



Glasgow Doors Open Days Festival 2023 Event Organisers Handbook



Welcome to Glasgow Doors Open Days Festival 2023!

To make sure that you get the most out of participating in Doors Open Days 2023, we have created this handbook with help and advice in. For many of you it is a simple reminder of how to create a great event and for others it might be a source of inspiration.

We are confident that your participation will be informative, inspiring and engaging for everyone that steps into your workshop, garden, boat, church or museum and, whatever (or wherever!) you've planned.

We expect everyone to read and fulfil the **'bare minimum' expectations**, found on page 6. Good luck with your event and if you have any questions at all the run up to Doors Open Days 2023 get in touch!

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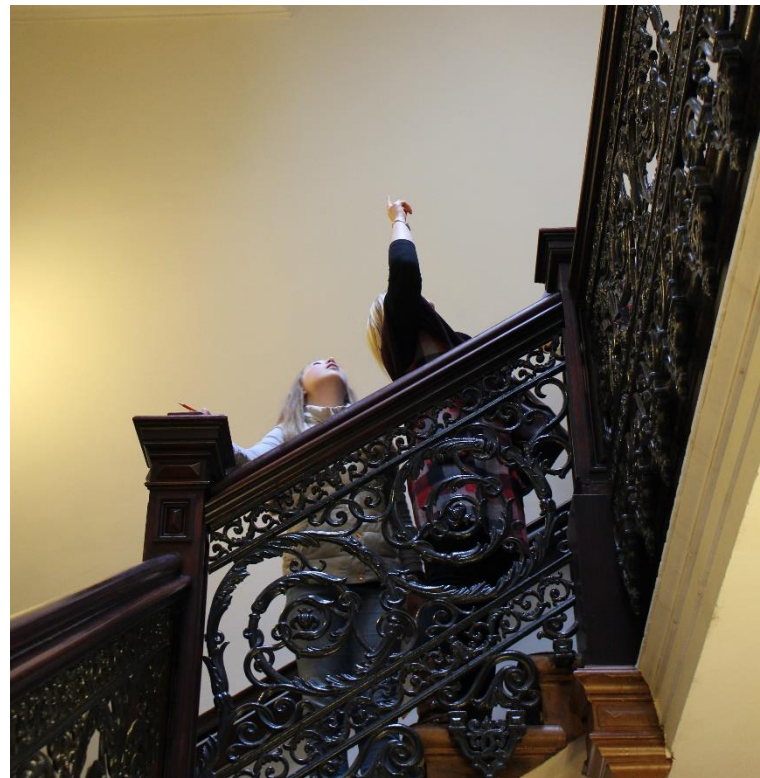
Creating Your Event

+ Bare Minimum

The bare minimum expectations of participating in Glasgow Doors Open Days Festival;

- Stick to deadlines.
- Deliver your event as detailed in your application.
- Communicate any changes from the above so they can be detailed online as soon as possible.
- Display all Doors Open Days material prominently during your event. For example, posters in a visible location, brochures available for people to pick up and read, signage in a prominent position (if applicable).
- Complete our survey and report accurate visitor numbers by 23rd September 2023
- Have a welcome for visitors - they should be reassured they have reached a Doors Open Days event and it should be clear where they can/can't go.
- Provide learning opportunities - as part of the core requirements visitors must be able to learn

about your building/area/subject. A simple way to do this is create a leaflet with key facts about your building, history of the site, innovations, good stories etc. It's also a useful fact sheet to give to volunteers.



+ Creating an Engaging Experience

It is important to create an engaging experience to help visitors connect to your building and/or event and encourage them to return. Think about the following:

Who are you looking to engage with?

Visitor Profile / Numbers / Length of stay

What is unique about your building/event?

What features can visitors see? / What unique stories do you have to tell? / What information can you reveal? / What is significant in the history of your building or area? /

How will you share information?

Handout / Displays / Volunteers/ Special exhibitions / Performances / Screening / Workshop / Multimedia / Demonstrations / Tours

How will visitors be managed?

Staffing / Signage / Visitor Flow

Consider:

- + Get their attention with the unexpected or unusual
- + Make it enjoyable
- + Use everyday language
- + Use stories to help visitors relate it to their own lives
- + Ensure directions, instructions and warnings clear to make their journey easy

+ Resources Available

There are several free resources available to create a unique visitor experience.



++ Archive information - The Mitchell Archives

The Glasgow Archives are the largest single collection of records of the city of Glasgow itself. These include Building Records containing detailed plans of almost every building erected or altered within the city boundaries since 1885!

These could be very useful in researching your building/area and could make for an interesting exhibition. For information of what items the Glasgow Archives hold visit

<http://www.glasgowlife.org.uk/libraries/the-mitchell-library/archives/Pages/home.aspx>

++ Video Footage - National Library of Scotland, Moving Image Archive

The Moving Image Archive is the national archive of moving images for Scotland. The NLS, preserve and promote access to films capturing Scotland from the early days of film-making to the present day. Archive footage would enhance any Doors Open Days event and show an alternative view of the building or history of the area.

Search

They can provide titles from the collection for personal, educational and commercial use. To discover what they have check the catalogue

<http://www.nls.uk/collections/moving-image-archive> . You can search for footage by using the quick search facility, eg Pearce Institute, this will bring up all of the titles where the Pearce Institute is mentioned. Alternatively you can browse by, place, subject, biography, genre, series or decade. The footage they have will then be listed.

View

Some of the footage in the catalogue is available to view online but still has to be hired in a DVD format for your Doors Open Days event. If the footage is not available to view online you may be able to arrange to view this at Moving Image Archive - this is by appointment only and dependent on an accessible copy being available. The sooner you make contact the more likely you are to be able to arrange this. Please note this cannot be guaranteed and to view this footage you may have to hire it before seeing content

if NLS are unable to accommodate your request. You can pop into Kelvinhall to browse the collection at the National Library of Scotland.

Copyright

NLS can clear most of the titles in the collection but if third party copyright clearances are required, NLS will either give you details to contact the copyright holder or will contact the copyright holder on your behalf. The footage will only be supplied once the clearance is received.

Hiring

Please email movingimage@nls.uk with the titles you would like to hire asap to

give enough time for any third-party clearances to be obtained and

DVD hire copies made or reserved for you on their system.

The cost to hire each DVD is £10.00 plus VAT and postage with an additional licence charge of £15.00 for the event. Any footage supplied is for the Doors Open Days event only and no website use is allowed.

