Inspiration and information for potential Big Draw Organisers
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Introduction

What is The Big Draw?

Founded in 2000, The Big Draw is a visual literacy charity that promotes the universal language of drawing as a tool for learning, expression and invention. The charity leads a diverse programme of advocacy, empowerment and engagement, and is the founder and driving force behind The Big Draw Festival – the world's biggest celebration of drawing. The Big Draw manages collaborative research projects, campaigns and educational conferences on visual literacy, digital technology and STEAM. The charity supports professional and emerging artists through its national contemporary art prize, The John Ruskin Prize and exhibition, and through events, awards, and competitions, creating platforms for each and everyone who wants to draw.

What is The Big Draw Festival?

The Big Draw Festival is a worldwide celebration of drawing! The Festival has encouraged over four million people back to the drawing board since 2000. It has notched up two world records – for the longest drawing in the world (one kilometre) and the greatest number of people drawing simultaneously (over 7,000). The first Big Draw Festival in 2000 attracted 180 partner organisations. Since then, the number has risen to more than 1,000, with over 500,000 people participating each year!

The Festival is made up of thousands of digital and physical events, activities, creative courses, workshops and more across the globe hosted by organisations big and small; from individuals to entire cities!

Want to find out more?

Visit our website: thebigdraw.org

“2020 was a year of seismic events impacting on world economies, technology, health, education, culture and politics. This impact has been significant, revealing the fragility and inequalities buried within many systems and processes, resulting in many calling for change.

“Now is the time, after such a world changing event, to rally our voices and come together. The last year has shown what is possible when we unite for a common cause. By seeking to make the change, we as human beings come together and support the need to protect our planet, the need to seek and maintain a more sustainable way of life, the need to reveal and correct the imbalance we see around us.

“We hope this year’s festival will help support all those positive change-makers, those seeking to affect change- those advocating for kindness to our natural world, and kindness to each other. We hope this theme will draw attention to the pioneers and innovators adopting new more sustainable materials and accessible working practises alongside a better way of living together, from our city streets to the irreplaceable countryside.

“Thank you and we can’t wait to see how this year’s theme will inspire Big Draw Festival event organisers all over the world. We hope you will join us!”

- Kate Mason, Director of The Big Draw
Getting involved in The Big Draw Festival

“How do I sign up to The Big Draw Festival?”

Anyone can organise a Big Draw event, whether you’re a national museum looking to engage your audience with your collection (either physically or virtually!) or an individual artist test marketing a potential course and sharing your creative talents with the world.

Firstly, head over to: www.thebigdraw.org/login and register if you’ve not created an account. Once you’re logged in, fill in your organiser details and pay the subscription fee. You can make payment via PayPal or we can send an invoice. You can find out more about the tiers and which category you’d fall into in our Subscription Guide, which can be found both in the login page on our website as well as the ‘About The Big Draw Festival’ section.

Once you’ve paid, then bonza... you’re now an official organiser!

Adding events to The Big Draw Map

As a 2021 organiser you can add as many events as you like up until February 2022, which is when we reset the festival subscription. Once you’ve logged in, click the ‘EVENTS’ tab at the top of the page and the green ‘ADD AN EVENT’ button in the top right-hand corner. You’ll be able to add all your event details and any links to your website, as well as to purchase tickets if your event incurs a fee. You can also add images to your listing, so make sure they are of good quality and bright. We encourage all organisers to add photos as we often use these in our newsletters and social media channels. All your events will be listed in ‘YOUR EVENTS’ and you’ll be able to make any edits throughout your subscription. Please note that once you click SAVE, your event will be submitted to The Big Draw Team for approval and once checked, will be added to The Big Draw Listings and World Map. Once you’re on the map, your event will be promoted through our social media channels and in our newsletter to all our subscribers.

Organiser Backend Resources

Once you’ve logged into your account, you’ll be able to access some wonderful tools. On the homepage, head to the ‘RESOURCES’ tab where you have access to the digital versions of the Marketing Toolkit, Stickers, Posters, Certificates, Branding Guidelines and logos.

You can also order a Welcome Pack filled with all of the above and more! The ‘RESOURCES’ tab is filled with information to inspire you, including a whopping 50% off on selected items in our Big Draw Shop.

