



Being Human 2021 Organiser Guide

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How to use this guide

This guide has been developed by the Being Human team to help you gather key information about the festival, and to develop and promote your Being Human activities. It includes need-to-know information about how the festival works, FAQs, tips on planning, and guidance on promoting events via press and media, web and social media, and stakeholder engagement.

We know many of you are experts in this kind of work already, so we have tried to organise the guide so that you can pick and choose which parts to read and make use of. This guide has lots of things in one place, but we also have a number of separate, shorter guides and toolkits available on our [website](#).

We are excited to have you all on board for this year and we are looking forward to working with you on **the UK's only nationwide** festival of the humanities.

Contact details

If you have any questions at all, please do not hesitate to get in touch. The main festival inbox is the best point of contact, as it is monitored by the full team and we can respond to specific queries from there. Please contact us at beinghuman@sas.ac.uk.

Amanda Phipps, programme developer
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Key points to take away

1. Emphasise **the fact that your event is part of the UK's only nationwide festival of the humanities** via all available communications channels and to a variety of networks and contacts.
2. Use the at-a-glance timeline and checklist in this guide to understand how the festival works and help you plan promotional efforts.
3. Follow us on social media, tweet and share pictures using the festival hashtag #BeingHuman2021.
4. Document your festival activities and share images, videos and any press coverage with us at Being Human HQ.
5. Help us demonstrate the value and impact of the festival by ensuring attendees fill in evaluation forms.
6. Contact us on beinghuman@sas.ac.uk with any questions.
And, most important, have fun!

At-a-glance timeline

Date	Milestone	Details
Before the festival		
6 July	Online training masterclass 1	Being Human festival 2021: Public engagement in a festival context
27 August	Deadline: Being Human Café applications	Find out more here .
31 August	Deadline: upload event copy	Final event details to be uploaded via the online form (details circulated via email in advance). This includes: <ul style="list-style-type: none"> Finalised date, time and location Finalised event title and description High-resolution image (300 dpi minimum) Designated local contact for event enquiries Booking link (using Eventbrite or similar)
9 September	Online training masterclass 2	Promoting your event
September	Build-up to festival begins	This includes (but is not limited to): <ul style="list-style-type: none"> Print and merchandise distributed Pitching to press and media Creating promotional materials
End of September	Proofing online listings	You will be sent a link to proof of your event listing(s) and will have the opportunity to make corrections.
Early October	Online programme goes live on Being Human website	Start promoting and taking bookings for your event
7 October	Online training masterclass 3	Delivering your event
October	Evaluation materials distributed	Evaluation guide and attendee evaluation forms
During the festival		
11-20 November	Festival!	Activities include: <ul style="list-style-type: none"> Running events Highlighting activities via social media #BeingHuman2021 Conducting interviews with the media Sending photographs from events to the Being Human team Live streaming events Distributing evaluation form to attendees/ circulating link to online form
After the festival		
20 November	Festival ends	Activities after the festival include: <ul style="list-style-type: none"> Submitting any paper/ hard copy evaluation forms to the Being Human team Completing organiser evaluation survey and sharing contributor survey Sending any additional photos or highlights to the Being Human team
17 December	Deadline: return evaluation materials	Please note that it is a condition of funding to participate in the Being Human evaluation.
31 January 2022	Deadline: invoice submission	If you have received funding from the festival, you will receive a purchase order and invoicing instructions. Please invoice us by 31 January 2022 to receive your festival grant, which is payable once your festival expenditure is complete.

About the festival

Background

Led by the School of Advanced Study, University of London, in partnership with the Arts and Humanities Research Council and the British Academy, the Being Human festival is the **UK's** first and only national festival of the humanities. Founded in 2014, the festival demonstrates the breadth, diversity and vitality of the humanities, and that research in the humanities is vital for the cultural, intellectual, political and social life of the UK and globally.

Building on the success of [previous years](#), **this year's** festival aims to deliver a high profile, networked, and cohesive series of events across the UK. The festival will provide a spark to ignite activities in universities and other institutions across the country and provide a locus around which to coordinate events celebrating the vitality, interdisciplinarity and social relevance of the humanities in 2021.

Being Human 2021 will take place Thursday 11 November – Saturday 20 November, with festival **activities focusing on the theme 'Renewal'**.

Key messages

- The humanities are vibrant, interdisciplinary, accessible and relevant to all.
- The humanities inspire and enrich our everyday lives.
- The humanities can help us to understand ourselves, our relationships with others and the challenges we face in a changing world.