It is possible to purchase the footage for future use however various license fees will apply. You should speak with NLS directly if you wish to purchase.

++ Creating Simple Exhibitions - Open Museum

The Open Museum is Glasgow museums' outreach service based at Glasgow Museum Resource Centre. The Open Museum has many reminiscence kits, object handling kits and exhibitions available for loan. This free service allows you to borrow museum objects and create your own displays.

Access Resources for Loan

To view a list of the reminiscence kits, object handling kits and exhibitions that are available go to <https://www.glasgowlife.org.uk/museums/venues/the-open-museum>

To organise a loan of these contact the Open Museums on 0141 276 9300 or OpenMuseumEnquiries@glasgowlife.org.uk .

Try to get in touch as soon as possible so that there is plenty of time to organise this.



+ Using your own items of interest

You may have some items that will be of interest to visitors. Why not create a display with these as the Open Museums would.

Steps to follow

1. Think about what items would be of interest to your visitors. What items help to animate your story?
2. Think about how you could display this. Do you mind people touching it and using it? Will it need to be supervised?
3. Would it be useful to see the whole object from different angles? Would you mind people taking photographs of it? Think about the interpretation of this. Is it obvious what it is? What is the story you want to tell? What is the key message you want people to take away? How can you help visitors get curious about it? How does it relate to your building/topic?

4. Think about how you will present it on the day. Could you use 'gift tag' style labels? Could you create small cards with information? Could you create a simple A3 sheet with information and pictures? Could you create a series of items that link in with each other? Could you create 'clues' and 'answers'?

Top Tips for creating a display

- Keep the word count low and font large enough to read
- Remember some of your visitors might be children or in a wheelchair - will they be able to see your display or get round it?
- Use easy to understand language and get straight to the point
- Don't be afraid to use humor and local dialect
- Use lots of images and diagrams
- If you don't have readily available computer programmes to help, consider a free online resource such as www.piktochart.com or www.pixlr.com

+Storytelling

The art of storytelling is a great tool for engagement, learning and support. The Village Storytelling Centre have given their top 5 tips when thinking about how to tell your story:

- **Be prepared:** Know what it is you are talking about. This will come across when you speak and help you feel more confident when addressing groups. If you are excited about your subject matter, then your audience will be too. Choose a story to tell about your building or an item in it and practice it to yourself in the mirror, the cat, your friend...whoever will listen!
- **Eye contact:** Stories should be told; eye to eye, mind to mind and heart to heart. Creating a connection with your audience is very important. You will hold their attention and so they will remember and be captivated more by your performance. Try involving your audience by asking them questions or getting them to guess the answer i.e. what do you think this would have been used for?
- **Use your voice:** Varying speed, tone and volume makes what you are saying far more interesting. Think about what you want to emphasise and how you can use your voice to do this.
- **Keep it simple:** Too much detail will overwhelm an audience. Try to keep a nice balance of interesting information that helps to paint a vivid picture in the minds of those listening. A personal story or stories about people really help an audience to connect with what you are talking about. Transport them through imagery. Storytelling is all about painting pictures.
- **Relax:** Don't panic! Enjoy introducing your audience to a new place and new experiences. Humour can be a very effective tool for getting your group on board and helps everyone relax, engage and have fun.

Want to find out more about storytelling? The Village Storytelling Centre run a series of courses focusing on the Art and Performance of Storytelling. Information on these can be found here: <http://www.thevillageonline.org.uk/events.htm>

+ Creating a Digital Doors Open Days

#glasgowdod #dodscot

The events of 2020 enforced a crash course in digital technologies and delivery methods for most of the country - so you might well be an expert by now. But if not below you find some tips for creating your own digital content.

How can I participate digitally?

There are lots of ways to participate in Glasgow Doors Open Days Festival with digital content:

Live video tours

You can schedule a live digital tour of your building. To do this all you need is a mobile phone and a Facebook or Instagram account. Giving your tour live will mean that the GDODDF audience will be able to ask you questions as you go making for a fully interactive experience.

How to:

Facebook Live

- In your app open your Facebook page and click "Live", see *Fig 1*.
- On the next screen you will be able to change to your front or back camera and to put the flash on or off. When you are ready just click "Start Live Video", see *Fig 2*.

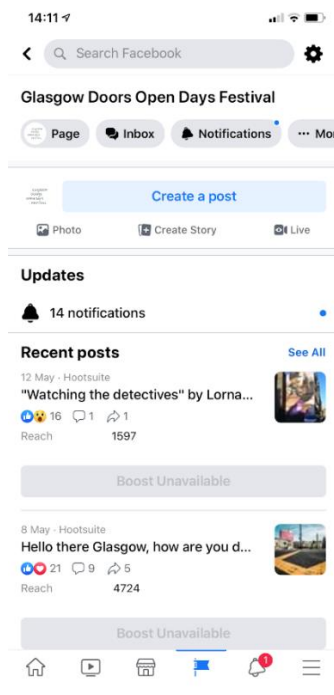


Fig 1

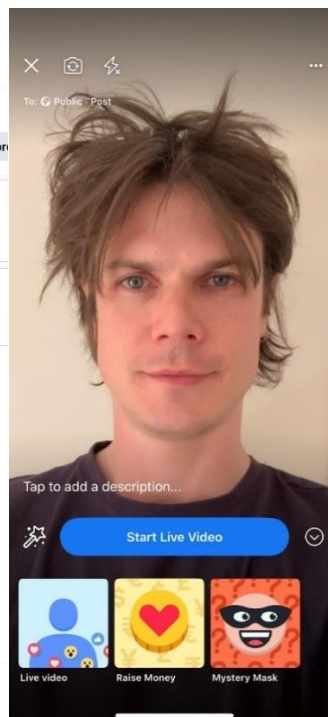


Fig 2

Instagram Live

- In your app open your news feed and click the 'Your Story' button, *Fig 3*.
- Next scroll along to 'Live', *Fig 4*.
- Choose your front or back camera and click the go live button, it looks like ((.)), *Fig 5*.