Promoting Your Event:

Once you’ve added your Big Draw event to our map and listings, you can start sharing this with the world. All Big Draw events will be shared online through a combination of Twitter, Facebook, Instagram Stories and posts. Make sure you use images that are sharp and clear, as we are more likely to use these in our main posts. You’ll also have access to an auto-tweet function button for your listed event which can be shared with our Twitter audience (42k combined at present).

Consider promoting your event on Facebook. You could opt to run an advert or get your friends and followers to share your upcoming work. Maybe run a Facebook Live video to build up some excitement around your event or course. Tag @TheBigDrawOfficial so we can share your events with our audience.

Are you test marketing a course or event? Why not offer a free session in return for reviews? This can form the basis of building up your audience and gain some traction for future events. Please note, events do not have to be free. You’ll be able to add a link to tickets in your listings, so think about which platform you’ll need to use for tickets - e.g. EventBrite. If you’re hosting on a number of platforms, why not ask for donations? This can be via a site such as Patreon, PayPal or Ko-Fi.

You can also promote your event on Twitter, Instagram, through a Podcast and even create a YouTube video. Think about creating a hashtag that your followers can join in with too!

The Marketing Toolkit includes press release templates and a sample sponsorship letter to help with promoting your work. Your event will be listed in our weekly newsletter, so make sure you add your events as soon as possible!

As you’re able to run events till February 2022, feel free to experiment and see what works for you. Good Luck!
CHAPTER 01.

**Individual Artists**

Event inspiration for artists and freelancers.

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**Marigold the Maker**

- Share your skills & create a community of creatives
- Encourage experimentation

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**Bryony&Bloom**

- Reconnecting with nature and with one other

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**Aimee Labourne**

- Encourage a daily creative habit
- Easy to follow step-by-step instructions
Artwork by Seonaidh McCarley, Participant at Marigold the Maker’s Sketching Challenge

“it was so much fun to rediscover the joy of drawing… Everybody was so supportive and it was wonderful to see the work of others.”
- Marion Ooijevaar, Participant at Marigold the Maker’s Sketching Challenge

The community aspect of the challenge is so inspiring and I tried so many things thanks to that.
- Floriane-Marielle Job, Participant at Marigold the Maker’s Sketching Challenge

Share your skills & create a community of creatives
Marigold the Maker took part in The Big Draw Festival 2019 & 2020, running ‘The Still Point Sketching Challenge’, a 30 day online drawing challenge. Marigold created a hashtag specific to the event: #stillpointsketchingchallenge. The challenge included an A-Z of drawing techniques and mindful drawing suggestions, downloadable challenge calendars and live online drawing events. All those taking part were invited to join a private Facebook group run by Marigold, offering participants access to a thriving online community of like-minded creatives. This platform was used to share information, advice, development work and finished pieces. After the success of Marigold’s first 30 day drawing challenge, she ran another later in the year, as well as continuing to encourage participants to share their daily drawings throughout the year. The group’s unique hashtag is #stillpointsketchers. Unique hashtags are a great way to build a sense of community, encourage participants to share their work and find everyone’s responses in one place.
I have become confident and more relaxed... making sketches everyday from beautiful intriguing things I see and then using them in my paintings and designs.

- Julia Bevan, Participant at Marigold the Maker’s Sketching Challenge

1. Experiment with observation
Teach your participants some of the basic skills and tips required to master observational drawing.

2. Experiment with medium
Try to encourage your participants to push the boundaries and step out of their comfort zone by introducing them to a medium that they may not be familiar with.

3. Experiment with collage
Demonstrate how mixing materials and media can give different effects.

1. Artwork by Gemma Whitford, Participant at Marigold the Maker’s Sketching Challenge, 2020
2. Artwork by Emily Wood Ahmed, Participant at Marigold the Maker’s Sketching Challenge, 2020
3. Artwork by Jean Dagg, Participant at Marigold the Maker’s Sketching Challenge, 2020
Reconnecting with nature and with one another

Bryony&Bloom is the artist studio of Bryony Benge-Abbott, founded in 2013 to create portals into the botanical world to reconnect individuals, communities and organisations with nature - and one another. Bridging contemporary science with cultural heritage, with a particular focus on nature connection, climate justice and public engagement, Bryony offers new ways of perceiving the natural world and our place in it.

