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Welcome to this training session on Events & Engagement. I'm Kate Merry, Engagement Manager at Butterfly Conservation.



Who is this training for?

- Event volunteers & Event Leaders
- Engagement & Education Volunteers
- Event Co-ordinators





This training is for all volunteers who are involved in organising, leading and delivering events, and for volunteers delivering community engagement work or education work in formal or informal education settings. There is an additional training video labelled Part 2 which is intended for volunteers who are leading or co-ordinating events and therefore responsible for ensuring that events are safe and compliant. It covers topics such as insurance and risk assessments plus some aspects of event management.

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What will we cover?

By the end of this session, you will:

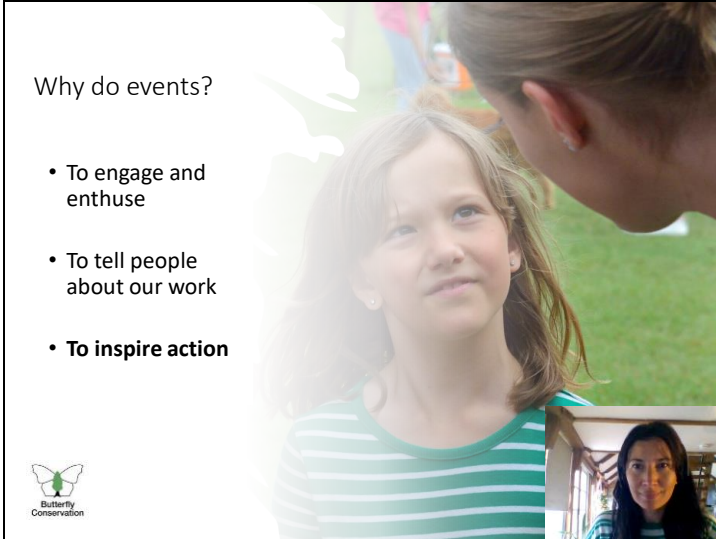
- Understand how the roles of Event & Engagement volunteers contribute to the work of Butterfly Conservation
- Be aware of the different kinds of event/engagement activity you might offer
- Consider different audiences and how best to engage them
- Consider appropriate messages/action to promote at different events
- Know where to go for resources, help and information



So, by the end of this session you will:


- Understand how the roles of Event & Engagement volunteers contribute to the work of Butterfly Conservation
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Why do events?

- To engage and enthuse
- To tell people about our work
- **To inspire action**

 Butterfly Conservation




So why do events and other engagement activities? First and foremost, they give us a wonderful opportunity to share our passion and enthusiasm for butterflies and moths with others. Capturing people's interest is the very first step in their journey towards understanding and caring about the plight of butterflies and moths. So – THANK YOU for helping us in this mission!

As an event or engagement volunteer, you become 'the face' of Butterfly Conservation for those people you are interacting with. You are representing the organisation and are in a great position to tell people all about the work that we do.

And finally, if you are able to do both of these things effectively, you will be able to inspire people to take action for butterflies and moths whether that's taking part in one of our recording or monitoring schemes, joining us in our ambitious plans to transform 100,000 Wild Spaces, or becoming a volunteer or member.

## Types of events

- Guided walks
- Stands at public events
- Talks
- Formal education (School settings)
- Informal education (Forest schools, Scouts)



There are a number of different kinds of events and engagement activity that you might end up being involved with and of course these very much depend on what you are comfortable with delivering. In this session, we are just covering the most common types of events that Butterfly Conservation volunteers deliver; guided walks, public events, talks, and formal and informal education settings.

But that doesn't mean to say that other opportunities couldn't or shouldn't be explored. In fact we are keen to hear your ideas or experiences!

As we go through and talk about each of these kinds of events, I'll share with you some ideas and suggestions for their delivery. This is not intended to be a 'rule book' by any means and if you are volunteering as part of a Branch for Butterfly Conservation there will no doubt be a breadth of experience to draw on there too.



Guided walks are a great way of enthusing people about butterflies and moths. You might be offering a guided walk just for Butterfly Conservation members to spot a specific species on a BC reserve or you might decide to hold an open event aimed at the general public, perhaps as an opportunity to encourage membership or volunteer activity. When organising your guided walk there are a number of different factors to consider.