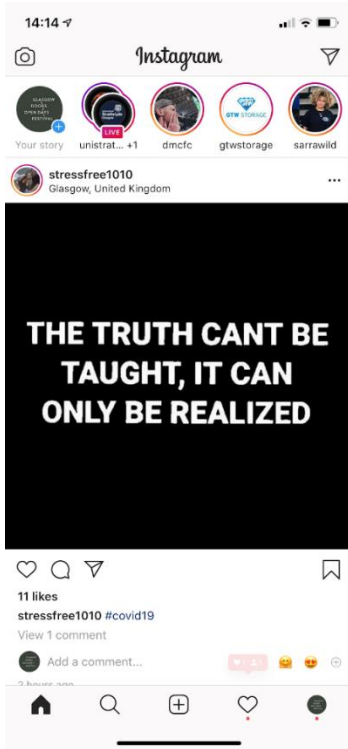


Fig 3



Fig 4

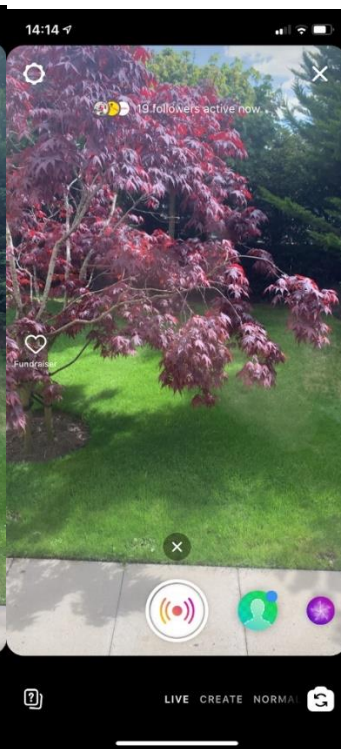


Fig 5

In just a couple of steps you are online and broadcasting to the festival audience. This is a great way to pick up more followers on your social media accounts and grow your community.

This video gives some helpful advice: <https://www.youtube.com/watch?v=fFcRmlBckXw>

Pre-recorded video tours

Tours can be easily filmed ahead of the festival using tools that you already have. Your mobile phone can be used to record clips which can be edited together to make a short film about your building. GBPT will be happy to assist in editing your film. These films will be published to GDODDF social media accounts.

Tips:

- When pre-recording your tour remember that online audiences generally have a short attention span, we recommend making your films between 2 and 5 minutes depending on your content.
- Write your script before you start to keep your tour succinct and focused. This script will also be needed for subtitling.
- Focus on a specific part of your building or a particular part of its history.
- If the camera is roaming, move around the room very slowly to make sure people get a good view.
- Get in touch with Stephen before you start to discuss your plans.

Pre-recorded Presentation

An easy way of showing people your building without having to take any video footage is to create a presentation with images and voice content. These can be edited together to make an interesting and dynamic presentation. An easy way to do this is by using Microsoft Powerpoint.

Live and Pre-recorded video talks, presentations, discussions and Q&As

Want to give a talk, live presentation, or host a workshop?

In 2020 we had a very well attended programme of live events hosted on Zoom. To take part all you need is your presentation, perhaps created on Microsoft PowerPoint or something similar or as a PDF. The festival coordinator will manage the Zoom session, leaving you free to concentrate on telling your story.

Having a Q&A after your event will help to engage our festival audience and to recreate an authentic festival experience.

Self-Guided Walks - Guidigo

Creating a digital guided walk is easy using Guidigo. The festival coordinator will give you access to Glasgow Building Preservations Trusts account, allowing you to upload your audio files, images and text, and plot the stops of your walk. You will be able to create a resource that will be available all year round. For examples of walks on Guidigo, [click here](#).

Your social media channels

During festival week we will be encouraging you all to be on your social media channels sharing information about your buildings, walks and events. If you share your plans with us in advance we can schedule posts to support you. Get in touch with Stephen to discuss.

Tip!

Visitors often have a personal connection to your building/area and might have great stories - capture this and share online but don't forget to make sure you have permission from them before making it public.

Some Ideas

- Use social media (Facebook, Twitter, Instagram etc.)
- Follow us on social media and tag us in your posts!
@GlasgowDoorsOpenDays on Facebook, @GlasgowDOD on Twitter and @glasgowdoorsopendaysfestival on Instagram
- Follow other Doors Open Days participants and buildings on social media and cross-promote one another. Use the national Doors Open Days hashtag to tap into a wider audience #dodscot
- Take and share photographs to show hidden features which you can't otherwise see - give people a sneak peak of what to expect
- Take photos of your event preparation
- Video your event or preparations and share it on social media (top tips: Keep your video short! 50% of videos online are watched without the sound on, so add subtitles for someone watching it on the train or at their office desk!)
- Use Instagram stories and Facebook live to show visitors what's happening at your venue.

- Encourage visitors to share their own photos and videos, and to tag you (and us) in them! This can be as simple as having a clearly displayed sign with your social media handles.

Why bother?

- Encourage people to visit you!
- Help people find out more about what you are doing as part of Doors Open Days
- Make connections with other Doors Open Days volunteers and venues
- Showcase your building (or tour) at its best
- Build your online community and raise awareness about your venue/organisation



+ Practical Planning of your Event

It is really important to make sure you think about all of the different things that will affect your event on the day, below are some things to think about doing:

++ Event order

Try creating an event order for each day of your building's events. This allows you to write down the proposed timings, who is doing what, contact details for everyone and all equipment/materials you will need. You can use this as a checklist in the lead up to the day, as a guide on the day and as a central source of information for everyone involved.

Important things it should contain:

- emergency numbers
- the full address of the event location, including postcode
- the number for the local coordinator and the local police station
- the name and number of a first aider (if you have one) and location of a first aid kit

- the risk assessments

Samples and templates of event orders are included in this handbook.

For information on risk assessment see the next page. Samples and a templates are included in this handbook.

+ Health & Safety

++ Insurance

The Scottish Civic Trust offer free public liability insurance and employer's liability insurance cover to organisers and properties taking part in any official Doors Open Days event. You can find a summary of this insurance on: <http://www.doorsopendays.org.uk/hosting/insurance-and-risk-assessments/>. This insurance is intended as a safety net only, so please also check your own building insurance to see whether it provides coverage for any damage incurred. To date, Doors Open Days has gone without serious incident.

++ Risk Assessments

Risk assessments of any event should always be carried out before the event takes place. Risk assessment samples and templates are included in this handbook.

Try to think about factors outside of your control and write down what you would do if one of these did happen. A visitor might become unwell, there might be a fire or an accident in your car

park. If so, what would you do? Is there an alarm? Where would people congregate? Who would take charge?

++ Security

The vast majority of people attending Doors Open Days do so because they are interested in buildings or local history. However, opportunistic theft is a possibility so think about the tiny minority who might have another agenda for visiting.

