

Help your community get by

Communications toolkit for
eventholders

Issued in 2026 for the National Digital Inclusion Network



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What is Get Online Week?

‘Get Online Week’ is our annual digital inclusion campaign and has been held every year since 2007. In that time and in collaboration with the National Digital Inclusion Network, we have hosted thousands of free community events across the UK, helping millions of people learn new skills and confidently get online to do things like safely navigate the web or try out AI.

It’s back this year during **19–25 October**, and we’re asking Network members to continue to open their doors, even inviting local decision-makers to see their work in action so they can truly grasp the daily reality of digital exclusion. With 72% of UK adults believing the Government should do more for digital inclusion, this campaign is our chance to question why more isn’t being done and share unforgettable stories with those who hold the power to make a difference.

Why is it important?

As the UK’s largest digital inclusion campaign, Get Online Week has helped hundreds of thousands of people to get online for the first time – safely, confidently and affordably.

This is only made possible by organisations in the National Digital Inclusion Network, like you, opening your doors to help people get online.

This communications toolkit is for members of the National Digital Inclusion Network who are hosting an event for Get Online Week 2026. It covers guidance on planning events and how to talk about Get Online Week.

Event planning guide

We've pulled together some tips and guidance for you to create a successful, safe and impactful event for your community this Get Online Week. Here are some things to consider:

Event inspiration

- How can you design your event so it sounds fun and welcoming for your community?
- Is your event idea something you think your community needs or would like to come to?
- What simple steps can you help people take, or what topics would you cover to get community members interested in learning new digital skills?
- Are there cultural or social barriers to people joining? Consider avoiding school pick up times or providing accommodations for specific groups?
- How can you talk about your event so it is relatable and makes getting online sound simple and useful to your community?
- How are you going to promote your event?

Your community & organisation

- Who would you like to come to your event? Is it your existing members, new people or both?
- What time and day of the week would your community most likely be able to attend?
- Where will you hold your event that works for your community? Do you need to hire a space or can you use what you already have?
- Who needs to be involved to organise and run the event? Do you need extra volunteer support or need to get your management team involved?
- What equipment or event materials do you need to organise or purchase in advance?



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Risks & safety

All event holders are responsible for keeping your participants safe at your events. Complete a risk assessment for your event and implement any mitigation strategies you may need to keep everyone safe and the event running smoothly. Many organisations already have a risk assessment template that you can use for your event – if not, free event risk assessment templates are available online.

Some things to look out for include trip hazards from cables, injuries from moving event materials or equipment, ensuring catering is stored and served safely, and the event space is accessible. If your event will be held outdoors, plan what you will do in case of rain or extreme weather. Consider any government health advice or venue requirements in your risk assessment.

Promoting your event

It's good to start promoting your event at least 4 weeks in advance, if possible. Spread the word to make sure as many potential attendees in your target audience as possible know about your event. Some useful strategies to consider are:

1. Send postal and email invites to your existing members
2. Telephone your existing members to invite them
3. Letterbox drop leaflets to houses in the local area
4. Post information on social media
5. Put posters up near to the venue and around the areas that your attendees visit (with permission)
6. Organise an article in the local paper
7. Be interviewed on your local radio
8. Ask staff to promote your session



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Promoting your event

You may also like to invite local VIPs, your organisation's leadership team or Board, or local MPs to come to your event as special guests.

In any promotional activity, it is good to include:

- Event and campaign name –i.e. Tea and Tech, part of Get Online Week
- Event date and time
- Event location
- What people will get from attending (boil it down to one or two sentences)
- How to RSVP to the event
- Contact details for more information (including a phone number)

Promotional resources such as posters and flyers are available for download in this toolkit.



Get feedback about your event

Asking for feedback for event attendees at the end of your event allows you to see how successful it has been and improve how you run your events for the future.

To help you to collect responses, we suggest incorporating filling in the survey online as a key digital skill at the end of your event or printing copies in advance and having a team member ask people to fill them in before they leave the venue.

Keep the conversation going

A Get Online Week event can be a great way to connect new people with your data, device and/or digital skills services.

If you have collected participants' contact details, send them a thank you by email or give them a call to say thanks for coming. This is also a great way to keep them engaged with your organisation.