Bryony developed Wild Drawing Walks to encourage new ways of thinking about and recording our relationship with the natural world. These walks and workshops consider the relationship between people and our living environments and ecosystems, extending our experience of drawing through experimental mark-making. Throughout October 2020, as part of The Big Green Draw, Bryony ran wild drawing workshops with groups of walkers in Kent and East Sussex, guiding creative activities inspired by and using the landscape. In light of the Covid-19 pandemic, she felt that it was important to introduce this programme to support and enhance wellbeing and resilience to the growing climate crisis.

“I really enjoyed the gentle guidance to see the world in new ways, to look a little closer.”

- Participant at Wild Drawing with Bryony & Bloom
Aimee Labourne set up a 40 day online drawing challenge for her Big Draw programme named Aert Elements. She planned a series of specific daily activities exploring various drawing techniques as tools to consider nature and the environments we inhabit. Over the first few days of the course, participants were presented with a number of ‘warming up’ exercises, exploring basic line drawing, observational drawing and drawing from touch. As the course went on, Aimee gradually began to introduce more complex themes such as composition, proportion, spatial depth and foreshortening.

“The exercises were well planned and led from one to another - and the personal feedback was really helpful.”

- Participant at Aimee Labourne’s drawing challenge

Encourage a daily creative habit
Aimee Labounre set up a 40 day online drawing challenge for her Big Draw programme named Aert Elements. She planned a series of specific daily activities exploring various drawing techniques as tools to consider nature and the environments we inhabit. Over the first few days of the course, participants were presented with a number of ‘warming up’ exercises, exploring basic line drawing, observational drawing and drawing from touch. As the course went on, Aimee gradually began to introduce more complex themes such as composition, proportion, spatial depth and foreshortening.

Use clear visuals & instructions
It is important to make your workshops and events accessible and easy to process for your target audience. Aimee’s drawing challenge was aimed at everyone, including those who had never drawn before - therefore, she made sure that her course was clear and easy to follow, and gently introduced increasingly complex drawing practices. This was aided by her extremely clear daily instructions and images alongside.

Images from Aimee Labourne’s drawing challenge
When exploring shape, Aimee took her participants through step-by-step instructions to make sense of the process. Here, she began with the ‘Mapping Out’ stage. Firstly, place an object in front of you, and using a piece of acetate or plastic, draw two perpendicular lines. These are central dividing lines that will help you to accurately plot your object on the page.

**STEP 1**

As you work through your drawing, make sure to keep checking the accuracy as you go along. The aim here is to build up an underlying structure that you will later be able to work into with a darker pencil. Remember to keep your lines flowing and nicely confident - despite working with accuracy and attention, don't be tempted to draw tentatively!

**STEP 2**

Finally, you can begin to refine your drawing and work into it with darker pencil. It’s perfectly alright to redraw and correct at any point in the process - this is a working drawing and a process of discovery. Remember to never stop observing as you go, looking back and forth between drawing and object. Try not to get too focussed on one area in particular, but work on the drawing as a whole. Stop once you feel that you have a nicely detailed study - ta dah!

- Participant at Aimee Labourne’s drawing challenge

“Thank you for sharing the wealth of your experience. I am sure I will be revisiting your advice for a long time.”

- Participant at Aimee Labourne’s drawing challenge
CHAPTER 02.

Educational Institutions

Event inspiration for nurseries, primary, secondary and higher education institutions.

- Collaborative activities
  - Kingsdale Foundation School, UK
  - Eastbury School, UK

- Collaborative installations
  - Haberdashers’ Aske’s Boys’ School, UK

- Fun & engaging ways of learning
  - Braeburn School, Nairobi, Kenya

- The World is your canvas!
  - Anna Bruder’s A Line Art, UK

- Reaching other goals
  - Durham Sixth Form Centre, UK

- Put the ‘active’ in your activities

- Promote creativity across the curriculum

- Raising money & awareness
  - The British School New Delhi, India
Collaborative artworks are always a big hit; they can be extremely freeing and allow students (particularly those who may be underconfident) the ability to create without fear of judgement. Kingsdale Foundation School focused on the effects of social media and online connectivity for their Big Draw event, considering its affect on our mental health and wellbeing. In stark contrast to the immediate nature of sharing images online, students were encouraged to slow down and consider social media content to create on a textile square using media such as stitch, fabric paint and monoprint. All of these squares were later stitched together to create one collaborative patchwork quilt, expressing how interconnected we all are and how our messages and online presence is permanent and visible to everyone. Up until the very last minute students were adding squares, and the edges were left unfinished allowing the piece to continue to grow and expand, just like the internet.

