

Shetland Partnership

Methods and Techniques



Roadshows

Roadshows provide a space for discussion with communities around a topic, issue, or project, and usually take place in multiple locations. The goal is to reach diverse audiences, build relationships, and generate interest or participation. Usually interactive, with visually appealing displays, a roadshow can be a good way for people to learn and reflect on what a community's thoughts and feelings are.

Suitable for:

Roadshows are suitable for a variety of individuals, organisations, and industries that aim to engage with their audiences in multiple locations, such as a public awareness campaigns.



Type of engagement:



[Inform](#) | [Consult](#) | [Involve](#)

How to do it:

- Think about where you are going to take your roadshow.
- Beforehand, consider the following:

- Venues
- Cost considerations
- The time for staff or volunteers to be at the event
- What you are going to include
- Promotion – how will people know why they should attend?
- Accessibility, including time of day, work and childcare and transport links. At the venue itself, are there hearing loop systems, is the space accessible to wheelchairs, for example?
- Whether you will have refreshments.

- Roadshows often include posters, leaflets, and videos.
- Depending on the venue size and the number of stands or stations, consider the best flow or order to best present the information and stimulate discussion.
- As they are drop-in events, attendance may vary throughout the day.
- It can be useful to have a space for participants to sit and chat about things they've maybe looked at or discussed at the stands or stations.
- People should be on hand at each station or stand. If consulting and gathering feedback, having a quick and easy to complete opinion poll or survey at the exit can help to gather this.
- Prepare take-away materials, ensure enough copies, and provide clear signposting to more information.

★ Advantages	⚠ Challenges
<ul style="list-style-type: none"> • Roadshows allow direct engagement with face-to-face interaction • They are brought to local communities, meaning that they can be more accessible and reach wider audiences • Immediate feedback is available • With various sources of information, and activities, roadshows can make information more engaging. 	<ul style="list-style-type: none"> • They can be expensive due to hiring venues and transport • Roadshows can take a lot of time to prepare and deliver • The turnout of roadshows can vary.

Further information:

Online search engines should show different organisations' guidance on carrying out a conference which may be useful to look at.

Case study:

Employability Roadshow – Community Roadshow Offering Employment Support

(see online at: <https://www.shetlandpartnership.org/examples-community-participation/employability-roadshow>)