HOW TO RUN
A POP UP

Pop Ups bring people together to learn digital skills in a fun environment - taking digital learning out of the traditional classroom environment and into the community.

We envisage Pop Ups springing up all over Australia in parks, libraries, cafes, community gardens, shopping centres, neighbourhood houses, town halls and markets – anywhere where people meet and gather. Pop Ups really are limited only by your imagination and creativity.

The good news is that anyone can run a Pop UP and this guide will help you to run one in your community.

What's a Pop Up?

Pop Ups are unique experiences that exist temporarily, often in unexpected locations.

You may be familiar with Pop Ups Shops and Restaurants. Pop Up shops often occupy unusual spaces such as shipping containers, or make use of empty shops spaces to experiment with new products for a short period of time.

Pop Up restaurants are often run by passionate amateur cooks or aspiring chefs. They can take place anywhere from homes to former factories. Events are usually themed with the quality of the experience valued as highly as the quality of the food.

Pop Up events are often organised and promoted using social media. Because they're only around for a short timeframe, they rely on creating a 'buzzworthy' atmosphere that attracts participants whether those passing by on foot, or those hearing about the event from happy punters spreading the word on social media.

But Pop Ups events can also bring together people for learning – and sharing digital skills and having fun doing so is what a Pop UP is all about.

If you're going to hold a Pop Up event, take the time to do some planning.

- What should all Pop Ups share in common? A Pop Up should:
- Offer a unique experience
- Occur outside of the classroom environment – try to think of a unique location
- Be buzzworthy – it should get people talking about it
- Be widely promoted – think about harnessing social media e.g. Twitter and Facebook

Planning

Know your audience

Knowing who your audience is will help you narrow down your ideas. Do you want older people who live in your local area to come along? Perhaps you want a mixture of people to come along, an intergenerational audience of young and old. Think about the people within your networks. Is this the audience you are trying to reach or will you need to reach beyond your own network? Who you want to reach, is going to affect the type of event you hold, where you hold it and how you promote it.

Choosing the right location

When it comes to Pop Ups, finding the right location is crucial. Here are some things you might want to consider:

- Is it somewhere where people pass by or has a lot of foot traffic?
- Can people catch public transport to your location? - Does your location have parking nearby?
- Does your Pop Up take people out of the traditional classroom environment? (if not, is there some other way you can dress up the location to make it unique?)
- Is your Pop Up location safe? Make sure to assess what hazards or risks could occur there. - If your Pop Up is outdoors what will you do if it rains? - Do you need permission to use this location or permits from the local council?
- Is the location appropriate for your target audience?
- Is your location hard to find? If it is you might need to give people a map or directions.

What will you cover?

Printed guides and other learning resources can help people attending your Pop Up learn digital skills, especially if they can take them home with them. There are a range of guides available on the Go Digi website. These can be printed out and used as resources for your Pop Up, or you can encourage people to visit online.

People make Pop Ups

Every Pop Up event needs people to facilitate it – these are the people who will help to set up the space, greet people and make them feel welcome, and of course teach people online skills and confidence. Do you have the online skills yourself to teach to others or do you need to engage volunteers or even pay people to help out? Encourage people in your network or organisation with online skills and confidence to become Go Digi Mentors and do our free online training, as this will equip them with the skills to mentor others at your Pop Up.

What do you want to achieve?

So by this stage of your planning process, things should be starting to come together. You have narrowed down your ideas, thought about your audience and location, and now you need to tackle the big question – what do you want to your Pop Up to achieve?

For example:

- Help people to connect with families living interstate on Skype
- Bring together young people interested in creating games
- Introduce keen gardeners to gardening apps
- Unravel the world of publishing online to writers
- Help people start a blog to share their stories

What you want to share or learn in the Pop Up might also depend on your own areas of expertise or people within your networks that would be willing to lend a hand.