Digital collaborative activities

Despite what you might think, collaborative works don’t have to take place in person! You could have your students creating individual artworks that will later be brought together in person, similar to Kingsdale Foundation School’s patchwork quilt. Or you might want to consider working digitally, encouraging students to work individually on a drawing or video clip which can later be tied together into one seamless animation - similar to what Eastbury School created for their Big Draw project ‘One World, Seven Billion Styles’.

Left: Kingsdale Foundation School Big Draw event 2019
Above: Eastbury School Big Draw animation
Collaborative installations

Haberdashers’ Aske’s Boys’ School aimed to engage all pupils and teachers in an active discussion on Climate Change, encouraging everyone to commit to making one positive change in their daily lives to help protect the planet. All pupils and staff made their own individual origami crane using recycled paper, and wrote their own personal pledge for the environment on each one. Packs were distributed out to classes including recycled paper collected from across the school site, a range of materials for discussions on Climate Change, instructions on how to create an origami crane and discussion points to consider when writing their own pledge. The event ran for two weeks, and brought staff and pupils seamlessly together as a community during what was an incredibly difficult time. The outcome was a statement of positive change as well as a physical display of creativity and community spirit. The school was delighted to receive a letter from Sir David Attenborough in response to and applauding their Big Draw community art project!
Creative and playful activities provide a fantastic opportunity for learning. Braeburn School use their Big Draw events as a chance to teach their pupils about art history; in 2018 they explored a range of media and activities to familiarise students with the work of Jackson Pollock. Activities ranged from action art using water guns, balloons, tires and balls or string sculptures to Zentangles and dancing with paint. In 2019, the school responded to the theme ‘Drawn to Life’ by organising mindful creative activities that encouraged students to see the world in new ways inspired by artists such as Christoph Niemann, Paperboyo, David Hockney and Rene Magritte. Building on positive energy throughout the school, students created dancing figures in the style of Keith Haring and contributed to a gratitude tree which was presented in the main hall. These activities are all fantastic examples of the impact that play and creativity can have on children’s learning.

“Best day of school ever!”

- Pupil at Braeburn School, Nairobi
The World is your Canvas!

Why not transform the school grounds? Encourage children, teachers and parents alike to design spaces for play where they can hop, wiggle, jump, skip, dance and run off steam – just like on Anna Bruder’s illustrative designed playground!

“A wonderful interactive game. Helping children to use their own decision making skills in learning how to play, which meant they were not only exercising their bodies but also their minds.”

- Parent at A Line Art interactive game

Reaching other goals

You can of course apply for The Big Draw Festival Awards, but your events can also help towards other goals such as an Artsmark Award. Students can gain experience organising events, showing leadership and achieving other goals in the process. One group of students at the Durham Sixth Form Centre took this particular opportunity, working together to put on an exhibition at The Old Cinema Lauderette in Gilesgate as part of the celebrations for International Women’s Day. The students curated a selection of work from fellow students to exhibit on the day and also made their own merchandise for charity including tote bags and badges.
Put the ‘active’ in your activities

It’s often easier to get kids engaged if they are moving around and putting their creativity into action. Why not build a car out of cardboard and race, or build kites and go outside for a ‘test fly’? Whatever it is, try to make sure everyone is moving every now and then - like musical chairs, but with drawing... Now there’s an idea.

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Promote creativity across the curriculum

When organising Big Draw activities in your school, it’s important to remember that they need not be confined to the Art department alone! Big Draw events can be used to explore subjects such as Maths and Science, and can be a great way to make sense of the curriculum for more visual learners...