Ask yourself:

- Is it clear where visitors can and can't go?
- Have you locked rooms that have valuable contents?
- Have you put out of view and out of reach items such as a laptop, handbag, camera or wallet?
- Is there a steward available to watch particularly valuable or fragile items which are on display?

+ Some Key things to Consider

++ Visitor Numbers

Work out what you would do if more visitors than expected turn up. If it is a ticketed event, what would you do if people just turned up anyway? If the site or event is open to all, is there someone you could call on the day to lend a hand? Think about what impact high visitors number might have. Is there somewhere for them to wait if a room or space is full? Could car parking become a problem? Or would you simply have a tiring day.

++ Timing is Everything!

If you are offering tours, make sure you know how long it will take to complete a 'circuit'. Have a trial run and factor in time to answer questions. If you say your walk or tour takes 30 minutes, make sure it really does so that visitors can plan their day and aren't trying to break away from the group early.

++ Signage and Route Planning

A great way to work out how visitors might move around your site or building is to put yourself in their shoes. Imagine arriving on the street - is it obvious where the entrance is? When visitors come in the door, which way would you like them to go? If at all possible, a circular route, going in one direction is the simplest format. How will visitors know which way to go? Are you going to lead groups round, or have stewards pointing the way, or would signs help? If the site is large, could you produce a simple map to help people navigate

++ Transport

We try to encourage visitors to travel to Doors Open Days events by public transport, walking or cycling. Consider each of these and how easy it will be to find you and where they are meant to park (if applicable).

Car - Where will visitors park? You have been asked for parking information in your application. Make sure if you have offered a car park that this information is accurate and stick to the commitment once it is made. Think about how many visitors you may get any one time and where they will be able to park. If you anticipate high numbers, think about having stewards on hand to guide drivers. Do you need to mark the carpark entrance and exit?

Bike - where is the best place for visitors to lock up their bikes? Do you need to create a temporary sign?



Public Transport - is it clear from the nearest bus stop/train station how to get to you? Consider temporary signs.



++ Welcome!

Doors Open Days is about accessing places that people do not usually get to see. Although there is a sense of mystery about this, visitors do like to know they are in the right place. Make sure there is someone available to welcome visitors and let them know what they can and can't do.

++ Access

Visitors may have a wide range of different needs. Some might find rough ground a problem; others might have poor eyesight or find steps difficult. By definition, many Doors Open Days venues will be in old or unusual locations so making the space open to all will be an extra challenge.

Simple changes might be all that is needed - some matting over a rough area, some bright tape to warn of a low beam or a step. If you have an area that can only be reached by steps, consider having an exhibition on the ground level.

If you plan to create a leaflet about your site, make the print is clear. Think about how someone with different access needs would find your building, get inside and access information. For more information about how to think about access to your venue or event take a look at Visit Scotland's Easy Does It guide:

<https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/marketing-materials/easy-does-it.pdf>

We are creating a dedicated access guide which will be published on our website. This will include a list of venues and events that are fully accessible as well as more detailed information for visitors who have access requirements. We will be in touch if we require further information from you.

++ Photography

Many visitors will want to document their visit - especially if it is to a place they wouldn't normally get into.

- What is your policy on visitors taking photographs?
- Would you mind if a photograph was published or someone made money from it?

Remember that if you are planning on taking photographs at the event, you must have the permission of the parents/guardians of children under 18 who feature in a shot. Sample photographic release forms are included in this handbook.



++ Difficult Customers

Occasionally, you might come across a visitor who is hard to handle. They might have a million questions, find fault in everything or have erratic behaviour that affects other people's visit. Firstly, remember that you are in control. You have opened your doors or organised an event so it is up to you to set the ground rules for how people behave.

A few tactics may help, depending on the situation:

- Be firm but fair, friendly but assertive. If you are getting lots of questions from someone and this is holding up a tour, explain that you have to move on but you can take questions at the end of the tour.
- If a visitor has a complaint, listen to them. Most people with a concern just want to know they have been heard and that their points will be acted on. If they are fair complaints then apologise and see if there is a way to fix them.
- Generally speaking, visitors will do what you tell them if they understand why. For example, a visitor might be unhappy that you've asked them to hold the hand of their child that is running about. But when you explain that there is a steep staircase around the corner, they'll understand and should respond positively.
- If a visitor really is causing problems - by shouting, acting aggressively, endangering themselves or other people - calmly but firmly ask them to leave. If they refuse, explain that your only option is to contact the police and do so.

++ Donations

As a core concept no participating building, tour, talk or event can charge an entry fee on the day. However, you are more than welcome to display a donation box or set up a pop up café/shop to raise some funds. Bear in mind that visitors may have been to several venues that are offering teas and coffees or asking for donations - make sure that this is optional and that visitors don't feel pressured to donate.

+ Staffing and Volunteers

+ + Who do you need, and for what?

Make sure you consider who you will need to ensure a successful event. Think about the various roles involved and match-up the people best placed to fulfil these roles.

- Do you want someone welcoming visitors?
- Does there need to be someone outside directing cars/visitors?
- What about tours?
- Someone completing visitor sign-up sheets?

Try to engage everyone as early as possible in helping to create your Doors Open Days event. It will help to enthuse them to be involved and they might even be able to suggest a few things that you

haven't thought of.

It is a good idea to have the phone numbers of a few people who could be called up on the day to help out if visitor numbers are unexpectedly high or one of your helpers is able to be there

+ + Advertising for Volunteers

We can help advertise for volunteers. Simply let us know the following:

- A brief description of the roles you are looking for
- Time/commitment requirements
- Contact details

We will add this info to our website and share on our social media/e-bulletin etc. It will then be up to any individuals to contact you directly and organise.

Just to note we wouldn't take any responsibility for the volunteers after they have made contact with you. It would be up to you to interview, select and manage your new volunteers.

+ + Managing Staff / Volunteers

Make sure everyone who is going to be helping on the day is familiar with:

- Event order
- Risk assessment
- Emergency procedures

- Their role and when they are 'on duty'.
- Your contact details - preferably a mobile phone number

+ Evaluation

It is essential that you provide as much information as possible about your event so we can evaluate the festival. All we ask is that you complete a feedback form detailing your visitor numbers and, to encourage visitors to complete a visitor survey. **Your surveys are due back to us by Friday 23rd September 2023.**

++ Visitor Surveys

We want to learn about who our visitors are and what they think of Glasgow Doors Open Days Festival. We need this information so we can evaluate how we did and so we can provide information to funders and supporters, locally and nationally.