Primary objectives

The core objectives of the festival are:

- to demonstrate the value and relevance of humanities research to society in the UK and globally;
- to encourage, support and create opportunities for researchers to engage with non-specialist audiences;
- to embed and join together public engagement activities in the humanities across the higher education (HE) sector;
- to demonstrate the relevance of the humanities to everyday life.

Nationwide reach

The Being Human festival takes place at locations right across the UK. We also have a small programme of international activities. As such, it is very important that audiences at local events are made aware of other activities taking place as part of the festival and alerted to the central website and communication channels.

What the central team can do for you

We run the festival with a small core team from **the University of London's** School of Advanced Study. The focus of central activity is to coordinate the national festival (e.g. online programme, central marketing and distribution of branded materials) and promote and support your activities as part of the national programme. We are on-hand to assist with any questions you might have. The following are examples of things we can help you with:

- General queries (e.g. timelines, event upload and copy, event guidance).
- Assisting with communications and press queries.
- Promotional templates (available for download).
- Advice on developing and delivering events.
- Evaluating your activities.

Frequently asked questions

1. Who runs the Being Human festival?

The festival is led and coordinated by the [School of Advanced Study, University of London](#) in partnership with the [Arts and Humanities Research Council](#) and [the British Academy](#). These three organisations are dedicated to the promotion of research in the arts, humanities and social sciences. All three organisations, in different ways, support, promote and facilitate research, so it is a natural partnership.

2. Who funds the festival?

The Being Human festival receives funding from its three core partners and hence indirectly by the taxpayer. It also relies on match funding and support in kind from all of its participating institutions across the country. In 2021 the festival has also received additional funding from the AHRC and UK Research and Innovation (UKRI) to support a [COP26 Festival Hub](#) in Glasgow.

3. What support is provided for organisers?

In addition to providing a limited number of funding grants, Being Human is committed to supporting everyone taking part in the festival. The festival team offer advice and guidance to organisers and makes available resources and training to help give activities the best possible chance of success.

Specifically, we provide the following:

- a training “**Masterclass**” series run throughout the festival year for practical advice with designing, planning, promotion and delivery of your project;
- public engagement toolkits, resources and helpful advice from the festival team;
- copies of Being Human print and digital materials geared towards promoting the national festival and access to other marketing materials (e.g. banners and badges) to promote your activity;
- templates you can use to produce your own marketing materials (posters, banners, digital and PowerPoint templates etc.);
- support from the central Being Human social media accounts.

Being Human organisers may also be invited to take part in centrally organised festival activities such as the festival launch.

4. How does ticketing and booking work?

We provide a central platform on our website that lists every event that is part of the festival. This system does not have the capacity to manage bookings. If your event requires booking, we recommend that you set up a listing on Eventbrite (recommended) **or on your institution’s** own booking system. You will need to include any relevant booking links when you upload your event details in August.

5. Will Being Human promote my activity?

Being Human promotes the festival as a whole in the mainstream media, on social media, and by producing a central online programme and print materials. As above, it also produces and makes available materials (like this guide!) to help organisers promote activities locally. Please note however that as a national festival taking place in multiple locations across the UK, we are limited in the amount of central marketing support that we can give to individual organisers and events. To make the most of participating in the festival, it is essential that you think carefully about the specific audience that you are trying to connect with, how best to reach that audience using the resources available, and how to manage time effectively in order to properly promote your activity. For example, social media is great for some groups, but an old-fashioned flyer run might be much more effective for others.

6. How does the festival evaluation work?

The festival is evaluated annually and independently by an external company using data gathered by organisers across the country. It is important that we gather data that captures the value of Being Human activities from both audiences and organisers – so everyone involved in the festival is strongly encouraged to play a part in evaluation. Our main ways of gathering data are through paper and online audience surveys, online surveys and telephone interviews with organisers, and direct observation of selected events. A full evaluation guide and set of resources will be made available to organisers in the autumn before the festival. Please note if you have received an award for your event it is a condition of funding to participate in the Being Human evaluation.

7. I've received funding from the festival? How do I claim the grant?

If you have received an offer of funding from the festival we will be in touch after you have confirmed your acceptance with details on the grant process. We will issue a Purchase Order to your university finance contact confirming the amount, which should then be claimed back by invoicing us after delivery of the festival activity. Activity costs should be covered by your own university in the interim. The deadline for all invoices is **31 January 2022**.

8. How should I refer to the festival partners and my participation in the festival?

It is important that the three funding partners are represented. Please make sure you include this information in any external comms, including press releases and event pages e.g. your event booking page.

