

Brilliant Residentials Campaign: One Page Strategy (June 2016 - May 2018)

Communications Objective: To disseminate the Learning Away findings to ensure that many more young people have more residential experiences and that these are high-quality, through an integrated communications campaign which will promote 'Brilliant Residentials' to launch in September 2016.

Primary Audiences: Schools (Heads, senior leaders, teachers, governing bodies); Residential providers; Initial Teacher Trainer providers; Educational policy makers.

Messaging: Residentials are brilliant. School trips with an overnight stay can be life changing experiences for children. Backed by extensive research we have created a toolkit to help schools develop Brilliant Residentials of their own, which can lead to improved resilience, relationships, achievement and brighter, brilliant futures for young people. Develop Brilliant Residentials. Develop brilliant lives.

Non-adopters (not doing residentials)

Key message is: Do a residential (s).
Outline the benefits and offer simple steps to creating brilliant residentials.

Adopters (doing low-good quality residentials)

Key message is: Enhance the quality of your residential (s), do more residentials and ensure they are integrated into the curriculum.

Leaders /Champions (doing high-quality residentials)

Key message is: Continue to enhance your residentials. Share your knowledge and experience.

Campaign Tools

Publications

Develop logo and visual identity for Brilliant Residentials.

Create event / exhibition material.

Create template material for consortium members to use.

Provide a bi-monthly e-newsletter.

Create a suite of material which will show / quote renowned faces in arts, heritage and outdoor education pledging their support for Brilliant Residentials.

Website

Update content to reflect the new Brilliant Residential messaging.

Prepare a toolkit that details what a high quality residential experience needs.

Gather new case studies.

Develop reciprocal links to consortium member websites.

Launch a regular blog with guest bloggers.

Develop a web part to pledge support.

Events

Attend education and learning outside the classroom (LOtC) events and conferences to promote Brilliant Residentials.

Deliver workshops and training to schools and residential LOtC providers to run Brilliant Residentials.

Create a communications launch event for communication professionals in the sector.

Create and attend other virtual seminars / sharing / Q&A sessions.

PR & Media

Sponsor an award(s) for relevant ceremonies/dinners.

Support consortium members to provide comment on topical news stories.

Develop links to foster regular columns / articles / features in education press and media and produce press releases which will draw attention in the media and press.

Respond to relevant consultations to argue the value and impact of good quality residentials.

Social Media

Set up relevant social media profiles to add to Twitter and Vimeo social media presence.

Create seasonal social media campaigns, to gain shares and generate residential learning conversation.

Create a listening social media plan to be part of the topical residential learning conversation.

Launch a video (s) which inspires the audience to create Brilliant Residentials.