In the past we have asked you to collect visitor emails however due to new GDPR regulations we will instead be asking you to hand out cards which give visitors a link to complete a survey online (with prize incentives!)

To help us get the feedback we need, please:

- Hand out the Evaluation Cards (these will be provided with posters/brochures). These ask visitors to go online and complete the survey (these are probably the best option for walk leaders).
- Use a tablet or laptop in your venue and encourage visitors to fill out the survey before they leave.
- Remind visitors that there is an incentive for filling out a survey (the prize will be confirmed nearer the time and we will inform you of this).

++ Event organiser Surveys

For you! Tell us about your experience of taking part in Doors Open Days 2023. We want you to tell us how many visitors passed through your doors and if you think it was a success? If you have suggestions for how to develop, organise or publicise the event in the future, this is your opportunity to tell us.

+ Marketing Toolkit

This toolkit provides all the information and materials you need to successfully promote your Glasgow Doors Open Days Festival event and ultimately take advantage of this marketing opportunity.

++ Social Media

During Doors Open Days tag us in all of your social media activity **#glasgowdod #dodscot**

Twitter www.twitter.com/GlasgowDOD

Facebook www.facebook.com/GlasgowDoorsOpenDays

Instagram instagram.com/glasgowdoorsopendaysfestival

++ Logo and Guidelines

As a confirmed participant of Glasgow Doors Open Days Festival 2023, you are granted the use of the Doors Open Days logo when promoting your event this year. As this is a trademarked name there are a few things to note.

To access the logos please download them from the following Google Drive folder:

<https://drive.google.com/drive/folders/1T9a4Yc4GF7yJDIIQPorJqSQ1Kk3NxXfo?usp=sharing>

++Glasgow Doors Open Days Festival

The Glasgow Doors Open Days Festival logo should be used for brand promotion and publicity for your event. This logo can be adapted for use across all types of communication, including (but not exclusively) print collateral, online and print advertising. When used, the logo should not be altered in any way. When using the logo online, a link should be made to www.glasgowdoorsopendays.org.uk

++ Doors Open Days - Trademark

Doors Open Days is a trademarked name and therefore being part of the event requires you to align with the trademarked licence agreement.

Wherever possible (ie. when space allows) the following phrase and logos **MUST** be used (for example in press releases, webpages and print) when mentioning your Doors Open Days event:

'Doors Open Days is coordinated nationally by the Scottish Civic Trust. It runs throughout Scotland every September as part of European Heritage Days. For more information see www.doorsopendays.org.uk Glasgow Doors Open Days Festival is coordinated regionally by Glasgow Building Preservation Trust. For more information see www.glasgowdoorsopendays.org.uk '



++ Theme

The Sensory City

While sight tends to dominate in the world of architecture, our non-visual senses - touch, taste, hearing, and smell - have a profound effect on our lived experience of cities and buildings. This year, Glasgow Doors Open Days Festival invites you to explore the story of the city through the senses.

For more information see our website.

++ Press releases

There are a number of press releases that will be issued to the media in the run up to Glasgow Doors Open Days. These will be available on our website.

These press releases will be sent to all participants as and when. Please feel free to share these and add your own information to compliment them. Please note: there is essential information that must be included with regards to the trademarked name 'Doors Open Days'. See Section 'Marketing Toolkit p22)

Top Tips

- Make sure your news release is interesting and **newsworthy**
- Make sure the first 10 words of your press release are effective. If not the journalist may not read beyond them!
- Stick to the facts
- Avoid flowery language and excessive use of adjectives such as 'wonderful', 'fantastic' etc.
- Think about your audience. If your news release is for a local paper then make it local, e.g. mention the name of the town or area in the title of the release.
- Try to get a contact name in the paper or media outlet for you to send your release to direct.
- Call first before sending release. Get a name, email address or fax number and then send release, ideally with an image or two.
- There is no need to spend hours thinking about a great title for your release - it is unlikely to be used as the editor or sub-editor will come up with their own.
- Don't be put off by journalists appearing gruff or uninterested on the phone. They rely on people like you giving them good stories to make good copy.
- Don't forget to add your contact details.
- Remember the five golden rules: Who, What, Why, Where and When.

Suggested Structure

- Title of release - It should be short and attention grabbing. Remember you are writing for a journalist who is likely to have hundreds of press releases pass his/her desk every week
- The first paragraph should open with an interesting newsworthy sentence. The first paragraph should summarise all the information you are communicating. Remember the golden rules - Who, What, Why, Where and When.
- The second paragraph should contain more details and specific information. Journalists like facts and statistics so try to add interesting and eye-catching facts and figures if you can.

- The third paragraph is often a quote to support the news. Quotes from politicians, particularly MSPs, Cabinet Ministers and local councilors are a good way to guarantee publication. If sending to a local paper try to make sure you get a good quote from a local politician or member of the business community. A celebrity, if you can find one, will always appeal to a news journalist.
- If you are promoting a sponsored event a quote from the sponsor can also be added, although it is less likely to be used by the press.
- The final paragraph is often used to provide contact details, reminder of times, dates etc or sponsors details

++ Promotion Top Tips

Being part of Doors Open Days will drive visitors to your event but there are several things you can do to give your building/ space/ talk or event the best chance at attracting visitors.

Promotion	Method	Trick
Festival Hub	Provide leaflets and self-led walking trails for our festival hub. No more than one type of leaflet per building/organisation and no more than 50 copies. To be delivered to Wellpark Enterprise Centre by 4 th September).	Provide a leaflet that a) inspires visitors to visit your building/event b) promotes future ways to engage with you c) promote a walking trail near your area if you don't have one yourself.
Cross Promotion	During the event, promote other Doors Open Days events nearby	Communicate with other participants to create a mini 'tour' to advise visitors where to go next.
Social Media	Shout out about your Doors Open Days event and give people a glimpse into what to expect before the event and then share experience after!	Tag us and we'll share! Find us on Facebook, Instagram & Twitter.
Communication	Tell GBPT about anything special you are doing - if we don't know, we can't tell anyone!	Take 'sneak-peak' photos of your DOD preparation that we can share or retweet.

