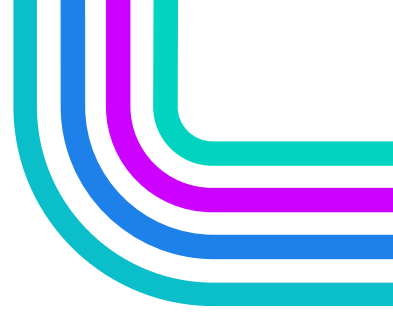




Co-funded by
the European Union

DIGI YOUTH 2.0



METHODOLOGY FOR DIGITAL YOUTH EVENTS

1. BRAINSTORMING PHASE

- An overview of the objectives and purpose of the digital youth event

2. PRE-EVENT PLANNING

A. Event Format

- Decide on which format, such as webinars, workshops, online competitions, hackathons, or gaming tournaments, best serve the event's goals and objectives.
- Choose the event's duration, the timetable, and the minimum and maximum number of attendees.

B. Audience Analysis

- Determine the target audience's interests, needs, age range, and level of their digital access.

C. Event Theme and Content

- Establish the event's main subject and select the kind of content that will be provided.

D. Event Platform and Tools

- Select the digital tools and platforms that match the event format and objectives, such as Zoom, Microsoft Teams, Slack, Google Meet, Discord, or Twitch.
- Decide the method of registration.

E. Event Promotion and Communication

- Develop a marketing strategy and communication plan to connect with the target audience via online ads, emails, and social media.



3. EVENT EXECUTION

A. Event Facilitation

- Appoint a skilled and experienced facilitator who will focus on the content and is able to manage the event and ensure that the participants engage positively. Also, would be great to have the assistance of a tech wizard for the technical support of the event.

B. Event Interaction and Engagement

- Provide opportunities for the participants to engage and interact with each other, such as Q&A sessions, group discussions, polls, quizzes, games and breakout rooms.

C. Event Content Delivery

- Plan and deliver high-quality content that aligns with the event theme and engages the participants.

The following ideas can ensure the delivery of high-quality content:

1. Nicely designed and comprehensive presentation
2. Keynote speeches by expert speakers.
3. Interactive workshops or breakout sessions
4. Short videos or animations that illustrate key concepts or ideas in a visually engaging way.
5. Virtual networking opportunities
6. Case studies or success stories that inspire and motivate participants.

4. POST-EVENT / FOLLOW-UP

A. Feedback Collection

- Get participant comments on the event experience, including its advantages and disadvantages as well as recommendations for improvement.

B. Evaluation and Analysis

- Determine the success of the event based on its goals, attendance, engagement, and feedback.

C. Documentation and Reporting

- For future reference, record the event's results, lessons learnt, and good practices.

5. DO'S AND DON'TS

DO's

- ▶ When organising the event, take the target audience's interests and needs into account.
- ▶ Have an experienced facilitator/trainer who is capable of solving problems such as technical support etc.
- ▶ Choose a facilitator who is knowledgeable about the topic of the events as well as on digital youth work, meaning, building online group dynamics, engagement, responsiveness, etc.
- ▶ Make sure that the facilitator and the tech wizard are knowledgeable on the digital tools and platforms they are using
- ▶ Use engaging and interactive digital tools and platforms.
- ▶ Check if your Internet connection is stable and the tools you are using are working.
- ▶ Foster a welcoming environment that encourages participants' engagement and learning.
- ▶ Provide content that is of a high standard and pertinent to the goals of the event.
- ▶ Gather feedback and assess the success of the event.
- ▶ Be mindful about the comments and feedback from the participants and take it into consideration
- ▶ Remember to record and communicate the event's results and lessons learnt.

DON'Ts

- ▶ Don't undervalue the significance of communication and event planning.
- ▶ Avoid using inaccessible or challenging-to-use digital tools and platforms.
- ▶ Avoid one-way communication.
- ▶ Pay attention to the comments and feedback from the participants.
- ▶ Record the event without letting participants know about that and ask permission before you start it.
- ▶ Forget the breakout rooms to check how the participants are working and whether they need help.

CHECKLIST

- Objectives and purpose of the digital youth event
- Format (webinars, workshops, hackathons etc.)
- Duration
- Timetable
- Number of attendees
- Target audience's interests, needs, age range, and level of digital access.
- Main subject
- Structure of content
- Marketing strategy
- Communication plan
- High-quality content
- Digital tools' and platforms' selection
- Select facilitator/trainer
- Find interactive and engaging activities
- Participants' feedback and comments
- Record the event's results, lessons learned, and best practices.