1. For use with the Being Human logo and partner logos if space - available [here](#).
This event is part of the Being Human festival, the UK's only national festival of the humanities, taking place 11–20 November 2021. For further information please see beinghumanfestival.org.
2. **If you don't have enough space for the logos**, you can state the following.
This event is part of the Being Human festival, the UK's only national festival of the humanities, taking place 11–20 November 2021. Led by the School of Advanced Study, University of London, in partnership with the Arts and Humanities Research Council and the British Academy. For further information please see beinghumanfestival.org.

9. What will I get out of organising a Being Human activity?

Organising a Being Human activity can be challenging, but organisers (as shown in our festival evaluations) typically find the process really rewarding. The main benefits that people articulate include the festival:

- acting as a catalyst to get a project up and running which wouldn't otherwise have happened;

- acting as an opportunity to engage with a new audience and get new perspectives on research;
- providing an opportunity to get public engagement advice and support;
- offering an opportunity to work with new cultural partners or develop an existing relationship;
- providing opportunities to make contacts and start collaborations with other researchers nationally;
- providing an opportunity to raise visibility of their research nationally and within their own institution.

COVID-19 information and guidelines

The last year has seen huge changes to the ways in which we run engagement events. As detailed in the application process, we have committed to a hybrid-delivery festival this November that combines the best of online engagement with safe in-person activities and other socially distanced formats. Although digital delivery helped expand **the festival's horizons**, **we continue to champion the festival's core principles: Being Human remains a place-based festival** that emphasises interaction, working with communities outside academia and those less typically engaged with humanities culture.

We encourage you to be realistic when developing your activities, in order to achieve the best of what is currently possible.

We also recommend you take a look at our [toolkit](#) on running socially distanced events, for more information on developing hybrid, covid-secure activities, and for tips on delivering online events.

If you have any questions about how best to deliver your event under COVID-19 restrictions, please get in touch with us at beinghuman@sas.ac.uk.

Masterclasses

A series of free, online masterclasses will take place in the run up to the festival as follows:

- **Tuesday 6 July:** Public engagement in a festival context
- **Thursday 9 September:** Promoting your event
- **Thursday 7 October:** Delivering your event

Masterclasses provide the opportunity to hear from the festival team and event organisers from previous years. Organisers will be notified of when booking opens for masterclasses via email.

Event details

The deadline for submitting your event details via our website is **Tuesday 31 August**. We will send you more information about this closer to the time via email. Keep in mind that we may edit your title and **event details (as lightly as possible) to match the festival's house style. As our goal is to make humanities research accessible to everyone, we want to present all activities using simple and jargon-free language that will capture the public's imagination.**

In 2021 Being Human festival will not be producing a national print programme and will be displaying listings online only. The online programme will include a listing for every event. Here are a few guidelines that we encourage you to follow when finalising the details for your event.

Event title

Event titles need to be engaging and accessible for a public audience. We may therefore work with you to refashion your title. Please follow these guidelines when finalising the title for your event:

- Keep your event title under 60 characters.
- Remove all unnecessary punctuation (colons, semicolons, hyphens etc.) so the title forms one short bite size chunk
- Remove all names e.g. of speakers and academics, and focus on the content
- Make them fun and appealing to non-specialist audiences

An example of an unsuitable title: *'Discoveries and Secrets: Dr Jane Smith's exploration of consumables in Dickens' literature – global interpretations'*.

An example of a suitable title: *'Come dine with Dickens'*

Event description

We reserve the right to edit your event descriptions for length, accessibility and to match our house style. Please follow these guidelines when putting together the promotional description of your event:

- Ensure your description is no longer than 160 words.
- **Indicate who your event is for** (e.g. 'come along if you're interested in X or Y', or, 'this event is suitable for families and children aged 8+').
- Say what the event is (e.g. craft workshop, screening, walking tour) and outline what **attendees will be expected to do** (e.g. 'create your own zine').
- Remove all academic and specialist language.
- Remove long bios/ profiles of academics/ speakers/ artists involved in the event.
- Sell your event to a general audience. Make it sound interesting, relatable and a good use of someone's free time.

Photographs / promotional images

We require one high-resolution landscape image with copyright credit to help us advertise your festival activities in the online programme. Images that we do not have a credit for will not be used.

Promotional images must:

- Not contain text or logos
- Be landscape
- Be less than 2MB in size
- Be high resolution (at least 300 dpi)
- Have appropriate copyright permissions (you will be required to detail copyright information when you upload your image).

