

Learning at Work Day ... signed, sealed and delivered in 60 mins!

With just over a month before national Learning at Work Day, it's not too late to get involved. We bring you our short guide to planning Learning at Work Day, if you've only got an hour's planning time to spare.

Step 1: Identify the opportunities (5 minutes)

The key to a successful Learning at Work Day is to make sure that you link your activities to something that 'drives' your business or organisation. For example, is being a green workplace on the business agenda or is sickness absence something that's a priority? Linking Learning at Work Day activities to business objectives will help you to get that all-important management buy-in.

Step 2: Decide on a theme (5 minutes)

Taking what you have identified as the 'driver' for your Learning at Work Day, think about how you can turn this into a theme for your event. Giving the Day a theme helps to create an 'identity' for your event and makes it much easier to focus on what activities you will offer. Read this inspiring [case study](#).

Step 3: Pick the activities (15 mins)

It's now time to brainstorm the activities you will offer on your day and set about contacting organisations to run them for you. The other option is to run everything in-house, making the most of the skills and knowledge of your colleagues. Find out about the 'hidden talent' in your workforce by asking colleagues to run sessions linked to your theme. Some of the most successful activities are fun, bitesize tasters. Consider e-learning, informal skill sharing, job shadows, displays and demonstrations, as well as more structured workshops and talks. These can be offered throughout the day, in the canteen at lunchtime, or by encouraging staff to take short 'learning breaks'. You might also like to consider offering refreshments and freebies as incentives.

Step 4: Make some calls (10 mins)

To start the ball rolling, make contact with organisations and individuals to run your activities. There is a [provider directory](#) on the website with a list of learning providers, some of whom are willing to run free tasters in the workplace. Make a list of the other potential providers and partners. This might include colleges, NVQ students, private training providers, local shops and businesses, leisure services, sports partnerships ... the list is endless. Be clear on how involving themselves with your event will benefit them.

Step 5: Spread the word (10 mins)

Download the [LAW Day poster](#) from the website and customise it with details of what you will be offering on Learning at Work Day. Once you have raised awareness of your event, begin to build interest by using other promotional tools and techniques. Displays, competitions, email footers, 'desk drops' and using learning reps are just some of the ways you can entice people to take part.

Step 6: Think about the 'where next' (10 mins)

Learning at Work Day is about creating an appetite for learning in individuals that will lead to improved motivation and confidence to learn the new skills your business continually needs. Ensure you maintain this momentum by building in progression pathways for employees and for the business. Promote the range of free community learning opportunities as part of [Adult Learners' Week](#) and raise awareness of websites and further sources of information linked to your theme and activities. Signpost to where employees can go to further their skills for life (0800 66 0800) and the [learndirect](#) advice line (0800 100 900). Plan your next campaign to promote informal learning in the workplace by visiting www.countmeincalendar.info for a list of other awareness days.

Step 7: Plan how you will evaluate (5 mins)

Although it's not essential to evaluate the impact of your event, it's certainly useful to measure its success. Consider how you will find out whether colleagues enjoyed the day, what they learnt, whether behaviour and attitudes have changed and if you have managed to make some cost savings as a result of what you offered on Learning at Work Day. Evaluation doesn't just have to mean filling in forms, either!

What else you should know

- **Train to Gain** is the free impartial advice service that will help you to match training needs to the most appropriate provider. Visit www.traintogain.gov.uk
- The **Skills Pledge** is a voluntary public commitment by the leadership of a company to support all its employees to develop their basic skills and work towards relevant, valuable qualifications. Visit www.traintogain.gov.uk/skillspledge
- **Investors in People** helps organisations improve their performance through their people. Visit www.investorsinpeople.co.uk
- **Move On** is a national project aimed at helping adults to brush up their skills and gain the National Certificate in Adult Literacy or Numeracy. Visit www.move-on.org.uk

How to involve Campaign for Learning

Make sure you register with the Campaign for Learning in order to receive regular updates, tips and free resources. We'd like you to register your Learning at Work Day event, so we can shout about the range of activities that are on offer around the country. We can also help you with [PR](#), raising your profile in the local and national media.