: www.guidestar.org.uk

4) Publicity

Digital Unite will be working to generate national publicity for Silver Surfers' Day, but if you want **your Event** to have lots of visitors, **you** need to make sure that everyone in **your area** knows about it. Even if you are holding a closed Event (i.e., you don't want participants from outside your own community), it will still be worth doing publicity in order to get the Press interested as this reflects well on your organisation.

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 have a separate **Event Holders' Media Advice** document to download from the Event Holders' Forum.

b) Posters and flyers

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

You can download a pro forma poster from the Event Holders' Forum 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.

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 <http://silversurfers.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).

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 will 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 <http://silversurfers.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 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** (download the separate handout version of Section 6 from the Event Holders' Forum) to everyone who will be helping at the Event;
- Make sure that all the Computer Tutors have looked at the **Learning Guides** on <http://learning.digitalunite.com/>;
- 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 (Appendix 1 has a useful model form);
- **Check website 'calendar' entries**
See Section 4C for details.
- **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 minute 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. 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.
- **Set up dummy accounts for any social networking sites you want to use**
The same applies as for e-mail: better to spend time showing people what they can do, than filling in forms. If you have your own account, you could use that, but remember people will see your personal details.
- **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;
- Online or distance learning courses, e.g. at www.newcurioshop.com;
- Local Digital Unite Tutors (you can find profiles of all DU Tutors at <http://tutors.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/;
- 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**

All the Learning Guides from SSD09 will be updated for 2010, and we will be adding new ones. You can download individual Learning Guides now from <http://learning.digitalunite.com/>. We will make the complete set available in a single download from the Event Holders Forum at the beginning of May.

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:

- **Health 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 <http://learning.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, and everyone has different interests and expectations. So the first place to start is to get chatting and ask about people's interests.

The **Learning Guides** on <http://learning.digitalunite.com/> have been designed to help with taster sessions.

Don't feel obliged to use our Learning Guides, 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 Zone

The Learning Zone, <http://learning.digitalunite.com/>, is where you will find all the resources that we have developed to help you on Silver Surfers' Day – and whenever you are running programmes for people who are new to computers and the internet.

We'll be developing new resources in the months before SSD2010, but the Learning Guides from 2009 are already available. We'll be checking and updating them as well.

The full set of Learning Guides will be available for download via the Event Holders' Forum early in May.

We are also planning to provide links to other resources, some provided by our SSD Partners, organisations who are making their materials available to SSD Event Holders free or at a discount, and to websites identified by Event Holders as having useful content for visitors.

7) Follow up

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.

The "Where to go next list" described in Section 5 is important, especially if you do not run a programme of tuition yourself for the rest of the year.

a) 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 that you can personalise for your organisation.

b) Visitors' Questionnaire

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

We are also making an online questionnaire available for your visitors. It will be simple to complete, indeed you could use it as a tool to give people an opportunity to complete a web form without having to sign up for anything.

However, we realise that some people may not manage to complete a web form. So there will be a hard copy one that you can download from the Event Holders' Forum to print out ready to offer your guests. The catch is that we will ask you to enter the data to a web form that we will provide.

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

Note that this form can be downloaded from the Event Holders' Forum

Visitors' Questionnaire

We hope that you have enjoyed taking part in Silver Surfers' Day 2010. 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="checkbox"/> Posters or leaflets at the venue itself | <input type="checkbox"/> Local paper |
| <input type="checkbox"/> Posters or leaflets somewhere else | <input type="checkbox"/> National paper |
| <input type="checkbox"/> Silver Surfers' Day Website | <input type="checkbox"/> TV or Radio |
| <input type="checkbox"/> Silver Surfers' Day Telephone Helpline | <input type="checkbox"/> Friend or Relative |

Other (please say where)

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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.