We would prefer to use images related specifically to your project or event. We do not include logos as a substitute for images. **Your organisations' communications team might also be able to help you source a suitable image or photograph to use.** *We reserve the right to use alternative*

images should those supplied not be of sufficient quality or fit house guidelines. Please use the same image to promote your event across different platforms.

Promoting and branding your event

The fact that we are all part of the UK's only nationwide festival of the humanities is a huge communications and marketing asset and we can leverage it by all using similar language, images, logos and colours. When all of us communicate the vibrancy and relevance of the humanities together, in a clear and consistent manner, we can make a bigger impact.

Local, targeted promotion of your event is vital. However, tying events and activities together under the festival banner helps us to cross-promote events and ultimately helps to build the visibility and success of the festival as a whole.

You should start promoting your event when we launch the festival programme at the beginning of October, and **no later than 6 weeks** before your event.

You can find more information and guidance about promoting your event in our toolkit, available on our [website](#). Please take a look at the [organiser area](#) on our website where you can download logos, and promotional materials.

Terms and Conditions

The following requirements regarding promotion can be found in the Terms and Conditions document on our website.

- Institutions will provide the School of Advanced Study (SAS) with event information by the required deadlines and will notify SAS of any changes as soon as they arise.
- Institutions will acknowledge support in any promotional or any other information in the format required.
- Institutions will ensure that promotional and other information is branded in line with festival guidelines. Institutions taking part in the festival will follow its guidance on best practice on data management, in line with recent legislation (see final page on GDPR guidance).

Key principles

Promoting your event should always start with your target audience. Who are they? And where are they already? Your promotional material should communicate:

- Who the event is for
- When it is
- Where it is
- What will happen
- **Why people should attend**

Promotional checklist

Have you...
<p>Reviewed details about the festival timeline, deadlines, background, branding, and required texts and credits?</p>
<p>Finalised programme details?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Date <input type="checkbox"/> Time <input type="checkbox"/> Location <input type="checkbox"/> Title <input type="checkbox"/> Description <input type="checkbox"/> Image
<p>Uploaded your event on to the Being Human website?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Checked instructions prior to uploading event <input type="checkbox"/> Finalised booking plans for you event <input type="checkbox"/> Uploaded event information (including booking link)
<p>Engaged with stakeholders to aid in promotion?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Community and cultural partner organisations <input type="checkbox"/> Speakers, performers, panellists or others involved in the event programme <input type="checkbox"/> Community groups with links to your target audience <input type="checkbox"/> Internal colleagues (your institution's events team, press office, public engagement officer, publications team, etc.)
<p>Worked with local and regional press and media to gain publicity for the event?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Contacted and liaised with the marketing, press and media colleagues at your organisation <input type="checkbox"/> Added the event to local press listings <input type="checkbox"/> Written and distributed a press release <input type="checkbox"/> Sent personalised pitch emails to relevant journalists, editors and producers (including local radio) <input type="checkbox"/> Sent personalised invites to press to attend the event <input type="checkbox"/> Considered having one of your spokespeople write a piece about the event for submission to local media outlets <input type="checkbox"/> Considered advertising your event in local press or other outlets <input type="checkbox"/> Considered approaching relevant podcast hosts or producers
<p>Promoted the event via social media?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Incorporated into relevant existing campaigns <input type="checkbox"/> Used the #BeingHuman2021 hashtag and tagged @BeingHumanFest where relevant <input type="checkbox"/> Encouraged others in your organisation or network to promote via social media <input type="checkbox"/> Included the event in relevant newsletters and mail outs
<p>Highlighted the event on relevant websites?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Your institution/ department websites and blogs <input type="checkbox"/> Other blogs relevant to your research or event (e.g. local town/ city/ culture blogs) <input type="checkbox"/> Your venue's website <input type="checkbox"/> Your community and cultural partners' websites <input type="checkbox"/> Online calendar listings (e.g. town/ city 'what's on' sites) <input type="checkbox"/> Online neighbourhood noticeboards or community groups
<p>Created materials to promote the event?</p> <ul style="list-style-type: none"> <input type="checkbox"/> Poster/flyer <input type="checkbox"/> Email invite <input type="checkbox"/> Email signature <input type="checkbox"/> Web banner/spotlight <input type="checkbox"/> Social media graphics and images

Logos

The full range of Being Human festival and partner logos are available to download on our [website](#).

Fonts

Our Being Human brand uses two typefaces: Calvert and Myriad Pro. If you do not have access to these typefaces, we recommend that you use Georgia (for Calvert) and Microsoft Sans Serif (for Myriad pro).

Colour palette

The codes for our festival colours are listed below.