Make a follow-up appointment with attendees so they can carry on their digital journey with you after the event. You could even run follow-up sessions in the same venue and time, as you know they can get to it easily.



Event checklist

Think about what you will need to organise in advance and check it off as you go. Here is a sample checklist to get you started- you may not require all of them, depending on your event type:

Promotion

- ☐ Poster, flyer and social media templates downloaded and ready to use
- ☐ Existing members telephoned to invite to event
- ☐ Invitations sent
- ☐ Event promoted on social media
- ☐ Posters put up in community spaces (with permission)
- ☐ VIPs/Management team invited
- ☐ Media release sent to your local paper
- ☐ Reminders sent to people who have RSVP'd

Event follow-up

- ☐ Attendees contacted to book in to further activities
- ☐ Event success shared in your organisation's newsletters and on social media (use #GetOnlineWeek and tag our channels above)
- ☐ Event success shared with Good Things Foundation!
- ☐ Media release sent to your local paper
- ☐ Reminders sent to people who have RSVP'd

Logistics

- ☐ Event space booked (not required if you're hosting at your organisation)
- ☐ Public liability insurance checked to make sure it covers events
- ☐ Digital skills activity planned and event run-sheet developed
- ☐ Internet connection available in event space
- ☐ Catering organised
- ☐ A risk assessment completed, and mitigation strategies implemented
- ☐ Event materials created and printed
- ☐ Volunteer/staff support organised and briefed on the event and what they need to do
- ☐ Digital skills activity and tip sheet resources printed and ready to use
- ☐ RSVP list created & sign-in sheet available at the event
- ☐ Event space set-up and safe for participants (in advance, e.g. day prior if possible)
- ☐ Catering picked-up and ready to serve
- ☐ Appropriate safety signage and strategies in place in the venue
- ☐ Extreme weather plan considered
- ☐ Camera organised and photo consent forms printed
- ☐ Ensure your event is accessible and any special needs of your participants are met
- ☐ Get Online Week social media hashtags, attendee survey and URLs prominently displayed
- ☐ Event safety rules created and read out to participants at the start of the event as a reminder
- ☐ Plan to gain attendee feedback in place
- ☐ Organise your waste management and recycling

Event ideas

Get Online Week is the perfect opportunity to bring your community together, build digital confidence, and show people how the internet can make everyday life easier, cheaper, and safer.

This year, Get Online Week focuses on five core pillars:

- Finance
- Employment
- Online Safety
- AI
- Health

For many community members, the digital world feels overwhelming or unsafe, but anchoring events to clear, practical tasks transforms abstract technology into everyday solutions.

The event activities here break down these essential digital skills into small, reassuring steps, giving you accessible, low-pressure ways to help attendees tackle real-world tasks like paying bills or booking GP appointments with confidence.



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In-person event ideas

- **Bill-busting morning:** Attendees bring in a real bill (utility, council tax etc). You can then demonstrate on a large screen or tablet how to set up a direct debit online, or pay a bill securely using a provider's website.
- **GP app & booking workshop:** Using a dummy account or screen walk through, show attendees how to request appointments, manage repeat prescriptions, and view medical notes online (eg via the NHS app or GP login portal). Bonus points if attendees can set up an account for the first time!
- **Real vs fake - spotting AI:** Display side-by-side examples on a screen or printed cards - real photos vs AI generated images, and normal voice messages vs AI-cloned voice clips. the group works together to spot clues (strange hands, blurred backgrounds, tone of voice). You can use our AI Gateway for this activity!
- **Safe surfer checklist:** Attendees bring their own phone or tablet, or use a hub device to complete a simple 4 step 'safety tune up'. Guide them through checking for the browser padlock icon (https:), setting up a simple but strong password, and recognising safe vs untrustworthy websites. Attendees leave with a physical pocket card highlighting 3 signs a website is safe to trust.
- **Job application drop-in:** Attendees bring their basic work history written on paper. Guide them step-bystep through navigating local job boards (like Find a Job or Universal Credit work journals), uploading a CV, and filling out online application boxes. Offer gentle proofreading and help with that final click to submit applications!

Note: These all work as virtual events too!

Downloadable flyers

Discover our printable
resources



Helping you get by

Join us for a free event during Get Online Week
and find out how we can support you.

Everyone is welcome. Drop in and get online!

Event: _____

Location: _____

Date: _____

Time: _____



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