Word of Mouth	Word of mouth is an incredibly powerful publicity tool. Make sure you're telling everyone possible about the event and ask them to spread the word too.	Always have a brochure handy to either show or give out!
Posters	Distribute to surrounding venues such as schools, businesses, shops, cafes, waiting rooms.	Ask them to put them on their digital screens by providing them with the digital copies.
Email	Send an email to your connections and include a poster in your email footer	Give a direct link to your event webpage on www.glasgowdoorsopendays.org.uk
Press Release	Send a press release to your local paper/organisations to ask them to write a piece.	For tips on press releases see Appendix NB: Please make sure you mention both Glasgow Doors Open Days festival and that Doors Open Days is coordinated nationally by the Scottish Civic Trust. See Section on p 22
Banner	If you've been given a banner, display this prominently outside your building.	If you are lucky enough to be provided with a large promotional banner, these are to be displayed as soon as you have received them right up until the event.
Website	Each building, and/or event will have its own dedicated page where extra information can be provided. www.glasgowdoorsopendays.org.uk www.doorsopendays.org.uk	Send us your up to date information so that it can be added

+ Funding/ Sponsorship

There is no fee for your building/event to be part of Doors Open Days. However, if you are in a position that you are able to contribute towards the event then please get in touch. All additional funds go into promoting the festival to a wider audience. The more we are able to promote the festival the greater the return for all those taking part. Please email stephen@gbpt.org

+ What else is going on?

It's handy to know a bit about the festival as visitors may ask you. So to summarise:

- Doors Open Days takes place throughout Scotland every September. Different council areas organise their own and you can find out more about their events here: <http://www.doorsopendays.org.uk/>
- Glasgow has around 200 different events in the programme, all taking place between 11th-17^h September 2023.

+ Timeline

When...	What...
1 st August	Programme launched.
September	Doors Open Days throughout Scotland take place
11 th - 17 th September	Glasgow Doors Open Days Festival
23 th September	Feedback forms, surveys & banner (if applicable) to be returned
November	Awards for Excellence & Civic Reception in Glasgow City Chambers

+ Appendices

++ Past sample event order for Buildings + Events

Event Order for Buildings + Events			
Name of Event:	<i>Doors Open Days Hub & Talk</i>		
Date & Time:	<i>14th September 2016</i>	<i>10am</i>	<i>4pm</i>
Location:	<i>Linen Bank</i>	<i>High Street, Glasgow</i>	<i>G1 1PP</i>
Main Contact:	<i>Rachel Holliman</i>	<i>rachel@gbpt.org</i>	<i>0141 554 4411/</i>
Running Order			
Time:	Location:	Activity:	Comments:
8.30am	GBPT Offices	Collect all material needed for the day	
9am	Front Door/Main Hall/Back Safe	Set up all rooms as noted below.	
9.30am	Main Hall	Volunteers arrive. Brief Volunteers on the day.	Advise where event order is kept. Decide on break times for the day and write below.
9.45am	Front Door	Put balloons out and open doors. Volunteers to welcome visitors.	Visitor Email Sign-up sheets to be on hand for when visitors leave.
10am	Throughout	Ad hoc tours and drop in help on request. Lead by volunteers.	
12noon	Main Hall	Set up hall for talk	
12.15pm	Front Door	Welcome visitors. Offer drinks	
12.30pm	Main Hall	Talk begins.	
1.30pm	Main Hall/Throughout	Talk finishes. Main hall cleared. Ad hoc tours & drop in help can begin again.	
6pm	Main Hall	Set up hall for talk	
6.15pm	Front Door	Welcome visitors. Offer drinks.	
6.30pm	Main Hall	Talk begins.	
7.30pm	Main Hall	Talk finishes. Main Hall cleared for tomorrow-balloons brought in. Volunteers finish.	
7.45pm	Computer	Send visitor numbers & Survey Sheet with Visitors Emails	
8pm	Throughout	Lock Up	

Room Set Up:		Equipment/Materials:	
<p>GBPT Office: Box of Event Pack Prepared for Collection</p> <p>Front Door: Doors Open Days Brochures on display, Survey Sheet with pen, Welcome Poster on Door, Competition Poster Prominent, Balloons Outside, Banner Outside.</p> <p>Main Hall: Exhibition hung. Key factual insight tags on points of interest. Mini Library set up near door. Doors Open Days help desk set up with large print brochure.</p> <p>Main Hall (during talks): folding seats set up theatre style, 8 rows of 10. Aisle down middle. Projector, laptop and clicker. USB with presentation. Project on wall. Brochure on each seat.</p> <p>Back Safe: key interpretation displayed throughout. Polaroid hung from ceiling to present 'safe' picture. Props close by.</p>		<p>Doors Open Days Brochures x 1000 (GBPT)</p> <p>Balloons x 10 (GBPT)</p> <p>Banner x 1 (GBPT)</p> <p>Doors Open Days Poster (GBPT)</p> <p>Welcome Poster (GBPT)</p> <p>Competitions Poster (GBPT)</p> <p>Survey Sheet (To Print)</p> <p>Pens x 20 (GBPT)</p> <p>Exhibition (GBPT - see below)</p> <p>Insight Tags (GBPT- see below)</p> <p>Mini Library (GBPT)</p> <p>Large Print Brochure (GBPT)</p> <p>Folding Seats x 90 (furniture hire uk)</p> <p>Laptop, Projector, Clicker (GBPT)</p> <p>USB (speakers)</p> <p>Polaroid cut out (GBPT)</p> <p>Props (GBPT)</p>	
Staff/Volunteers:		Other:	
<p>Rachel Holliman 01415544411/ rachek@gbpt.org, 8.30am - 8pm, Event Manager</p> <p>Jessica Long 01417893254/ 07951453269/ jessiel@hotmail.com, 9.30am - 7.30pm (2 hour lunch), guide & event assistant</p> <p>Sam Fisher 0141 558 6325/ 07896542358/ sfisher@gmail.com, 9.30am - 7.30pm (2 hour lunch), guide & event assistant</p>		<p>Exhibition: Created by Print Box 0141 561 8061 collect Friday 4th Sep.</p> <p>Insight Tags: Created by GBPT</p> <p>Folding Seats: Furniture Hire UK to deliver Friday 11th Sep</p> <p>Props: order online to include: bag of money, police hat, mask, moustache, gun</p>	
Emergencies:			
Key Contact in Charge:	<p><i>GBPT: Anne McChlery 0141 554 4411</i></p> <p><i>National Coordinator: Scottish Civic Trust 0141 221 1466</i></p>		
First Aider:	<p><i>Rachel Holliman 0788 527 3318</i></p> <p>Location of First Aid Kit: <i>Front Desk</i></p>		
Local Coordinator:	<p>Rachel Holliman 0141 554 4411 rachel@gbpt.org</p>		
Local Police Station:	<p>50 Stewart Street. Call 101</p>		
Risk Assessment:	<p>Attached to Sheet</p>		
Evaluation:		Comments:	
<p>Number of visitors today:</p>			