	CMYK 100 89 17 5 RGB 0 56 136 HEX 003887		CMYK 0 48 88 0 RGB 255 153 51 HEX FF9933
	CMYK 70 5 36 0 RGB 57 179 172 HEX 39B3AC		CMYK 52 77 4 0 RGB 138 86 156 HEX 89579C
	CMYK 0 79 33 28 RGB 184 39 123 HEX B8287A		CMYK 10 82 87 1 RGB 217 83 56 HEX D95338
	CMYK 54 20 100 3 RGB 133 161 48 HEX 85A130		

Template materials

We will create a range of branded templates for you to use to promote your event. They will be made available for download from the organiser area of our website in September. We can also provide you with PDF artwork for pop-up banners. We can help you to use the templates, but please make your own local arrangements for printing and delivery of these materials.

Please be mindful of the environment when creating materials. Single-use vinyl pop-up banners might not always be the most efficient way to promote your event. If your event is taking place online or digitally you might be better focussing your resources on digital materials.

Templates available will include things like:

- Posters
- Flyers
- Invitations
- Pop-up banner template (PDF)
- Graphics for video titles and credits
- PowerPoint

Support

We encourage you to contact your colleagues in your **institution's** design and marketing team to help you create effective promotional materials for your event.

We also remind you to keep your target audience in mind when developing your promotional materials (for instance a series of Instagram Reels/ videos might engage younger audiences, whereas a door-to-door flyer run or posters on community noticeboards might engage those who are less likely to be found online).

Please contact us at beinghuman@sas.ac.uk if you have any questions about creating materials or sourcing images for your event, or if you require help using the templates.

Press and media

Introduction

One of the goals of the festival is to secure media coverage across the UK to elevate the Being Human festival's message and engage the public in humanities research more broadly. While the central team will focus on getting coverage in national outlets, you can help by engaging with your local media. **We strongly encourage you to work closely with your institution's press and media team to pitch pieces and to secure press and media coverage.** Please be sure to send any press coverage you receive to beinghuman@sas.ac.uk so we can highlight it on social media and ensure it is included in our records.

Lessons from previous festivals

Based on our experience, we know that press are most interested in activities that:

- Reveal new research
- Present humanities topics in innovative or surprising ways
- Connect to broader themes and the current news agenda
- Highlight surprising local stories

Key messages

- The humanities are vibrant, interdisciplinary, accessible and relevant to all
- The humanities inspire and enrich our everyday lives
- The humanities can help us to understand ourselves, our relationships with others and the challenges we face in a changing world

Template pitch email

Dear [insert name – really important to personalise emails when working with press],

I thought you might be interested in a forthcoming event here at [insert institution name]. The event will feature [insert any prominent speaker/performer names with a brief explanation of their credentials] and focus on [insert a short, snappy description of the key theme of the event].

The event was selected to be part of Being Human, the UK's only national festival of the humanities.

More details are below. You are warmly invited to attend [be sure to mention if there will be a reception].

Please let me know if you have any questions or would be interested in speaking with some of the researchers involved.

[Insert event details here or simply paste the press release into the body of the email].

Template press release

NEWS RELEASE

[INSERT DATE]

[Insert University name] to host event for national humanities festival

[Insert event type] explores [insert few words about theme of event]

[Insert university name] is hosting [insert event name], an event in Being Human 2021, the UK's only national festival of the humanities. This involves [insert brief details on event, making mention of any prominent speaker/performer names]. The event was selected to be part of Being Human by the festival organisers, the School of Advanced Study, University of London, the Arts and Humanities Research Council (AHRC), and the British Academy (BA).

The [insert event name] aims to engage with the public on [insert description of key themes, highlighting newsworthy research, unusual methods or other attention-grabbing detail]. It will be held during the festival, which runs from 11-20 November, on [insert event date, time and location].

[Insert spokesperson's name, role and University name] said: "[insert quote]".

As part of a 10-day national programme of big ideas, big debates and engaging activities for all ages, the event aims to champion the excellence of humanities research in [insert UK region], help to demonstrate the vitality and relevance of this today and showcase how the humanities helps us understand ourselves, our relationships with others and the challenges we face in a changing world.

In 2020 Being Human encompassed a largely digital and online programme of 300 events and activities in 54 towns and cities across the UK, with a total estimated audience of 30,000.

The 2021 festival is themed around 'Renewal'. The programme promises to be exciting, entertaining and thought-provoking, with something for everyone in our diverse communities.

