

# Designing engagement

## Introduction

The game enables a team planning an engagement programme to work through what methods may be appropriate in different situations, depending on the stakeholders and the level of engagement on offer. It can be used to co-design a programme with key interests.

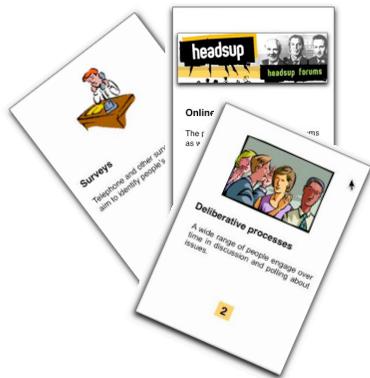
The game can be played from two angles, which may be combined:

- Programme planning: designing an overall programme, and testing how robust it is in the face of various challenges.
- Stakeholder storyboarding: imagining how different stakeholders may respond to the engagement opportunities on offer.

The game uses deliberately low-tech tools:

- Sets of cards or lists describing typical engagement methods, stakeholders, and crises or opportunities that may arise
- Timeline story sheets on which to record what may happen to the stakeholders, or the overall programme.

Method Cards



## Play of the game

Participants work in teams of 3-6, and start by sharing their understanding of the scenario under discussion - the general makeup, current problems and opportunities, and any agreed priorities for action. In addition, they map the stakeholders, and the purpose of the programme including the level of engagement.

The programme planning angle.

- Phase one: Teams review the method cards, and choose a sub-set to meet the needs of the scenario. A budget means not all methods can be chosen.
- Phase two: The teams then use a timeline sheet to tell the story of the way that the programme may develop. The game organisers may throw in crisis or opportunity cards which the team has to deal with... problems in the partnerships, with funding, Press, users. Or more positive programme events.

The storyboarding angle

- Phase one: Teams choose a sub-set of project cards to meet the needs of the scenario (or work with cards previously chosen during project planning). If a programme is already under development, and decisions made, a set of cards may be chosen to reflect this.
- Phase two: Teams split into groups of around 3, and each group chooses one or more stakeholders from the stakeholder set. They then use a timeline sheet to describe how stakeholders respond to methods on offer. Organisers may feed in crises and opportunities that the stakeholders will have to deal with.

Story Sheet

Character Development Storyline		Name: Jackson (1)	Age: Not Given
Year	Year 1	Year 2	Year 3
<p>How will the relationship develop, leading to more jobs. That may be done.</p> <p>He has about a multi-media project and a local meeting with some multi-media training and learning about other and media sites.</p>	<p>Get more advice from staff/business advice about developing list of jobs and using community assets.</p>	<p>Get a website to promote his local business, including on lights and building. Develop a plan for the job market website. Get his girlfriend pregnant.</p> <p>MESSAGE: He gets engaged one night after a gig to dance to guitar.</p>	<p>He has to be supported. He got found for some time in a chair. It's the end of the world. Support on the job market website. Get his girlfriend pregnant.</p> <p>He needs some work in a warehouse that needs to be a computer.</p> <p>He makes a collection of his drawings and articles related to improve the skills.</p>
<p>How to work in equity down a crisis or opportunity on?</p> <p>Workshop: Bristol Digital Challenge Group</p>	<p>Location: Brixton NE Community Centre, Bristol</p>	Date:	

## Results

At the end of the session the players examine the programme timeline or the storyboards for stakeholders and discuss the issues that have emerged from the story and the relevance that these might have for the real life proposals.