++ Past sample event order for Walks + Tours

Sample Event Order for Walks + Tours			
Name of Tour:	<i>The Hidden Histories of Glasgow's Lanes</i>		
Date & Time:	<i>Tue 15th Sep 2016</i>	<i>10am</i>	<i>12noon</i>
Location:	<i>Royal Exchange Square at Statue</i>	<i>GoMA, Glasgow</i>	<i>G1 3AH</i>
Main Contact:	<i>Rachel Holliman</i>	<i>rachel@gbpt.org</i>	<i>0141 554 4411</i>
Running Order			
Time:	Location:	Activity:	Comments:
9.40am	Statue at Royal Exchange Square	Arrive with materials. Meet Volunteer. Stand prominently with a few balloons.	Have brochures on hand for any passer-by's
10am	Statue at Royal Exchange Square	Welcome all visitors. Check all have arrived from list.	Explain risk precautions: stay with group. Safety at first time.
10.05am	Tour Locations	Lead tour, stop a key points.	Ensure group is together & speaking loud enough for all group to hear.
12noon	Statue at Royal Exchange Square	Tour ends. Hand out evaluation card, brochure and tour handout. Thank all for attending.	
7pm	Home	Send Visitor Numbers to rachel@gbpt.org	
Locations:		Equipment/Materials:	
Statue at Royal Exchange Square: Balloons blow up.		Doors Open Days Brochures x 20 (GBPT) Balloons x 3 (GBPT) Evaluation Card (GBPT) Print out of Bookings (to print) Handout of Tour Highlights x 20 (GBPT) (see below)	
Staff/Volunteers:		Other:	
Lauren Green 0141 698 7452/ 07852632489/ lgreen@icloud.com , 9.40am - 12.10pm, tour assistant		Handout of tour highlights: GBPT to create and print. Include key images and facts	
Emergencies:			
Key Contact in Charge:	<i>See main contact</i>		
First Aid:	Locations of First Aid Kits en route: <i>GoMA, Central Station, Buchanan Galleries</i>		
Local Coordinator:	Rachel Holliman 0141 554 4411 rachel@gbpt.org		
Local Police Station:	50 Stewart Street. Call 101		
Risk Assessment:	Attached to Sheet		
Evaluation:		Comments:	
Number of visitors today:			

++ Template event order for Buildings + Events

Template Event Order for Buildings + Events			
Name of Event:	<i>Name of Event</i>		
Date & Time:	<i>Date</i>	<i>Start</i>	<i>Finish</i>
Location:	<i>Name of Venue</i>	<i>Address</i>	<i>Postcode</i>
Main Contact:	<i>Name</i>	<i>email</i>	<i>Phone/mobile</i>
Running Order			
Time:	Location:	Activity:	Comments:
<i>From Opening to Closing - list key times below</i>	<i>Note the location for each activity</i>	<i>List exactly what is happening at each time</i>	<i>Any comments such as things that need to be done at this time</i>
<i>?pm</i>	Office/Computer	Send Visitor Numbers & Survey Sheet with Visitors Emails to molly@gbpt.org	
Room Set Up:		Equipment/Materials:	
<i>List each Location mentioned above with details of the set up underneath</i> Front Door: Doors Open Day Brochures on display, Survey Sheet with pen, Welcome Poster on Door, Competition Poster Prominent, Balloons Outside, Banner Outside.		<i>List any items that you need on the day and (who is providing them in brackets)</i> Doors Open Days Brochures x 50 (GBPT) Balloons x 10 (GBPT) Banner x 1 (GBPT) Doors Open Days Poster (GBPT) Welcome Poster (GBPT) Competitions Poster (GBPT) Survey Sheet (To Print)	
Staff/Volunteers:		Other:	
<i>List all Staff/Volunteers Names with phone/mobile/email, start/finish times and role for the day</i>		<i>List other key information that applies</i>	
Emergencies:			
Key Contact in Charge:	<i>List name & number of key people in your organisation that staff/volunteers should go to</i>		
First Aider:	<i>Name & Number of First Aider on Duty</i> Location of First Aid Kit: <i>insert location</i>		
Local Coordinator:	MollyMae Whawell 0141 554 4411, molly@gbpt.org		
Local Police Station:	<i>Insert number</i>		
Risk Assessment:	Attached to Sheet <i>attach your completed risk assessment</i>		
Evaluation:		Comments:	
Number of visitors today:		<i>Space to list any comments made on the day, perhaps visitors comments?</i>	

++ Template event order for Walks + Tours

Template Event Order for Walks + Tours			
Name of Tour:	<i>Name of Tour</i>		
Date & Time:	<i>Date</i>	<i>Start</i>	<i>Finish</i>
Location:	<i>Meeting Point</i>	<i>Address</i>	<i>Postcode</i>
Main Contact:	<i>Name</i>	<i>email</i>	<i>Phone/mobile</i>
Running Order			
Time:	Location:	Activity:	Comments:
<i>From Start to Finish - list key times below</i>	<i>Note the location for each activity</i>	<i>List exactly what is happening at each time</i>	<i>Any comments such as things that need to be done at this time</i>
<i>?pm</i>	Office/Home/Computer	Send Visitor Numbers to molly@gbpt.org	
Locations:		Equipment/Materials:	
<i>List each Location mentioned above with details of the set up underneath</i>		<i>List any items that you need on the day and (who is providing them in brackets)</i> Doors Open Days Brochures x 20 (GBPT) Balloons x 3 (GBPT) Evaluation Card (GBPT)	
Staff/Volunteers:		Other:	
<i>List all Staff/Volunteers Names with phone/mobile/email, start/finish times and role for the day</i>		<i>List other key information that applies</i>	
Emergencies:			
Key Contact in Charge:	<i>List name & number of key people in your organisation that staff/volunteers should go to</i>		
First Aid:	Location's of First Aid Kits en route: <i>insert locations (perhaps select 3 cafes/public services that will be open)</i>		
Local Coordinator:	MollyMae Whawell 0141 554 4411, molly@gbpt.org		
Local Police Station:	<i>Insert number</i>		
Risk Assessment:	Attached to Sheet <i>attach your completed risk assessment</i>		
Evaluation:		Comments:	
Number of visitors today:		<i>Space to list any comments made on the day, perhaps visitors comments (good/bad), personal notes about how things could have been done better or notes about anything that was done really well.</i>	

