



WW1 family history road shows Event Brief

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Event (name): WW1 family history road shows

→ Event Summary

Briefly describe the basics of the event here:

www.Europeana1914-1918.eu is the umbrella for a pan European community collection for digitization of First World War material across Europe. The initiative engages end users through their personal family memorabilia, experience or memory. It concentrates on the human not the military aspects of the time.

Conceived by Oxford University Computing Services in the UK as the Great War Archive, the event was taken and co-sponsored in Germany, with Europeana and the National Library of Germany. Europeana 1914-1918 will further develop across different countries in 2012, starting with five of them during the first half of the year: Luxembourg, UK, Ireland, Slovenia, and Denmark.

Name event	<i>WW1 family history road shows</i>
Date event	Luxembourg: 5, 6 , 7 March 2012 (date in bold is the public participation day) Preston, UK: 9, 10 , 11 March 2012 Ireland: 20, 21 , 22 March 2012 Slovenia: 27, 28 , 29 March 2012 Denmark: 23, 24 , 25 April 2012
Venue	Luxembourg: National Library Preston, UK: Museum of Lancashire Dublin, Ireland: National Library Nova Goriza, Slovenia: France Bevk Public Library Sonderborg, Denmark: Sønderborg Castle
Event partner(s) (if applicable)	Oxford University Luxembourg: National Library Preston, UK: JISC, British Library, Museum of Lancashire Ireland: National Library



	Slovenia: National Library Denmark: Museum of Southern Jutland
Number of participants	80 persons per road show
Time frame	3 days per road show
Available hours	TBC

*If there is one, add draft agenda as an addendum to this brief.

→ Brief description of event

Briefly describe here:

- What do we want to achieve and why?
- What is the expectation of the event, the concept (including 'wow factor', experience for guests, target group etc)

The German leg of Europeana 1914-1918 (Erster Weltkrieg in Alltagsdokumenten) surfaced family memorabilia across Germany; all 26,000 images were digitised and integrated into [Europeana](#).

The overall objective for Europeana 1914-1918 in 2012 is to extend this non-institutional collection with another 60,000 images held by individuals from 5 more countries in the first half of 2012: Luxembourg, UK, Ireland, Slovenia and Denmark.

The experience gained during the German project in 2011 was exceptional: leading to some consequent objectives for the other countries

- *Project* - Meeting a public that is not necessarily Europeana minded across Europe
- *Product* - Being part of a story telling project with an exceptional dimension: content + story + actors/protagonists provide the contextual information we often lack in Europeana
- *Marketing* - Initiating a project with an obvious "selling" pitch and easy to communicate
- *Development & Rights*- Potential development with other Europeana products (hackathons, editathons, DigitalKoot apps, etc.)

Organising WW1 family history road shows are crucial in this process; Europeana 1914-1918 collection as such depends largely on their success. WW1 family history road shows are key in the project, the product and the marketing.

WW1 family history road shows are organized across three consecutive days:

- Day 1: preparation day - room arrangements, testing of technical equipment, technical services and Internet
- Day 2: collection day – public day; collection, scanning, interviewing, filming
- Day 3: cataloguing day - de-briefing, preparing and cataloguing the digitized objects; also, serving late arrivals.

Event dependencies:

The WW1 family history road shows will be **preceded** by 2 training days at Oxford University – February 7 & 8 - where representatives of the partner countries will be trained by Oxford



University team. Training will involve an introduction to scanning, digitizing and cataloguing WWI related objects and recording family stories. During these days Europeana team members and people in charge with the local organization in each country will have the opportunity to meet and discuss any important issues and concerns.

Digitised objects from the WW1 family history road shows in the first four countries (Luxembourg, UK (Preston), Ireland, and Slovenia) will be ingested in Europeana prior to the Awareness event in Brussels on 9 May 2012 and secure the content for the Europeana eCloud¹ installation there.

Content contributed on WW1 family history road show in Denmark will be ingested in Europeana but may not be available at the Brussels event on 9 May.

Community collection content from all WW1 family history road shows will be available for experiments during the hackathon/editathon days in several EC member states in May-June 2012.

The WW1 family history road shows will be launched on 27 February at a special press conference at the National Library of Luxembourg.

Each country team will be responsible for 2 or 3 more WW1 family history road shows in their countries during 2012, except the UK, where we are investigating doing another town in a similar manner to Preston.

The digital content and data collected will be held by Europeana but can also be incorporated into the portals of the country partners.

All WW1 family history road shows will be filmed by a video crew of the European Commission (EbS team); Europeana will provide technical specifications and basic editorial guidelines for the filming work. After the events, the EbS team will edit the raw footage and produce a short movie to be projected at the Europeana Awareness event on 9 May 2012 in Brussels. The raw footage will be also provided to Europeana for further editing and promotional purposes.

