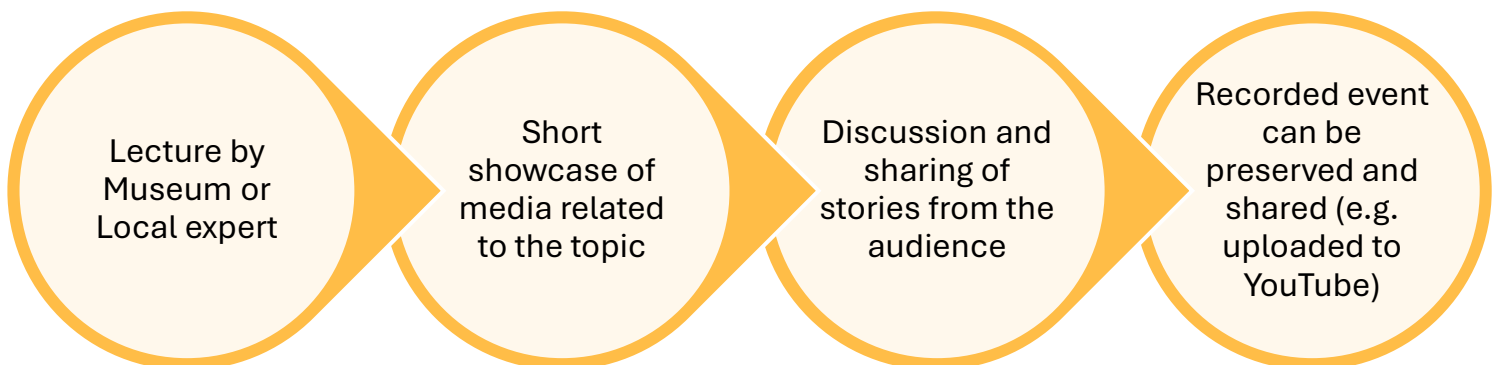


Life Next to Raadi Airport – Thematic lecture and Storytelling

Objectives: Leverage the history of the area in which a museum is situated; engage with the general public to exchange knowledge; collect stories from elderly men and other members of the community; reminiscing together; attract elderly men to the museum

Target group: Elderly members of the community (especially elderly men), those interested in the local history of an area

Event Step-by-step



Key contents and themes: Sharing history of the local area; personal histories and stories shared by audience members; discussion and reminiscence

Participant:

- Enjoys the presentation by local expert
- Shares their own stories
- Listens to other stories and engages in discussion



Facilitator:

- Shares knowledge about local history
- Moderates the discussion to keep it on-topic and involving as many people as possible
- Record the event for future use or dissemination

Lecture by Local Expert:

A lecture from a local expert on the topic of choice (in this case local history) serves two purposes:

1. Entertain and inform the audience about the topic
2. Prime the audience with ideas of what kinds of stories they can share

Further media on the topic:

In this case, a video of other residents sharing stories about the area. This serves to further prepare the audience for discussion.

Storytelling:

The audience should be given the stage to share their own stories on the topic. With topics like local history, audience members will have important and never-before-heard insights and stories.

Moderation and Recording:

A moderator should take an active role to keep the discussion on topic. A recording of the event preserves the stories for future use and dissemination.



**ELU
RAADI**
LENNUVÄLJA
KÕRVAL

EESTI RAHVA
MUUSEUMIS
25.11 kell 17:00

Osavõtt tasuta!

Make use of multiple media channels to advertise the event—focus on recruiting elderly men who may have more stories to tell

Resources

Personnel	One Lecturer or local expert (can be a museum employee or brought in from a local university, e.g.) One moderator or host Technical personnel (camera operator and video editor)
Time	Event duration 1.5 – 2 h Planning and preparation ~ 2-4 h Implementation (incl. preparing and clearing the space) ~1 h Feedback and documentation ~1–2 h Video editing and posting ~3-4 h
Space and equipment	Any room with adequate seating would suffice, preferably a classroom or conference room Video projector or TV, camera and editing equipment
Budget	Rough estimate for personnel cost is 400-500 € (including external speaker, if necessary) An additional 200 – 300 € may be necessary if there is no in-house competency with video recording and editing

Highlights from the feedback

Museum personnel and project personnel found recruiting members of the general population to be quite difficult (elderly people are notoriously difficult to reach)

A desire for more pictures during the presentation was expressed

“The timing of the event was too early... maybe it could be on a weekend instead of weeknight”

“Reminded me of my childhood”

General enjoyment of the topic

Participation in the storytelling aspect was not universal, and it was perhaps a bit difficult to motivate members of the audience to share

The format could have invited storytellers to the front of the room, rather than the audience/storytellers staying in their seats

Recommendations and tips:

- This event is relatively simple to produce, requiring only a little expertise on the subject and few resources. The only exception to this is video production resources, but even this can be done in a very simple way that requires no specialist equipment (a smartphone and simple/free editing software)
- Marketing is the main challenge of a storytelling event—it is imperative that target audience is reached and attends, otherwise there will be no storytellers (e.g. young people cannot share many stories about local history from before they were born)
- Moderation is key! Not only is it important to keep the event on track, but the moderator also must encourage those present to share and present guiding prompts for participation if necessary.
- Choose a topic that will engage with the target audience. In the case of elderly men, the topic of local history was chosen due to their interest in speaking about it while at the museum. Other audiences will be interested in other topics.

Partners and reaching the target group:

- Pensioners' associations
- Men's groups
- Local Facebook groups
- Local events dissemination pages (municipality website)
- Elderly care facilities

Appendices and materials:

- [Example of work phases and time spent](#)
- [Business Model Canvas](#)
- [External Link to the Youtube video of the event at the Estonian National Museum](#) (lecture portion only)

Appendix 1

Example of work phases and time spent

Estimated working hours for the event (total approximately 11–20 hours)

Planning and preparation (~2-4 h):

- Finding and coordinating with an expert for the lecture
- Coordinating with technical personnel for recording
- Preparing any extra media to show at the event

Marketing and reaching participants (5–10 h):

- Designing and producing marketing materials (e.g. print ads, social media posts) ~3–5 h
- Distribution: cooperation with elderly facilities, elderly groups, other local networks, bulletin boards, Facebook, etc. ~2–5 h

Implementation (~3-4 h):

- Setting up the space (chairs, screen, video camera)
- Event duration up to 2 hours
- Collecting feedback and documenting during the event

Processing feedback (1–2 h):

- Reviewing and summarizing the feedback
- Recording possible development notes

Appendix 2

Business Model Canvas

