

# Europeana Collection Days ABC

Step-by-step guide to running a collection day event

## [Introduction](#)

### [Prior to the event](#)

[Date](#)

[Venue](#)

[Event manager](#)

[Event team](#)

[Collection day event brief](#)

[Roadmap Collection day event Tasks & Actions](#)

[Communication](#)

### [The event](#)

[Roles & responsibilities](#)

[Team briefing](#)

[Signs](#)

### [After the event](#)

[Debriefing](#)

[Follow up contact](#)

### [Useful contacts at Europeana](#)

### [Overview of documentation](#)

## Introduction

Throughout 2018, the European Year of Cultural Heritage, Europeana will run a series of collection days and events involving museums, libraries, archives and audiovisual collections across Europe that specialise in or are interested in the theme of migration.

People across Europe, young and old, will be encouraged to join in both online - by contributing to and exploring a new migration collection on the Europeana Collections website - and in the real world - by participating at collection days - museum events where they can add their personal migration stories.

When you run a collection day, you invite people to come along and share their family's stories of migration, bringing objects that help to tell those stories, for example, photographs, letters, postcards, films or items of clothing. You will help visitors to record and digitise their stories on

the day so that they become part of the Europeana Migration collection. Here, they will sit alongside items from European museum collections and be available for anyone to read online.

This document is your starting point to organise such an event and will lead you to all relevant documentation.

## Prior to the event

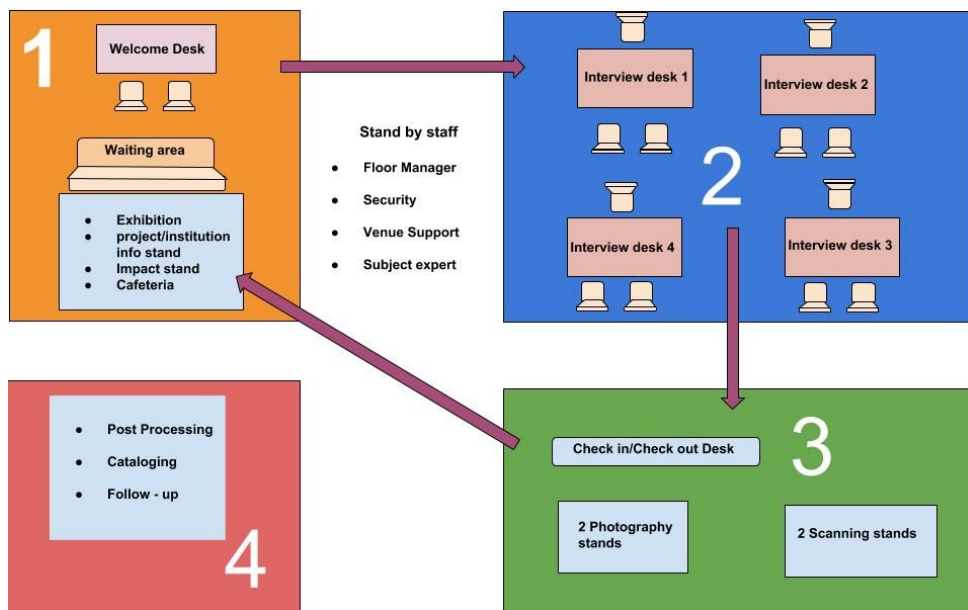
1. Check out the following documents to get an insight what organising a collection day event entails in terms of staff and resources:
  - a. [Running a collection day event](#) (slides series)
  - b. [Workflow overview](#)
  - c. Checklists for [staff](#) and [equipment](#)
2. Decide on date and venue for the event
3. Appoint event manager
4. Form event team
5. Create collection-day brief
6. Start [Collection day event Tasks & Actions Roadmap](#) for preparations and actions related to the collection day event

## Date

Depending on circumstances, the date should be confirmed at least 2 to 3 months before an event to be able to find the right venue and rooms and make sure there is enough time to communicate the event to the relevant audience and reach potential participants with stories and objects to share. You can think about a publicly known day with a theme related to Migration. You can consider holding a multiple day event including a weekend day to allow more people to come.

## Venue

The venue is an extremely important element of the event and should be chosen asap. Things to keep in mind are: an easy location to reach. The rooms should have enough space for the three stages of the workflow (see chart below) and have facilities such as heating, air-conditioning, light, WiFi capacity and catering possibilities.



## Event manager

The event manager is responsible for the operational quality of the workflow of the collection day event as described in [this document](#).

He or she forms the operational team responsible for the success of the collection day event. The team usually consists of the event Manager and other relevant members of the hosting organisation.

## Event team

The event manager should appoint team members for the collection days:

- [Collection day staff](#) - welcome desk, interviewers, digitisation etc. ,
- Facilities - rooms, furniture, catering
- Technical support - equipment, IT
- Communication - publicity, audience invitations, press

## Collection day event brief

The event manager is responsible for drafting the [collection day event brief](#). The brief is the starting point for the event manager to draft a roadmap and start coordinating the event.

## Roadmap Collection day event Tasks & Actions

Preparations for each collection day event and meeting are put in a timeline with actions which can be found in the [Collection day event Tasks & Actions Roadmap](#). The event team is responsible for updating the actions on a weekly basis. This roadmap is discussed with the team members before the collection day event or meeting.

## Communication

To support your communications and publicity activity Europeana has prepared a communications toolkit which can be found on the [Europeana Migration page on Europeana Pro](#).