Raising money & awareness

The British School New Delhi ran a diverse and varied programme of Big Draw events in 2019, including an art project developed around an existing initiative developed by a Year 12 student of the school that aims to bring safe and clean drinking water to a neighbouring village. The school ran a pebble painting workshop with students of all ages where the pebbles were later sold as paper weights to raise funds for the ongoing student-led water initiative project. Students worked on a variety of collaborative murals, expressing their hopes for the future, and reflecting on their views of their homes and of the world. They were also encouraged to explore the links between Art and Science and gain a greater appreciation of the Natural World through creating illustrations of imaginary insects, coral patterns, microscopic cells and leaf patterns.
CHAPTER 03.

Other Organisations

Event inspiration for community projects and organisations including Art Clubs, Galleries, Heritage Sites & Local Authorities.

V&A Museum, London, UK
Take inspiration from your collection 34 - 35

Chatsworth House, UK
Raise awareness of a new initiative 36 - 37

The Big Draw Nijmegen, Netherlands
Celebrate your community 38 - 39

Mispillion Art League, Delaware, USA
Making the most of your local resources 40 - 41
You can organise Still Life drawing sessions, Life Drawing sessions and virtual tours that take place within your organisation, taking inspiration from various elements of your collection. This is a great opportunity to engage your audience and teach them a bit about your collection along the way. These can be done in person and online; film your collection for people to sketch and learn from - you can even organise live stream video tours of your space!

Take inspiration from your collection

We come to Chatsworth quite often, but we never knew you were here. It’s a brilliant facility to offer. Something extra for families to do. Thank you!

- Participant at Chatsworth House

Big Draw event 2019

Raise awareness of a new initiative

Through organising fun creative events, you can celebrate or raise awareness of a new initiative - and you may find that you attract a whole new audience to your organisation. This is exactly how Chatsworth House used their Big Draw Festival programme, raising the profile of their new arts provision, a newly refurbished learning centre.

Events at Chatsworth House as part of The Big Draw Festival 2019
Celebrate your community

There is much to consider if you really want your Big Draw to have a big impact. Work with local partners to ensure you create a buzz around your events and make sure you utilise all the free marketing tools at your disposal.

- Anita Waltman, Big Draw Festival Nijmegen Organiser

The Big Draw Festival Nijmegen have been Big Draw Festival Sponsor Partners for several years now, organising ambitious and fun events throughout the city of Nijmegen and celebrating the local community. For their events they work collaboratively with cultural partners and entrepreneurs in Nijmegen, as well as local artists, utilising their wide skill sets to help to deliver their events and breathe life into their annual Big Draw programme.
Mispillion Art League, Big Draw Sponsor Partners, 2019

Making the most of your local resources

Big Draw Sponsor Partners are able to have multiple event partners, which is a brilliant way to celebrate your community and make the most of your local resources. Mispillion Art League organised an extraordinary programme of events involving local organisations: the local coffee shop, shipyard, dance academy and the Town Museum to name a few! The Art League also encouraged locals to take part as volunteers - this not only made the running of these events far smoother, but also brought individuals within the community together. “We could not have managed a Festival of this size and duration... without the active participation of almost 70 volunteers, who helped make our first Big Draw more successful than we dared to hope.”

“The unexpected part was just how engaged the community was... We were enthusiastically embraced by our community, our volunteers exhibited great teamwork and encouragement, and we garnered a large amount of media attention for the state-wide event, exactly as we had hoped!”

- Sonja from Mispillion Art League, Delaware, USA
CHAPTER 04.

Online Events

Top tips, ideas and inspiration for running events online.
Running online events: a guide

Things to consider

- What kind of experience do you hope to deliver?
- Establish where you want the content to be seen. Small-scale, ticketed events are more exclusive than, say, social media live-streams.
- Will people have access to the event once it's over?
- When is the best time for the event? Make sure that there are no competing events or holidays - you can use social media polls for preferred dates. Consider time zones if you are reaching out to a global audience!
- If your event includes a panel of experts, make sure you are showcasing a diverse range of voices.
- Will you be showcasing the work afterwards? If so, will this be through social media accounts, through your platform or an online exhibition?
- How will you promote your event?
- Determine the key selling points your event has to offer. It could be a noteworthy speaker, skill sharing, downloadable resources etc. Make sure the value proposition is clear in your marketing.
- Where will you direct people to in your marketing? It is good to make a landing page for your event, and make sure it is easy to find through your website and social channels.
- Try to make your event as inclusive and accessible as possible. Make sure clear language, large fonts, and high colour contrast is used in all visuals, including presentations. Provide captions where possible for both audio and visuals.
- What event type would be best? (see pages 6 - 7) When deciding on what platform to go for, consider your budget, the platform’s features, such as recording and survey capabilities and the number of attendees permitted.

