

2011

2012

Dec

Jan – March

April – June

July – Sept

Oct – Dec

Audience

Q3
ONS
Nov

Housing sector

Q4
ONS
Feb

ROL2012
evaluation

Q1
ONS
May

Q2
ONS
Aug

Q3
ONS
Nov

Go ON it's
Liverpool
celebration
13 March

ND12
30-31
May

Employer round table:
investing in digital skills inc biz case

Building
champion
voluntary
positions

Local authority
broadband demand

Give an Hour
at Christmas:
- Schools
- Low-cost
hardware
laptops/PC
- Tackling
isolation

BT & Age
UK internet
champs

School Holidays
31st March – 15
April

Summer
champion
campaign –
BBC Give an
Hour. 7 – 20
July

TalkTalk
Digital
Heroes

Ins@fe's
Safer Internet Day
Intergenerational
(7 & 8 Feb)

Give an Hour
Valentines

Age UK
winter warmers

Go ON North
Yorks

Go ON
Newcastle

Go ON
Eastend

UK online
centre's
Jobs campaign
(23 Jan-17 Feb)

Age UK's
myriends
online week
(19-25 Mar)

Digital Unite's
Spring Online
23-27 April

Age
UK's
itea &
Biscuits
week

UK online
centres
Go ON events

Telecentre
Europe's
European Get
Online Week
27 Feb – 3 Mar

Ongoing key messages: TBC:
-Benefits of being online - Taxi drivers campaign
-Digital champions
-Low-cost hardware
-Low-cost courses

ROL2012
stakeholders

Potential
digital
champions
(partner
audience)

Internet
beginners

Events & Awards

Reports/ thought
leadership

ROL2012
programmes

Campaigns