ENDS

Notes to Editors

1. **For all enquiries, please contact:** [Insert details of appropriate person at you institution here]
2. **Being Human: a festival of the humanities, 11–20 November 2021**
Led by the School of Advanced Study, University of London, in partnership with the Arts and Humanities Research Council and the British Academy, Being Human is a national forum for public engagement with humanities research. The festival highlights the ways in which the humanities can inspire and enrich our everyday lives. For more information, please visit www.beinghumanfestival.org or follow the festival on social media at @BeingHumanFest.
3. [Insert your institution boiler plate information]
4. The [School of Advanced Study \(SAS\)](#), University of London, is the UK's national centre for the promotion and support of research in the humanities. SAS and its member institutes offer unparalleled resources, facilities and academic opportunities across a wide range of subject areas for the benefit of the national and international scholarly community. Last year SAS welcomed 996 research fellows and associates, held 1,500 events highlighting

the latest research in the humanities, received 31.6 million online visits to its research resources and platforms, and hosted 100,119 visits to its specialist libraries and collections. **The School also leads Being Human, the UK's only nationwide festival of the humanities.** Find out more at www.sas.ac.uk or follow SAS on Twitter at [@SASNews](https://twitter.com/SASNews).

5. The [Arts and Humanities Research Council](https://www.ahrc.gov.uk/) is part of UK Research and Innovation. We're the UK's largest funder of arts and humanities research and training, investing over £100 million every year. We fund independent researchers in a wide range of subjects, including history, archaeology, digital content, philosophy, languages, design, heritage, area studies, the creative and performing arts, and many more. The research we fund provides social and cultural benefits that contribute to the economic success of the UK, as well as to the culture and welfare of societies around the world. Find out more about us at ahrc.ukri.org, or on Twitter at [@ahrcpress](https://twitter.com/ahrcpress).
6. The [British Academy](https://www.thebritishacademy.ac.uk/) is the UK's national academy for the humanities and social sciences. We mobilise these disciplines to understand the world and shape a brighter future. We invest in researchers and projects across the UK and overseas, engage the public with fresh thinking and debates, and bring together scholars, government, business and civil society to influence policy for the benefit of everyone. www.thebritishacademy.ac.uk [@BritishAcademy](https://twitter.com/BritishAcademy). For further information please contact Sean Canty at the British Academy Press Office on s.canty@thebritishacademy.ac.uk or +44 (0)20 7969 5273.

Q&A for spokespeople

Below is a list of questions that journalists may ask you. We have provided answers to them here so that you can prepare yourself or your spokespeople for interviews. As such, these are intended for internal use only and should not be publicly posted or distributed.

1. What is Being Human?

Being Human is the UK's only national festival dedicated to demonstrating the breadth, diversity and vitality of the humanities. Members of the public from across the country can attend hundreds of free events sharing new and exciting thinking in the humanities. This year, the festival promises 10 days of big ideas, big debates and engaging activities for all, themed around 'Renewal'.

Led by the School of Advanced Study, University of London (SAS) in partnership with the Arts and Humanities Research Council (AHRC), and the British Academy (BA), the festival will be held for 10 days from 11-20 November with activities held in towns and cities across the UK. For the 2021 festival many events and activities will also take place online.

At heart, the festival is all about making research in the humanities – from art history to philosophy, history to classics, and literature to languages – accessible and fun for as many people as possible.

2. Why is the festival being held this year?

Being Human is the UK's only national festival dedicated to demonstrating the breadth, diversity and vitality of the humanities. Now in its eighth year, the festival is an annual fixture and is growing in ambition every year. In 2020, 30,000 people attended tuned in to over 300 events and activities from home, all of which displayed the variety and impact of humanities research in the UK.

3. What is the partnership between SAS, AHRC and BA?

The School of Advanced Study, Arts and Humanities Research Council and the British Academy are three of the main national bodies dedicated to the promotion of research in the arts, humanities and social sciences. All three organisations, in different ways, are publicly funded to support, promote and facilitate research in the humanities, so it is a natural partnership.

4. Will the festival cost the taxpayer any money?

The three main organising institutes (SAS, AHRC, BA) are publicly funded, so the taxpayer has paid for the festival through this funding. The festival itself focuses on demonstrating the value of funding research in the humanities and enabling the wider public to get something back from that research. It also enables researchers to connect with the public, giving them opportunities for dialogue about their subject. For more information on how SAS, AHRC and BA are funded, please visit their websites.