“What platform should I use?”

There are many different platforms you can use for your online event/course. The best one is the one that you feel is suitable for your event and most comfortable navigating. Here is a list of suggestions:

- **Email.** This could be a daily, weekly, monthly email course and is pretty easy to set up.
- **Webinars**
- **Slideshows with V/O or video**
- **Facebook Group / Facebook Live**
- **Instagram / Instagram Live.**
- **Zoom**
- **Host on your own site**
- **Create a membership site with a platform like Kajabi.**
- **Use a marketplace platform such as Udemy or Teachable**
- **Online collaborative Gallery/Document platform such as Padlet - perfect for educational establishments.**

Equipment

Running an online event need not be expensive or tech heavy. Depending on what platform you choose to use, you may only need to have access to a smartphone, tripod or laptop.

Make sure you have good lighting so your audience can see you clearly. Do you need to get lights or can you make sure you’re facing a window, so the light fills the frame?

Another important aspect is audio. Do you need an external microphone or does your inbuilt one work sufficiently? Test your equipment online with friends to make sure everything is working well before you go live. If you’re running a pre-recorded event you may need access to some editing software. Many computers have basic features for you to edit video footage so look around and see what works for your needs.

If you’re a museum and taking a tour of your collection for lets say, a sketchcrawl, make sure you give the audience enough time to see the item and a chance to draw. Think about different angles and maybe using a voice over/presenter to engage with your item and showcase it’s history verbally.
Demonstrations and tutorials

Have a product or skill that you want to share? Tutorials are perfect for providing tips, tricks, and instructions. This type of event can be used to launch a new product or initiative, and to answer frequently-asked questions.

Workshops and courses

Webinars, workshops and courses are a better fit if you are covering more complex topics. This format can offer a much more in-depth exploration of specific themes and skill sets - and can be run over an extended period of time.

‘Behind-the-scenes’ tours

Places like museums, theatres, libraries, and even national parks, can offer viewers an idea of what it’s like to visit or work there! Smaller scale organisations and freelancers can offer glimpses into their practice, give some insight into a ‘day in their life’ or show customers how their products get made.

Interviews and Q&A’s

Share some wisdom with a live question-and-answer session! These can be run with your own in-house members, or you could invite guest speakers and creatives to give a talk or performance. Everything from panel discussions to stand-up comedy or intimate interviews is fair game.
Boosting audience engagement online

Engagement is key to the success of any event, either physical or virtual - but it can be a daunting task. Whilst one might assume that a virtual event would be harder to engage participants in, we’re here to tell you that this doesn’t have to be the case! In fact, research suggests that 47% of remote attendees are more likely to engage in a Q&A, and 37% are more likely to participate in a conversation at a virtual booth than a real one. So let’s delve into some top tips for boosting your virtual audience engagement...

1. **Ensure your participants can interact**

Many of the very best online events have one thing in common: the opportunity to interact! Live polls, live chat and live Q&A during online events help to break down the barriers between participant and host, encouraging people to share photos, thoughts, ideas and comments. Remember to be active and responsive on your social media channels, particularly around the event - interact, communicate and respond in real-time.

2. **Set out the rules of engagement**

At the beginning of your event, take a couple of minutes to set some rules of engagement for your attendees. Inform them about the different ways that they can interact during the event, and if/when they should stay muted/unmuted. This will not only ensure the event proceeds smoothly, but will also let your participants know that they are welcome to interact - sometimes people need a little reassurance!

3. **Designated moderators for chats & tech support**

It’s good to have an event moderator keeping tabs on the chat/discussion to ensure the conversation stays relevant and that the participants’ comments and questions are quickly responded to and dealt with. You can also get someone from tech support to address any technical difficulties that might arise, such as login issues.

4. **Use hashtags**

Hashtags are a simple but effective way of increasing engagement and reach. Create a hashtag that is unique, catchy and easy to spell, and encourage people to share it on social media. This creates a social media buzz around the event and allows attendees to generate and curate unique content, before and after the taking part.