What's in the communications toolkit:

- A communications tips checklist.
- Key messages to help you describe and explain what Europeana Migration is all about.
- A press release template (in English) that can be adapted and translated for your collection day, including a supportive quote from Europeana's Executive Director, Harry Verwayen.
- A short animated video illustrating that everyone's story helps tell a bigger story on migration and cultural heritage:  
[https://drive.google.com/file/d/1GZrcEgfe7bADSsPX\\_7J0sS-u7J63pPbp/view?usp=sharing](https://drive.google.com/file/d/1GZrcEgfe7bADSsPX_7J0sS-u7J63pPbp/view?usp=sharing)
- Social media Twitter templates and real-life examples to help inspire you.
- Example 'champion' stories.
- A presentation for schools (in English) for you to translate.
- A template for postcards to help promote your Europeana Migration collection day and that can also be distributed to your community and audiences in advance.
- Press invitation example (in English).

### **Promotional materials**

Europeana can provide a promotional print budget to help produce publicity material (such as postcards) to a maximum of 200 EUR (incl. VAT). To make use of this please get in touch with Marijke Everts at [Marijke.Everts@europeana.eu](mailto:Marijke.Everts@europeana.eu) to agree in advance of producing or commissioning any materials.

Europeana is VAT exempt so please make sure to include VAT in the overall billing.

### **Postcards**

The communications toolkit includes a postcard template. Postcards can be used in advance of your event to promote it, and at the event for participants to take away a personal record of where the stories and objects they have shared can be found online.

To create postcards for your event, please provide us with your logo and a translation of the information on the postcard in your language. We will then create the print-ready template, and send it back to you for agreement.

You will be expected to send the postcard to your local printer. Make sure to mention they are of size A6, double sided, full colour, and a matt finish as the reverse of the postcard needs to allow for writing. We recommend you create your postcards at least a month ahead of your event to allow you to use it for promotion.

## **Banners**

Europeana can provide promotional roll-up banners to help signpost your event on the day. Normally an event will need two banners - one for the welcome desk and one somewhere else in the room f.i. you could use for press opportunities.

[See examples here.](#)

Europeana intends to collect photographs of selected contributors and their objects at each collection day event to produce a series of banners to help showcase shared stories and objects from events across Europe. To make this possible, the photographs need to follow consistent guidelines - to help us create a banner showing a participant from your event, please follow the instructions in [the photography guidelines](#).

## The event

1. Finalise team - roles & responsibilities
2. Set up venue - place and test furniture & equipment, [Table nameplates](#), print forms
3. Team Briefing - test run, forms, Whatsapp group

## Roles & responsibilities

Make sure the staff overview is complete and shared with all team members so that everybody involved knows who does what. For this you can make use of these documents:

- [Roadmap Collection Day Event](#)
- [Day before or morning checklist](#)

## Team briefing

To ensure a smoothly running event the event manager should organise a team briefing ideally the day before the event. This should include

- A test run of the workflow to test the whole setup: route, wifi, forms, equipment, interviewing etc.
- Set up a Whatsapp group including all team members for efficient communication

## Signs

At the event the route for visitors has to be clearly signalled. There need to be signs - preferably with the logo of your institution as well as that of Europeana - at the entrance, in elevators, at the entrance and at stairways. Depending on the venue you can make use of [this set of signs](#).

# After the event

After the collection day event:

1. Check all contributions - is everything complete and correctly uploaded
2. Share a selection of photographs taken during the event with Europeana for promotion and reporting
3. Contact contributors and other participants - thank you, follow up on issues
4. Debriefing

## Debriefing

Debriefing by the event manager and the team should cover:

- what were the highlights of the event?
- what are the lessons learned?
- what tips do you have for the next collection day event?

Note: the debrief is not meant to justify things afterwards but rather serves strategic purposes: improving on the next one, celebrating and evaluating new partnerships etc. Please share your findings with the Europeana team.

## Follow up contact

Within a few days after the event a 'Thank you' email should be send to contributors and the volunteers and staff members together with a link to the pictures, presentations and event highlights.

## Useful contacts at Europeana

For general matters and help or advise on content gathering

- [Adrian Murphy, Europeana Collections Manager](#)
- [Marijke Everts, Campaign Coordination and Administrative Assistant](#)

For help or advise on events

- [Ad Pollé, Senior UGC Projects Coordinator](#)
- [Gina van der Linden, Event Manager](#)

For help or advise on communications

- [aleksandra.strzelichowska@europeana.eu](mailto:aleksandra.strzelichowska@europeana.eu)
- [Nicholas Jarrett, Marketing Campaign Manager](#)

# Overview of documentation

**Please do not use the original but copy to start your own!**

## **Workflow documentation:**

- [Migration Workflow overview](#)
- [Collection day event event brief example](#)
- [Collection day event Tasks & Actions Roadmap](#)
- [Roles and responsibilities](#)
- [Interview guidelines](#)

## **Workflow print-outs:**

- [Collection day event Submission workflow form](#) (paper)
- [Online Submission Form](#)
- [Back up submission form](#) (in case of IT issues e.g. no wifi, crashed laptops)
- [Europeana User-Generated-Content policy](#)
- [Contributors list](#)
- [Thank-you-card](#)
- [Parental consent form](#)
- [Signs](#)
- [Table nameplates](#)

## **Presentations:**

- [Example stories - slideshow](#)
- [Running collection days presentation](#)