Location – guided walks can take place in different kinds of locations. You might be leading a guided walk on a Butterfly Conservation reserve, on a specific location for a particular species, or in a local green space where more widespread species can be seen. There's no right or wrong but of course the location and the type of walk you are delivering will attract different audiences. Consider access – not only in terms of people arriving at your location but also in terms of the terrain for the walk itself. Many walks will require participants to come by car. It is always good to consider holding some guided walks in locations accessible by public transport too. If the walk is on flat and even footpaths, this also makes your event accessible for a broader audience, such as families - as does access to public toilet facilities.

Think about the intended audience for your guided walk. What amount of prior knowledge will they have and what do you think is their motivation for attending the guided walk? You will need to adjust the content of the walk to suit different levels of knowledge and you may well need to cater for differing levels of knowledge within the group. Guided walks work best if you keep your group size small. It's easy to 'lose' the people at the back and it will be difficult to keep large groups engaged. If your group size is much bigger than 10, consider two leaders.

It's good to think about the purpose behind offering your guided walk, as this will help prompt you to think about what resources if any, you'll need to take with you – or what key

messages you want to get across to your audience. For example if your walk is for members and you are walking on a Butterfly Conservation reserve – you might want to highlight that you hold regular work parties and are always looking for new volunteers. If your walk is for the wider public, you might want to tell them about an upcoming campaign such as the Big Butterfly Count and sign them up to the All Aflutter.

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Public events are a great way to engage with large numbers of people – you can potentially speak to hundreds of people per day! Audiences at events will of course vary, but very often they are a great opportunity to connect with a family audience. When attending public events it is very tempting to cram your available space, be it a table or a gazebo, with as many things as you can think of. My tip is keep things simple. Think about your audience and then think of two or three key messages that you want to talk to people about. Is there a current Butterfly Conservation campaign that you can promote, such as the Big Butterfly Count? Or perhaps it's about butterfly and moth friendly gardening. Later on, we'll talk about the resources available to you for events, such as leaflets and sign up sheets.



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One thing I would definitely recommend is having a really good conversation starter at events. Something to draw people in to spark a conversation. Having live specimens at your stand is a great one if you are able. You might have someone in your Branch who can support you to run a moth trap the evening before, or who can supply caterpillars!



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And finally, a simple activity to keep little people happy and occupied is a brilliant tactic for drawing people to your stand and allowing time for conversations. Something as simple as colouring in sheets are very popular, or you could offer a potting activity with seeds or plug plants. I have added some simple event activity resources to the webpage for this training module.



Requests for talks can come from all sorts of groups. A typical example might be a local natural history interest group or gardening group but really the list is endless! Many Butterfly Conservation volunteers have an incredible breadth of knowledge or specialist topics they can talk about, but arguably the most popular topics include an introduction to butterflies and moths and gardening for butterflies and moths. Understanding what level of interest and existing knowledge your audience has is key and will enable you to tailor your content accordingly. Great delivery and beautiful images are of course a winning combination!

Do consider including some key messages as part of your talk, no matter what the subject. Let people know how they can take action for butterflies and moths, if there are schemes, campaigns or initiatives they can take part in, or simply how they can stay in touch with Butterfly Conservation by signing up for our e-newsletter, All Aflutter.

We are working to update our power point presentation templates and some ready-made slides for you to use and adapt and will share them via these training webpages when available.



Delivering talks and activities in a school setting is hugely rewarding and great fun. Through our 'Munching Caterpillars' projects we have developed a range of tried and tested formats for activities and lesson plans. We have developed some power point presentations for delivery in the classroom which give an introduction to butterflies and moths, their function in the ecosystem, their lifecycles and adaptations. These presentations are available on the training webpage for events and engagement volunteers.



Showing children live specimens, most commonly moths from a moth trap set the night before a school visit has proven to be an extremely effective way of captivating children and providing a memorable encounter. This should take place outside in the school grounds and ideally with small groups of children as excitement levels can make larger groups difficult to manage!



Munching Caterpillars workshops also feature a session in the school grounds, creating habitat for butterflies and moths by planting nectar and caterpillar food plants. In 2022, we are looking to emphasise this element of our workshops for in-person school visits. This means that school visits will help us to achieve our Wild Spaces goal. We will be developing new Wild Spaces resources for schools to help with this.

All of the education content described here is most suitable for children in the older primary school years – ages 7-11. Throughout 2022, the engagement team at Head Office will be developing new content for educational purposes, to include material aimed at the younger primary aged children and content that shows how butterflies and moths are reacting to climate change. We will update the training webpage as new material becomes available. By the end of 2022, we aim to have a first tranche of materials readily available to volunteers, teachers and group leaders alike via a new online portal.



