

Rising Stars programme

Session 1: Creating outreach

Wednesday 24 October, 2pm – 4.30pm

- **Introduction to Rising Stars:** Outline of the programme, your expectations and our expectations.
- **Introduction to outreach:** Outline of Public Engagement at the University of Cambridge, overview of the Public Engagement team.
- **Outreach case-studies:** experts in innovative outreach at the University discuss how to engage different audiences, the range of activities they have run in the past and how to evaluate their success with the opportunity for questions from participants.
- **What could you do?** Brainstorm activities you could offer, potential audiences, event organisation and who you could work with on the project.

Informal pub session: Activity design

Wednesday 31 October, 4.30pm – 6pm

Working in groups of 3, design and drop-in activity which to try out at our next session – should last no more than 10 mins

Session 2: Communication skills

Wednesday 21 November, 2pm – 4.30pm

- **Drop in session activities**
- **What makes engaging content?** Creating engaging content, catering for an audience of mixed abilities
- **Writing an engaging event description**

Homework:

- Decide what event you would like to run and write an engaging event description

Session 3: Event co-ordination

Wednesday 23 January, 2pm – 4.30pm

- **Event logistics:** venue constraints, predicting event attendance
- **Marketing:** how to market your event with minimal resources, how to reach the target audience
- **Health and safety and legal considerations:** how to complete a risk assessment, CRB checks, Insurance, recording consent, using volunteers
- **Funding**
- **Evaluation:** evaluation objectives and methodology
- **Your activity:** a chance to discuss your proposed event

Homework:

- Carry out activity by next session

Informal pub session: Sharing activity experiences, networking and next steps

Wednesday 24 April, 4.30pm – 6.30pm

An informal session evaluating each activity and sharing lessons learned.