Create a budget

So how much is your Pop Up going to cost? To start mapping out the costs of your Pop Up, you'll need to put together a basic budget, this will include any 'in kind' support you're getting from volunteers or other things that people or organisations have offered to cover such as printing of fliers or lending of chairs and tables for your Pop Up space. If it starts to look like your costs are adding up to a greater amount than you had intended, then you can either cut back on some of your ideas – did you really need to give out free ice-cream? – or find sponsors or small grants to help fund your Pop Up. Local Government often offer small grants to community organisations with this information available on their website. Local businesses may also be willing to pitch in.

A FEW IDEAS

Digital Pop Up Picnic

What better way to bring people together to learn digital skills than a picnic? Parks are an ideal place to bring people together in a relaxed and fun setting.

Send out invitations to your digital savvy and not-so-digital savvy friends or family think of fun digital activities you could do on the day. If you want to do this on a smaller scale, you could always have a Digital BBQ or Picnic in your own backyard and invite along people who want to learn more about the digital world, or if it's not the right season to be outdoors, perhaps a Digital PotLuck?

Digital Green Thumbs

If you've completed the Go Digi Digital Mentor training, you'll know that a great way to engage people to learn digital skills is by finding out what their interests are.

Many people of all ages enjoy gardening, and in recent years growing your own food in particular has seen a big rise in popularity. There are now a myriad of apps and websites to support the keen gardener. A great example is the ABC's Vegie Guide App which can "help you find out what vegie should be planted when, no matter the climate zone you're in"

If you've got a passion for gardening, or perhaps are part of a community garden or nursery, perhaps organising a Digital Green Thumbs Pop Up is for you.

Digital Ancestor Hunt

With shows such as Who do you think you are and the popular website Ancestory, more and more people are using the web to find out about their family history and piece together their family tree. There are many wonderful websites in Australia, such as the National Library of Australia's Trove where you can explore historic digitised historic newspapers and even do some online volunteering!

This Pop Up is a digital family history hunt. You could organise a Digital Ancestor Hunt inviting family members to come over and start your hunt – whilst at the same time learning digital skills. Get your family members to bring along old photographs and take a digital copy of them with a digital camera or scanner. You could then upload these photos to photo sharing site Flickr or Facebook, or create a blog.

Libraries, historical societies and community archives could also hold this type of Pop Up event to bring people together to learn digital skills.

Make it move

One way to cover a range of locations is to make your Pop Up move. SparkTruck is a mobile learning space that travelled the United States in 2013 with the goal of using 21st Century tools to encourage kids to be make things.

Closer to home, Nebula is a portable arts space for artists with a disability where workshops and other events can be held. On a smaller scale, cargo bicycles could also be adapted to become mobile pop up learning spaces. Projector Bike was a portable cinema that takes film and art out of the traditional gallery space and into the community.

If you could get your hands on a bus, a cargo bike or even an old caravan how you could make a mobile pop up space for digital learning?

Promoting

How you spread the word about your Pop Up will depend largely upon your audience. If it's a local audience you're after, you might want to put up posters on community noticeboards or submit your event to the local paper.

Other ideas for marketing your event include:

- Newsletters or e-newsletters
- Fliers and posters
- Invitations
- Put together a media release
- Community radio
- Social media (see below)
- Speak to key influencers – people who know lots of people from your target audience and can help to spread the word.
- Word of mouth

Don't forget to register your Pop Up event on the Digi House! This will add it to our online map of events and enable people in your area to find out about it. We also have a range of Pop Up templates including posters and invitations which you can adapt to suit your needs.

Creating a buzz with social media

Whilst some of your Pop Up audience might not be using social media, you might be surprised just how many Australians are on platforms such as Facebook and Twitter and how quickly word can spread through social media. There are lots of ways you can promote your Pop Up with social media. You could create an event on Facebook and invite people to attend. Or if you belong to an organisation, and they have a Facebook page, they could update people who 'like' the page about the event.

(www.godigi.org.au/digihouse)