++ Sample Risk Assessment, Buildings

Event to be assessed:	<i>Visit to a historic church</i>		Date of Assessment:	10th August 2016	
Name of assessor:	Anne Organiser		Organisation:	Church volunteers	
Activity / process / occupation	Step 1 What hazards to health and/or safety exist?	Step 2 What risks do they pose to volunteers/staff and visitors?	Step 3a Precautions already taken?	Step 3b Risk level achieved? (High, Med, Low)	Step 4 Are additional measures necessary?
Members of the public visiting a church, including rooms not normally open to the public. Exhibition in back room.	<ol style="list-style-type: none"> 1. Trip hazards: uneven ground by entrance 2. Narrow passage leading to back rooms where exhibition is being held. 3. Broken step further along passage 	<ol style="list-style-type: none"> 1. Members of the public may trip on the uneven ground or where the tarmac changes to rough ground. 2. Overcrowding in back room and along passage leading to accidents. 3. Member of the public could trip 	<ol style="list-style-type: none"> 1. Guides informed of rough ground and lighting. Lighting to be switched on in advance of tour group's arrival. 2. Numbers restricted to 25 at any one time. 3. Door locked to prevent access (fire exits not affected) 	<p>M</p> <p>L</p> <p>L</p>	<ol style="list-style-type: none"> 1. 'Welcome' steward to warn members of the public and a sign placed by rough ground. 2. Steward in back room will monitor visitor numbers and restrict access where necessary. 3. None needed

++ Sample Risk Assessment, Event

Event to be assessed:	Open Day at Sculptor's Studio		Date of Assessment:	10th August 2016	
Name of assessor:	Anne Organiser		Organisation:	Studio volunteers	
Activity / process / occupation	Step 1 What hazards to health and/or safety exist?	Step 2 What risks do they pose to volunteers/staff and visitors?	Step 3a Precautions already taken?	Step 3b Risk level achieved? (High, Med, Low)	Step 4 Are additional measures necessary?
Visitors to private property for purpose of open studio event.	<ol style="list-style-type: none"> 1. Machinery / equipment on view 2. Items for sale on view 3. Cash on premises 	<ol style="list-style-type: none"> 1. If unattended, could cause injury. 2. If unattended could be stolen/broken/damaged. 3. If unattended could be stolen. 	<ol style="list-style-type: none"> 1. Any equipment not necessary for the weekend to be locked away. Other equipment not to be left unattended. 2. Items will not be left unattended at any time. 3. Money will be locked away in a cash box. 	<p>M</p> <p>L</p> <p>L</p>	<ol style="list-style-type: none"> 1. Some equipment is needed for demonstrations, but will be locked away when not in use. Parents will be asked to keep an eye on their children. 2. Barrier to restrict access.

++ Sample Risk Assessment, Walks/ Tours

Event to be assessed:	<i>Walking Tour in City Centre</i>		Date of Assessment:	15 May 2016	
Name of assessor:	Sarah Organiser		Organisation:	Heritage volunteers	
Activity / process / occupation	Step 1 What hazards to health and/or safety exist?	Step 2 What risks do they pose to volunteers/staff and visitors?	Step 3a Precautions already taken?	Step 3b Risk level achieved? (High, Med, Low)	Step 4 Are additional measures necessary?
Walking tour around the city. Stopping at points of interest.	<ol style="list-style-type: none"> 1. Trip hazards: uneven ground along the way 2. Busy Roads 3. Long Walk may be Strenuous 	<ol style="list-style-type: none"> 1. Members of the public may trip on the uneven ground. 2. Members of the public may be hit by a vehicle if not paying attention. 3. Member of the public may push themselves 	<ol style="list-style-type: none"> 1. Check the route and avoid any severe hazards. 2. Select roads that are less busy, select times that are less busy and use pedestrian crossings where possible. 3. Note how strenuous the walk will be in the programme. 	<p>M</p> <p>H</p> <p>L</p>	<ol style="list-style-type: none"> 1. 'Welcome' to warn members of the public and advise them to be careful. Highlight any hazards on the way. 2. Only speak to the group when all members of the public are in a safe gathering space. Do not speak when crossing roads. 3. Keep an eye on all members of the public and slow the walk down or take a break if necessary.

++ Template Risk Assessment

Event to be assessed:			Date of Assessment:		
Name of assessor:			Organisation:		
Activity / process / occupation	Step 1 What hazards to health and/or safety exist?	Step 2 What risks do they pose to volunteers/staff and visitors?	Step 3a Precautions already taken?	Step 3b Risk level achieved? (High, Med, Low)	Step 4 Are additional measures necessary?

Please inform volunteers and staff of the hazards you have identified and the measures you have taken to control potential risks. Keep this record of your assessment for future reference. It will remind you and others of particular hazards and precautions and will help in any insurance case.

++ Photographic Release Form

PARENT OR GUARDIAN'S COPY

Date:

Event name:

Event organiser:

Permission to reproduce image for promotional purposes

Dear Parent/Guardian,

A photographer has taken photographs of your child/children taking part in activities during their visit today. We would be very grateful if you would give permission for these images to be used in both internal and external promotional publications or online.

The child/children's name(s) will not be stated within any publication or on the web.

These images will not be used for any other purpose.

Please sign here if you agree that our group, society or team may use these images as described above.

Parent/Guardian Name (Caps): _____

Signature: _____

EVENT ORGANISER'S COPY

Date:

Event name:

Event organiser:

Permission to reproduce image for promotional purposes

Dear Parent/Guardian,

A photographer has taken photographs of your child/children taking part in activities during their visit today. We would be very grateful if you would give permission for these images to be used in both internal and external promotional publications or online.

The child/children's name(s) will not be stated within any publication or on the web.

These images will not be used for any other purpose.

Please sign here if you agree that our group, society or team may use these images as described above.

Parent/Guardian Name (Caps): -----

Signature: -----

++ Contact

Stephen Sheriff
Events and Development Coordinator
0141 554 4411

doorsopendays@gbpt.org

Room 16, Wellpark Enterprise Centre, 120 Sydney Street, Glasgow G31 1JF

www.glasgowdoorsopendays.org.uk