5. **Virtual competitions & prizes**

Select attendees’ names at random for questions with a Virtual Prize Wheel. This not only creates some drama and excitement, but will keep your audience attentive and mentally present. You may choose to offer them some prizes, and these can be physical or virtual - perhaps a discount in your online shop, or a goodie bag in the post? The possibilities are endless!

6. **Encourage participants to be active**

It is always a good idea to give the option of activities for your participants to take part in. Staring at a screen for an hour is likely to shut some people off, so no matter what your style of event, take moments to return to your audience and suggest a relevant and topical activity for them to keep busy with whilst listening.
Running online events: some ideas

- **Live games or competitions** like an *Art Pub Quiz!*

- Organise *'After Hours'* events for an older audience, such as a *Drink & Draw*, or even **nude life drawing sessions**. The timing of your event will influence your audience base - family-friendly events could be run on a Sunday afternoon.

- Organise **still life sessions** filmed within your Museum/Gallery, or use your collection for people to sketch and learn from.

- Create your own **online art magazine or blog**. Get your community involved, and encourage them to send you their artwork, poetry, videos...

- **Live stream interviews or panel discussions** are also a great hit! These can be a great opportunity to discuss important topics or shine a light on a new initiative of yours.

- Incorporate **virtual event bags, home-delivered activity packs, or post-event 'thank you' gifts**! These are great incentives for people to register and participate.

- Use custom **Virtual Environments**. These allow attendees to feel familiar aspects of event spaces through the virtual format instead of just clicking through screens, and will help set your event apart.

- **Pre-event polling on social media** makes the content at your virtual event more relevant to your audience - if they feel that the event is more tailored to their needs, they are more likely to turn up!

- **Run live polls** throughout your event to help keep your audience engaged and interested (examples of polls and feedback providers include GoToWebinar, Mentimeter, Slido & Poll Everywhere). It is good for participants to feel heard - get immediate feedback as you go, and add funny and topical polls to lighten the mood!
CHAPTER 05.

Outdoor Events

Ideas and inspiration for running events outdoors.

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Prepare for any weather! ........................................................................... 56 - 57
Drawing inspiration from the Built Environment ...................................... 58 - 59
Urban sketchcrawls ............................................................................... 60
Nature trails & Forest walks ................................................................. 61
Making use of the Great Outdoors

From Sketchcrawls to Forest trails to Urban Street Doodling, getting outside is a good way to get the creative juices flowing. Consider different ways in which people will get around: by foot? By bus? By boat? Consider the time of day! Bright and early is most appropriate for an inner-city sketchcrawl with a cup of coffee, or a nature trail... Dusk is the perfect time for a spooky ghost tour, or a historical walk! Would you like people to be drawing in their own sketchbooks? Or would you rather they were working on one big collaborative project? If so, will it be permanent?

Consider the number of participants that you want to take part; outdoor drawing activities in busy areas such as local town centres are likely to garner attention from passers-by, so be prepared to bring extra drawing equipment for potentially more people to take part!
Who says outdoor events should be reserved for good weather? When planning ahead for outdoor activities, no one can guarantee perfect conditions - but don’t let that stop you! In your event marketing, be sure to prepare participants for all weather conditions: remind them to bring waterproofs and woolly hats if needed (it’s also always good practice to suggest participants bring something to carry their drawing materials in). And don’t forget that you can embrace bad weather! Perhaps introduce drawing materials such as watercolour pencils that will run and change with rain.

Prepare for any weather!
When considering drawing in outdoor locations, many assume that inspiration is more likely to be found within nature - but the urban landscape can be just as exciting to draw as the natural landscape! Cities provide the perfect canvas for versatile and unusual creative activities - and they can garner a lot of attention from passers by.

Drawing inspiration from the Built Environment

From top to bottom: 
The Big Draw Festival, Tamworth Arts & Events, 2017
The Big Chalk, Headington, 2018
Sketchcrawls are a brilliant way to explore a city! They will typically start with a few words of greeting from the organiser and details about places to explore for those new to the area. After this point, you may wish for participants to stay all together or for people to split into smaller groups, or even go off alone to draw what interests them. You can run the sketchcrawls yourself, or hire local artists to do so and share ideas and tips about observational drawing. At the end of the day, it is worth encouraging participants to lay work out on tables or the ground so people can show their work, and look at how others have approached the same subject.

