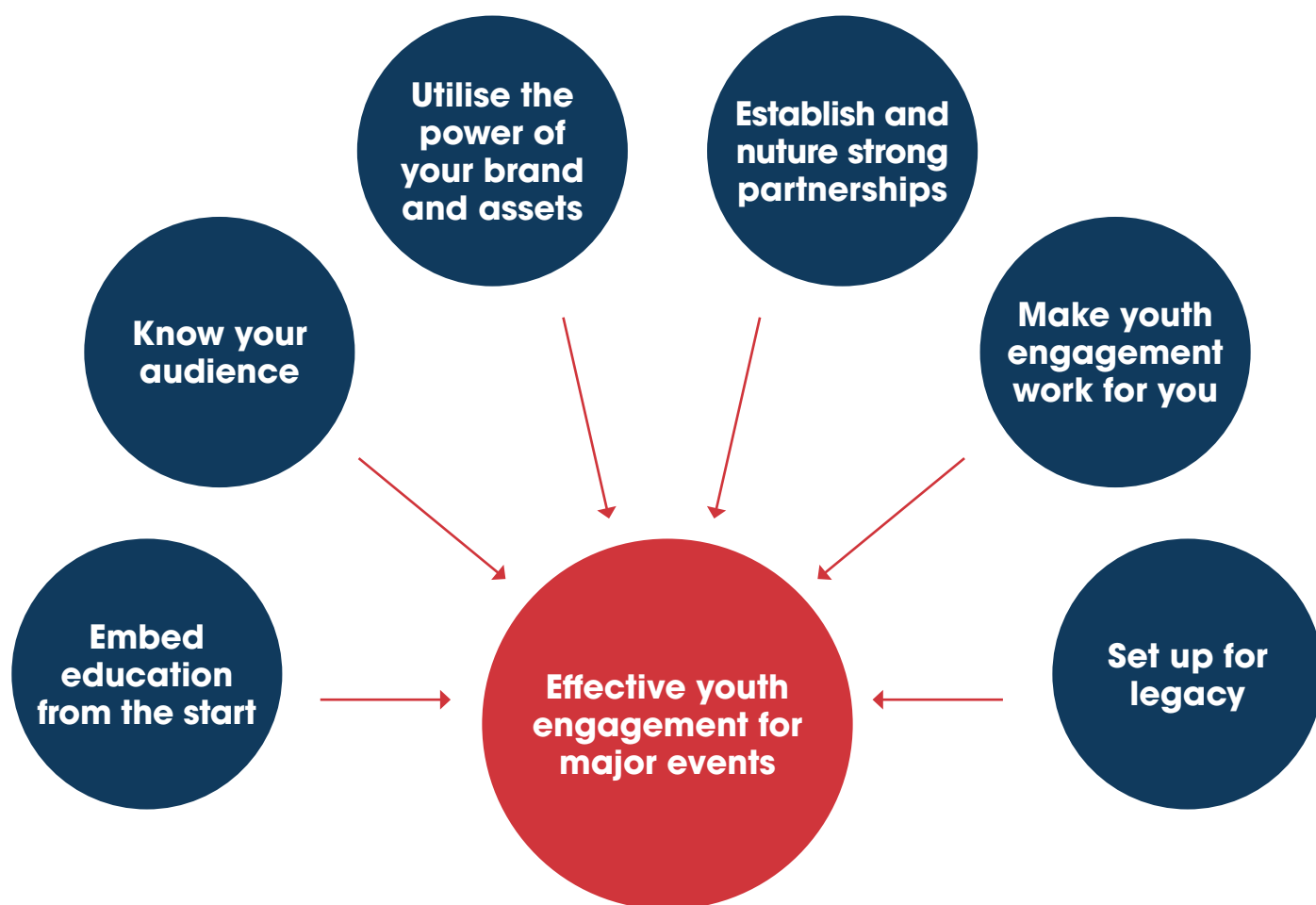


Driving effective youth engagement through major events



This document was compiled following research and consultation with a number of key stakeholders. Thanks go to:

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1

Embed education from the start

Ensure education is built into your event strategy with buy-in from stakeholders and partners. This sets your programme up for success in building enthusiasm for the event, connecting with a new and diverse audience, and engaging teachers as a key mechanism for reaching young people.

2

Know your audience

Create an authentic and lasting programme by understanding who you are trying to reach and the most effective way to deliver your message. Utilise delivery partners who are experts in their field already!

3

Utilise the power of your brand and assets

Is there a particular role model, venue or experience which can help bring your event to life for young people? All events will have some sort of unique asset which can build credibility and a sense of excitement which cuts through the noise.

4

Establish and nurture strong partnerships

Building strong partnerships with delivery organisations already working to similar goals will ensure reach and authenticity. Partnerships with sponsors looking to forward their own social impact objectives ensures the programme has the resources and names behind it to drive impact.

5

Make youth engagement work for you

Youth engagement can help support organisations' priorities, whether through developing a future talent pipeline, providing employee volunteering opportunities, or otherwise driving forward social impact strategies. Thinking about how your own organisation could benefit from an education programme can ensure buy-in from senior stakeholders.

6

Set up for legacy

Think about how you, your partners, funders or sponsors may run the programme after the event has ended. Ensure flexibility is built into strategy and that the programme can adapt to new circumstances.