Our school formats and resources also work well within an informal education setting such as Forest Schools, Scout or Guide groups, after school clubs and many more. You can mix and match the available formats and activities for public events and school visits to pitch your session at the appropriate level for the group you are visiting and the kind of venue you have available to you.





We recognise that we need to work harder at reaching out to and engaging a wider range of people in our work. The engagement team are currently working to identify communities who are underserved by Butterfly Conservation. We look forward to sharing this work with you, but in the meantime if you have any experience or ideas to for community engagement then we'd love to hear from you. Please contact me, Kate Merry on [kmerry@butterfly-conservation.org](mailto:kmerry@butterfly-conservation.org). This email address will be available on the training webpage.



There are a range of resources available from Head Office to support your delivery of events. There are leaflets on Moths, Butterflies, Caterpillars and Gardening for Butterflies. We have some butterfly and moth ID guides aimed at children. You can also get support to order Butterfly Conservation branded t-shirts or have printed pop up banners made. Please direct your enquiry to our Resources team at the [Branches@](mailto:Branches@butterfly-conservation.org) email address. For materials to support signing up new members, please contact the membership team at the [membership@](mailto:membership@butterfly-conservation.org) email address. These email addresses are available for you from the training webpage.

We have also made a number of key downloadable resources available via the training webpages such as a poster for signing people up to the free All-Aflutter newsletter via a QR code. We will also make some downloadable craft activities and ideas for events and community engagement available there too.



**Help and Support**

All Butterfly Conservation volunteers should have a Key Contact, which could be another volunteer or a member of staff

If you are an Event Volunteer or an Event Leader, your Key Contact is the Branch Event Co-Ordinator

If you are the Event Co-Ordinator your Key Contact is the Engagement Manager, Kate Merry

If you are an Engagement or Education Volunteer, your Key Contact is the Engagement Manager, Kate Merry



All Butterfly Conservation volunteers should have a Key Contact, which could be another volunteer or a member of staff. Your key contact is your first point of contact for help and support.

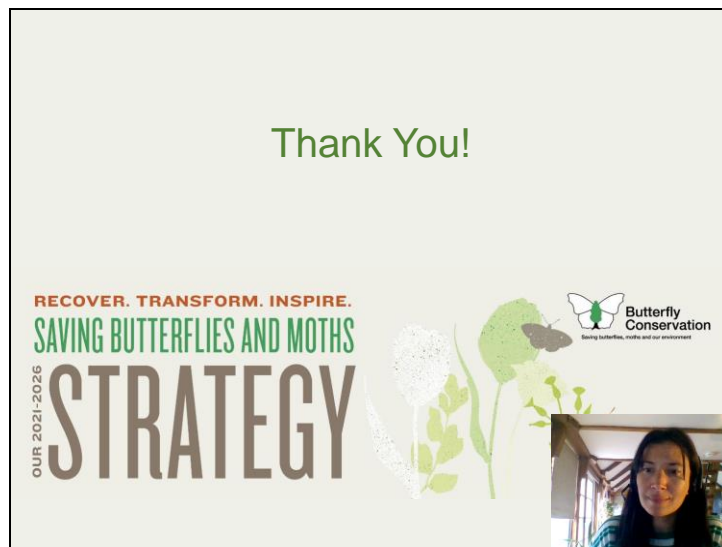
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If you are the Event Co-Ordinator your Key Contact is the Engagement Manager, Kate Merry

If you are an Engagement or Education Volunteer, delivering community engagement activities or education work in schools or in non-formal settings your Key Contact is the Engagement Manager, Kate Merry

You will find contact details on the training web page.

In addition, we will be running online drop-in sessions with one or more of the Engagement Team. These offer you the opportunity to have an informal chat with us, ask us non urgent questions or simply exchange experiences. We will run these online, on Microsoft Teams. For details of the next session, and instructions on how to join the session, please take a look at the web page for this training module.



That completes this events and engagement training module. Thank you very much for your attention and thank you for volunteering with Butterfly Conservation. Don't forget to take the short events and engagement quiz to test your understanding of this module. If you are an event leader or co-ordinator, please also complete the short additional training module on safe and compliant events. Thank you again and I hope you enjoy sharing your passion for butterflies and moths with others.