

# Europeana collection days - guide for hosts

Step-by-step guide to running a collection day event

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## Introduction

Since 2010, along with partners in museums, galleries, libraries and archives across Europe, Europeana have been running collection days inviting people across Europe to share their stories.

Collection Days take place on a number of topics - World War I, migration, industrial heritage / working lives.

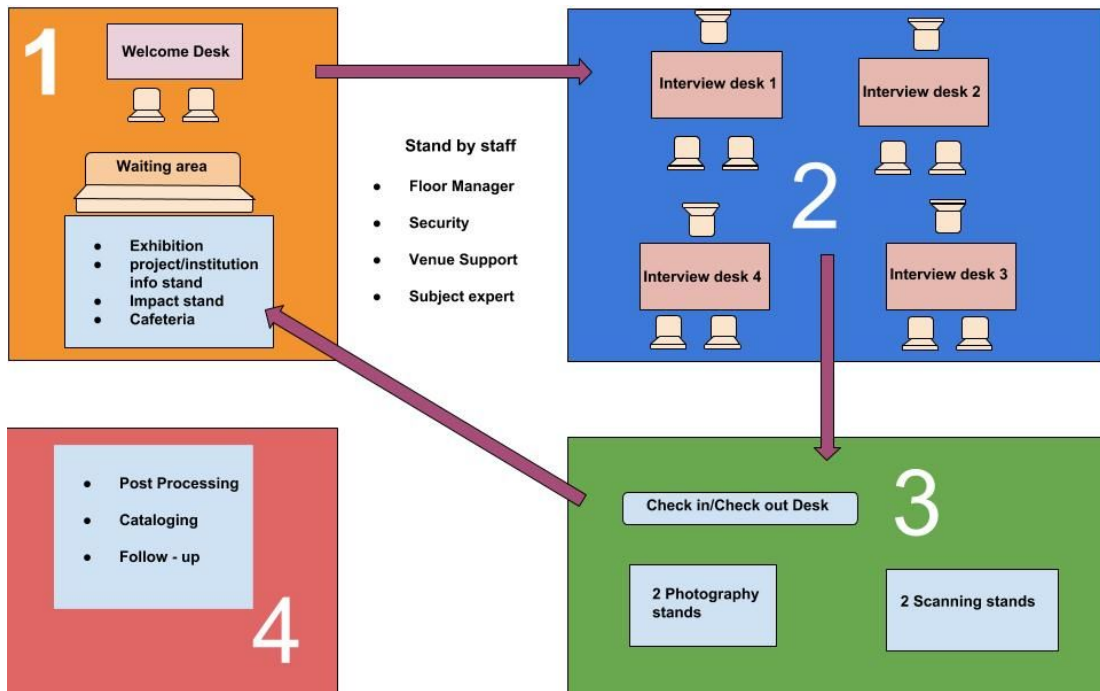
People across Europe, young and old, are encouraged to join in both online - by contributing to dedicated collections on Europeana - and in the real world - by participating at collection days events where they can add their personal stories.

When you run a collection day, you invite people to come along and share their stories, along with objects that help to tell those stories, for example, photographs, letters, postcards, films or other objects. You will help visitors to record and digitise their stories on the day so that they become part of Europeana. They will sit alongside items from European museum collections and be available for anyone to read online.

Each collection day varies in size and scope. This document outlines what we have learned from the many events we have organised, and we encourage you to consider how best to tailor the event for your organisation and spaces.

This document is your starting point to organise a collection day and has links to other documents, templates and more.

## How collection days work



The diagram above outlines the flow of a collection day.

1. Visitors arrive and are registered.
2. They share their story at interview desks, each of which may be staffed by two people. The interviews are most often written, and directly saved to Europeana using the relevant online form.
3. When their interview is complete, the visitors' objects can be photographed or scanned, and later returned to them.
4. After the visitors have left and the event is over, there may be post-processing and tidy up tasks related to the stories.

To manage this process, we have created a series of documents, templates and forms which you can use and adapt for your event.

## Practicalities and planning

- Check out the following documents to get an insight what organising a collection day event entails:
  - [Blog about what happens at a collection day](#)
  - [Overview presentation about running a collection day event](#)
  - [More detailed collection day workflow](#)

- Deciding on date and venue for the event
  - Confirming the date some months makes sure there is enough time to communicate and reach potential participants.
  - We've found that events over a number of days including a weekend day allow more people to come.
  - Venues should be an easy location to reach, with enough space for the three stages of the workflow and have internet access and / or WiFi.
- Think about the various resources (staffing, equipment) that will be needed
  - [This document outlines the roles and their tasks](#)
  - [Checklists for suggested equipment](#)
  - We suggest that there should be a minimum two interview desks
  - You may need to consider involving other partners, organisations and volunteers to help
- You may also wish to use this [collection day event brief](#) template, as a starting point for coordinating the event.
- If children may be attending your event, we have prepared a [Parental Consent Form](#) - available in English, French and Dutch.

## Sharing and saving stories

- See the online forms for saving the story to Europeana
  - [Europeana 1914-1918 \(World War I\)](#)
  - [Europeana Migration](#)
  - [Europe at Work \(Industrial heritage / working lives\)](#)
- We will provide you with logins for the form so it can be used at collection days
- More information about the online form is found in the [detailed collection day workflow](#) document
- We have prepared [interview guidelines](#) and [photography and scanning guidelines](#) to help brief your staff and / or volunteers

## Communication and Promotion

Europeana prepares communication toolkits and templates to support your communications and publicity activity, including postcards, banners, sample stories and social media and press templates.

These are listed and available on the relevant page on Europeana Pro.

## On the day

- Set up venue - place and test furniture & equipment, check wifi and computers
  - It is a good idea to add bookmarks to the relevant online forms on each computer to help volunteers find those pages easily.
- These two documents will help with the running of the event:
  - [Collection day submission form](#)
    - i. This is the main submission form for the visitor to sign. There needs to be one for each visitor
  - [Collection day contributor list](#)
    - i. This sheet is to keep track of visitors at the welcome desk and digitisation desk
- Depending on the venue you can make use of these [desk nameplates](#)

## After the collection day

After the collection day event:

- Check all contributions - is everything complete and correctly uploaded?
- Share a selection of photographs taken during the event with Europeana for promotion and reporting
- Within a few days after the event, it can be a good idea to send a thank you email to visitors with a link to their story on Europeana.
- Debriefing
  - what were the highlights of the event?
  - what are the lessons learned?
  - what tips do you have for the next collection day event?

## Who to contact at Europeana

For help with collection days and Europeana seasons general matters and help or advice

- [Adrian Murphy, Europeana Collections Manager](#)
- [Ad Pollé, Senior UGC Projects Coordinator](#)
- [Marijke Everts, Campaign Coordination and Administrative Assistant](#)

# Overview of documentation

## Workflow documentation:

- [Collection day workflow overview](#)
- [Roles and tasks](#)
- [Suggested equipment checklist](#)
- [Collection day event event brief example](#)

## Guidelines

- [Interview guidelines](#)
- [Photography and scanning guidelines](#)

## Print-outs and resources:

- [Collection day Submission form](#)
- [Back up online story form](#) (in case of IT issues e.g. no wifi, crashed laptops)
- [Europeana User-Generated-Content policy](#)
- [Contributors list](#)
- [Parental consent form](#)

## Presentations

- [Europeana collection days - overview](#)