5. Why do the humanities deserve our attention?

The humanities form an essential cornerstone of human knowledge, culture and understanding. They have been studied and celebrated for thousands of years and form the basis of our understanding of ourselves and our relation to the world and each other. They provide tools for communication and debate, means through which to articulate and interrogate complex ideas, ways of understanding our past and anticipating our futures. We need the humanities now more than ever to help us address these issues and provide the means to question, interpret and explain the human condition.

Digital promotion

Where to connect with us:

- Website | beinghumanfestival.org
- Newsletter | beinghumanfestival.org/e-news-sign-up/
- Twitter | [@BeingHumanFest](https://twitter.com/BeingHumanFest)
- Facebook | [@BeingHumanFest](https://www.facebook.com/BeingHumanFest)
- Instagram | [@beinghumanfest](https://www.instagram.com/beinghumanfest)
- YouTube | bitly.com/beinghumanfest

The 2021 hashtag for digital promotion is #BeingHuman2021.

The tone of Being Human social media is positive, welcoming and informative. We recommend making social media posts as visual as possible, using humour, engaging in conversation, taking videos and photos and asking questions of the audience.

Where possible, we encourage you both to tweet individually and to engage with your **institution's central or departmental social media accounts to promote the Being Human festival** and your involvement in it.

At the end of your events, please send all images and video via email to beinghuman@sas.ac.uk so that we can upload them to our social media channels and share them.

Below we outline a few key principles. Please see our promotional toolkit for further guidance on promoting your events.

Twitter

The festival has a Twitter profile at [@BeingHumanFest](https://twitter.com/BeingHumanFest). Please tweet before, during and immediately after your event using the hashtag #BeingHuman2021 and encourage others to do so

too. Use of the hashtag is important as it allows us to draw together content into an overarching narrative for the festival.

Facebook

The festival has a Facebook page [@BeingHumanFest](https://www.facebook.com/BeingHumanFest) - www.facebook.com/BeingHumanFest. Please promote this page on your Facebook news feeds, either by sharing posts from the page or by adding your own message to original posts, encouraging your friends and followers to like the page.

We also suggest that you set up your own Facebook event pages and add Being Human as a co-host through your own departmental Facebook, as this can be an excellent promotional tool.

Instagram

You can follow the festival on Instagram [@beinghumanfest](https://www.instagram.com/beinghumanfest). If you have an Instagram account and are uploading images related to your event, please also include #BeingHuman2021 and tag our Instagram handle [@beinghumanfest](https://www.instagram.com/beinghumanfest).

YouTube

The festival has a YouTube channel at <http://bitly.com/beinghumanfest>. This is where we will be uploading videos from your events during and after the festival. We would love to share videos from across the country, so if you get some good footage or event recordings, please send it on to us!

Digital Promotion FAQs

Can @BeingHumanFest tweet for me?

Yes, absolutely! **You're welcome to send us content to share via the central festival account.** Remember, you must tag us @BeingHumanFest in your tweet in order for us to see it.

Are there any centrally coordinated social media campaigns planned?

We will send an email to event organisers to flag up any social media campaigns that you can get involved with.

Should I set up my own Twitter account?

Many event organisers have chosen to set up their own Twitter accounts to promote festival projects and activities. Bear in mind though that if you are using social media as a main way of promoting your event, you will be better off using accounts that already have a wide following and a dedicated audience – e.g. main university accounts or, even better, the channels provided by your event partners/venues. Think about who will be following the various accounts - **university accounts often are good for students, whereas a local 'what's on' listings account will be better for a community audience.**

Please ensure that all accounts set up for local festival activities are clearly labelled as part of *Being Human, the UK's only national festival of the humanities*.

Website

Being Human festival website

The festival website at <https://beinghumanfestival.org/> is the go-to place for all current information about the festival. The final programme of all events (including dates and times) will go live on the website in early October.

Your event will have a designated page on the website, which we encourage you to use in your own publicity. If all event organisers promote their event using the listing on the Being Human website, it helps to generate more visibility for the festival and in turn helps to cross-promote events in the programme.

Please include the website address www.beinghumanfestival.org in all your communications about the festival.

Your website/s

It will help us if you can publish details about the festival on your website/s, such as your **University or Institution's main site, or department specific site**, with a link to <http://www.beinghumanfestival.org> and your designated event page when it is available.

Stakeholder engagement

Promoting your event will be easier if you can use already existing networks. Think creatively about who you can ask to help you spread the word and empower them to do so by providing them with adaptable materials such as template email invites, a short blurb about your event for their newsletters, images they can use online and flyers they can print and distribute easily.

Have a brainstorm about who you could reach out to. Think of your target audience: where are they likely to be found? In libraries? Cafés? Specific clubs? Once you have a list of groups, reach out to them with a friendly email letting them know about the event and providing them with materials they can use to alert their constituents.

