

2012

Jan – March

April – June

July – Sept

Oct – Dec

Audience

ROL2012 stakeholders

Potential digital champions (partner audience)

Internet beginners

Q4 ONS Feb

ROL2012 evaluation

Q1 ONS May

Q2 ONS Aug

Q3 ONS Nov

Go ON it's Liverpool celebration 9-16 March

ND12 30-31 May

Employer round table: investing in digital skills inc biz case

European e-inclusion awards 21-22 June

Building champion voluntary positions

Local authority broadband demand

BT & Age UK Internet Champion Awards

Give an Hour Valentine's

School Holidays 31st March – 15 April

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

Digital Unite Champs Academy Level 2 qual launch

TalkTalk Digital Heroes

Libraries (England) Public Libraries offer/pledge announcement

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

NIACE Adult Learners' Week 14-20 May

Ongoing key messages:
 -Benefits of being online
 -Digital champions
 -Low-cost hardware
 -Low-cost courses

TBC:
 - Virtual Olympic Torch
 - Activity for London 2012 Olympic & Paralympic Games (27 July –9 Sept)
 -Taxi drivers' campaign
 - BBC Give an Hour

Events & Awards

Reports/ thought leadership

ROL2012 programmes

Campaigns