Nature trails & Forest walks

Nature trails are particularly great for families and young children - they are a fantastic opportunity to teach people about the local wildlife, and to take inspiration from the natural world. To begin, be sure to plan out a route and hunt for interesting things to include in your trail. These could include: special trees, for example with interesting bark or hollowed trunks; animals’ shelters such as a bird’s nest, mouse tunnel or badger sett; unusual flowers or fungi; or interesting water features. Once your route is planned, you could create maps or a scavenger hunt check list, equip your participants with some drawing tools and set off!
CHAPTER 06.

Make the Change

Event inspiration and ideas responding to The Big Draw Festival 2021
theme: Make the Change.

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Use drawing as a means of protest

Drawing is the perfect narrator to document, report and share thinking around the seismic shifts taking place in our society and across our ecosystems. Everywhere, you can see visual manifestations of positive activism from people wanting to help make change! Why not use your Big Draw event as an opportunity to embrace positive activism?

Encourage participants to share their thoughts and use drawing as a means of communication and protest.
This Spanish Market experimented with recycling old plastic bottles to create wonderful art installations to hang from the ceiling. It is a good idea to think of imaginative ways to exhibit participants’ work - and using it to transform your space is pretty wonderful! We think this looks like colourful sea life - what do you see?

**Explore upcycling textiles and fabrics**

The environmental benefits of upcycling are huge, aside from minimising the volume of discarded materials and waste being sent to landfill each year, it also reduces the need for production using new or raw materials - meaning a reduction in air pollution, water pollution, greenhouse gas emissions and often a conservation of global resources! Why not run workshops exploring upcycling, encouraging participants to bring old clothing and scraps of fabric to make into something new like quilts or tote bags, or to transform using fabric paints.

**Make art from recycled products**

This Spanish Market experimented with recycling old plastic bottles to create wonderful art installations to hang from the ceiling. It is a good idea to think of imaginative ways to exhibit participants’ work - and using it to transform your space is pretty wonderful! We think this looks like colourful sea life - what do you see?
‘Make the Change’

**events: some ideas**

- Run workshops for creating your own **Rag Rugs**! What are ‘Rag Rugs?’ we hear you say - they are traditional rugs made from recycled clothes, linen, bedsheets etc.

- **Explore Sun Printing and Cyanotypes.**

- **Plastic bottles** can be recycled into a wealth of wonderful new things:
  - Art installations
  - Hanging planters
  - Bird feeders
  - Terrariums

- **Explore upcycling and mending old clothes!** Give your clothes a new lease of life, whether you’re just fixing a hole or sewing a funky patch onto your item.

- Encourage your participants to **design and draw new inventions that tackle important issues such as climate change.**

- **Explore using art as a means of protest.**

- Create your own **bug hotels.**

- Create your own **nature wreaths** using found leaves, flowers, berries etc.

- Use your events to **raise awareness of important issues,** and encourage discussion on how we can help to tackle them.

- **Promote the use of drawing as a tool to consider the environments we inhabit,** giving new ways to investigate the natural world.

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*Example of Sun printing / Cyanotype*
Key dates throughout 2021

Why not combine your Big Draw event with a World Awareness Day for extra impact? Here are just a few key dates throughout the year to get your creative cogs turning...

9th May ................. World Fairtrade Day

18th May .................. International Museums Day

21st May ................. World Meditation Day / World Day for Cultural Diversity for Dialogue and Development

5th June .................. World Environment Day

8th June .................. World Oceans Day

21st - 30th June ........ World Wellbeing Week

17th July .................. World Day for International Justice

30th July .................. World Friendship Day

21st Sept .................. International Day of Peace

1st - 31st Oct ............ Official Big Draw Festival Month / Black History Month

5th Oct .................. World Teachers Day

8th Oct .................. International Clean Air Day

10th Oct .................. World Mental Health Day

13th Nov .................. World Kindness Day

3rd Dec .................. International Day of Persons with Disabilities

10th Dec .................. Human Rights Day
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