→ Participants

Briefly describe here:

We expect 60 -80 persons per WW1 family history road show on average, incl:

- 50-70 people general public – mainly retired elderly people (65+) and researchers interested in the theme
- 10-15 staff – Europeana team members, 3-4 representatives of Oxford University, local partner team members (for collection, digitization and cataloguing, organizational committee), video crew

Participants are different for each of the WW1 family history road shows:

¹ eCloud is an electronic exhibition of both family memorabilia and the digital collections of 1914-1918 held in Europeana



→ Location

The WW1 family history road shows will take place at the National Libraries and selected museums in the respective countries.

→ Any other specifics

- Preferably on a week day as holding it during weekends may require additional travel for people outside the city
- On a week day the venue should be open and the road show will end no earlier than 8pm
- Avoid Monday as this may hinder press coverage
- Consider public holidays - in terms of press coverage in the days before and on the day, as well as for public transportation to the event
- Location – for big cities or capital, assess the risk between less press coverage (the event might struggle to get press coverage among the other news available) vs. higher attendance
- Hold the WW1 family history road shows along a similar event (same theme & audience, i.e. exhibition), such as a family history event, a heritage event, a schools or education event or show for targeted age groups. Example: "Back to our past show" at the RDS in Dublin, in Manchester <http://www.50plusshow.com/>
- Continuous staff presence at the collection desk

→ Project team

(Name person)	(Role in project)	(hours available for event)
Jill Cousins	Programme advisor	
Harry Verwayen	Programme director	
Aubery Escande	Event Lead	
Milena Popova	Event coordinator	
Dasha Moskalenko	Team assistant	
Margo de Groot Coenen	Team advisor	
Stacie Lyons	Sponsoring	
Annelies van Nispen	Ingestion	
David Haskiya	Collection site development	

*tasks division as per document 'roles & tasks'

Note: more Europeana members to attend the WW1 family history road shows for PR and technical reasons.



→ Commitments

Briefly describe here:

- Division of responsibilities, budget and tasks between Europeana and partner.

Budget allocation

Oxford

- Venue, catering and technical facilities for the training days
- Travel and provision of their representatives to the WW1 family history road shows for Slovenia, Luxembourg, Ireland and UK (from Europeana Awareness budget)

Europeana

- Consultancy services of Oxford University for months November & December 2011 and for UK events.
- Promotional materials (incl. translation, print and distributions of the localized versions)
- Scanners, incl. delivery
- Travel (for Europeana team members at the training days in Oxford and all WW1 road shows)
- Travel for representatives of non UK host representatives at the training days in Oxford and at the WW1 road show in Luxembourg

Local partners (host countries)

For WW1 road shows in March-April 2012

- Venue rent
- Catering
- Technical equipment and services, incl. scanners

For WW1 road shows till the end of 2012

- Complete organisation of further 2-3 WW1 road shows

Task allocation

Oxford University

- Expertise on how to collect content, how to guide people through the process of acquiring the rights to digitize, digitize, have a conversation with the contributor and record the story, etc.,
- Venue, catering and technical facilities for the training days
- Training of local partners at Oxford University, incl. guidelines
- Technical equipment (portable tech studio)
- Onsite management and set up for training days
- Onsite guidance at the WW1 road show days

Europeana

- PR for international launch and directing of local PR together with Facts & Files agency
- Collection website and software



- Scanner delivery
- Collaterals (template poster, post card and leaflet), incl. consultancy on the distribution format
- Technical instruction and basic editorial guidelines for the event filming
- Onsite attendance
- Ingestion of the community collections

Local partner(s) (host countries)

- Script for the event day
- Venue
- Catering
- Technical equipment (scanners) and services, incl. Internet
- Community collection, scanning and cataloguing onsite
- Collaterals – translation, print and distributions of customized templates
- Cataloguers for WW1 road shows days and after
- Onsite setup and help at venues
- Website proof-reading
- Local PR campaign implementation and press coverage (local press)
- Provision of native experts in the field for press interviews

→ **Event marketing**

Briefly describe here:

- Marketing goals
- Basic channels to be used for the promotion of the event

Europeana provides collateral templates and consultancy on the distribution format. However, the local partners are in charge of the translation, printing and distribution of the customized collaterals. As regards PR services, free publicity by the local press only is within the scope of this event brief. A large-scale PR campaign around Europeana 1914-1918 will be organized and paid by the Europeana Awareness project and will be further detailed separately for each participating country.

→ **Opportunities and concerns**

- Huge coordination effort
- Crucial for all the following events – Awareness Day and hackathons/edithons

→ * **Addendum: Preliminary Programme**