Direct emails

Direct emails are a very effective way of raising awareness about your event, but their success depends on the quality of your mailing lists. Make sure you set aside time to update existing mailing lists and create new mailing lists to use for direct emails. Your central communications team and event partners will have mailing lists that you might be able to draw on, so consider reaching out to them and asking if they can highlight it in one of their upcoming newsletters, or if they have any mailing lists that you can use to help promote. Before sending direct emails, please review the GDPR guidance below.

Template email invite

Subject: Being Human event Invitation – [insert date]

Dear [insert name if possible to personalise],

[Insert leading institution] are delighted to invite you to [title of event] on [insert date]. We thought you would be interested in the event because [insert brief description of the event].

The event is free, but spaces are limited so please reserve your spot by registering online [\[insert link\]](#). You can also follow and tweet about the event with #BeingHuman2021!

Additional information is below. We hope you [\[and your friends/students/colleagues\]](#) will join us.

[\[Insert when, where and any other necessary details\]](#)

Evaluation

The festival is evaluated annually and independently by an external company using data gathered by organisers across the country. An evaluation guide and a range of materials will be made available before the festival, including a link to an online audience survey which we ask all organisers to circulate with their event attendees. On request, event organisers will be able to access anonymised data from this survey relating to their event(s) by contacting the evaluators directly.

Festival organisers and others involved in events such as collaborators and partners will have an opportunity to share their experiences of participating in the festival via a separate online survey that will be circulated following the festival.

Please be aware that evaluation is an important part of participating in the festival and helps us to learn more about our audiences, improve our work and secure vital funding to ensure events remain free and the festival continues! Ultimately, evaluation data helps secure the festival's future. If you have received funding from us, taking part in the evaluation is a condition of your funding.

You can find the evaluations from previous festivals on our website.

GDPR guidance

The Data Protection Act 1998 has been replaced by the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018. These new laws create more duties for organisations and strengthens the rights of individuals. It toughens up the sanctions against organisations that breach the regulation.

	Individual personal email address (e.g. <i>john.smith@personal.com</i>)	Individual professional email address provided on company website (e.g. <i>john.smith@professional.ac.uk</i>)	Generic non-personal email address (e.g. <i>info@company.com</i>)
How can I obtain it?	Obtained from the customer in course of a purchase, event sign up OR customer signs up to a University mailing list.	Obtained from the customer in course of a purchase OR customer signs up to a University mailing list OR found on company website.	Found on company website.
Data Protection grounds for processing	Consent.	Consent OR (when obtained from a website...) necessary for the legitimate interest of marketing goods and services to professional, whose contact details are in the public domain.	Not personal data and therefore not 'Direct Marketing' and not covered by regulations.

Compliance with Privacy and Electronic Communications Regulations	Individual has consented OR university has obtained the contact details in the course of booking for an event or purchase of service/goods to that person and university is offering similar products or services (“soft opt in”).	‘Corporate subscriber’ exemption.	‘Corporate subscriber’ exemption.
How do I communicate with individuals?	Emails explain who you are, why you have the details and gives individual clear opportunity to opt-out.	Emails explain who you are and gives individual clear opportunity to opt-out.	Emails explain who we are and gives company clear opportunity to opt-out.
What happens if individuals ask not to be contacted?	They must be added to a ‘suppression list’, which keeps skeleton information to allow us to ensure this person is no longer contacted for the purposes of direct marketing.	They must be added to a ‘suppression list’, which keeps skeleton information to allow us to ensure this person is no longer contacted for the purposes of direct marketing.	They must be added to a ‘suppression list’, which keeps skeleton information to allow us to ensure this person is no longer contacted for the purposes of direct marketing.

The festival needs to ensure that it complies with the relevant legislation (General Data Protection Regulation and Privacy and Electronic Communications Regulations) with regards to its direct marketing by email. **‘Direct Marketing’ in terms of this legislation covers advertising goods and services and promoting events or projects. ‘Direct Marketing’ relates to communications with individuals – mailing to ‘Department of History’ or info@company.com does not constitute ‘Direct Marketing’.**

Consent has to be:

- **Freely given** – Person must be given a choice, and be able to retract that consent (unsubscribe) at any time.
- **Specific & Informed** – What they are providing consent for you to do with their data must be stated clearly – with a privacy statement or link to privacy statements provided etc. Your communications department should have one of these.
- **Auditable** – You need to keep a record of the consent you have obtained and the relevant privacy statement they have signed up to against each customer record.