



PRESENTS A LIVE COMMUNITY PODCAST EVENT

Airing of the Quilts

History, Traditions & Upcoming Exhibitions with Carol Adamson



Local historian Carol Adamson



Braidwood Airing of the Quilts 2024

With special thanks to our promotional partners



Braidwood Times

INCORPORATING THE TALLAGANDA TIMES

Audio Podcast Production Plan

Contents

Event Details

Event Objectives, Metrics & Analytics

Content & Discussion Guide

Presenter Notes

Panellist Notes

Advertising & Media Kit for Promotional Partners

Audience Q&A Format, Online Forms & Event Day Engagement

Post-Event Survey

Production Notes

Logistics & Compliance

Sound Engineering Notes

Action Item Checklist

Event Details

Title: “Airing of the Quilts: History, Traditions & Upcoming Exhibitions with Carol Adamson”

Date & Time: Tuesday, 11th September 2025, 6:00–8:00 pm (includes discussion + audience engagement)

Location: National Theatre, Braidwood

Format: Panel discussion with audience Q&A and post-recording mingling

Host: Carol Adamson, Braidwood Local Historian

Panellists: Three local quilters from Braidwood in Stitches quilting group

Audience: Open to the public (free), registration via QR code required

Venue Cap: 150 seated or 200 standing

Event Objectives, Metrics & Analytics

Objective	Metric	Analytics
1. Promote the upcoming Airing of the Quilts scheduled for 16 th November 2025.	<ul style="list-style-type: none"> Number of registrations or RSVPs to the November exhibition attributed to podcast promotion Website traffic spikes from podcast links/QR codes Social media engagement (likes, shares, comments on podcast promo posts) Listener survey responses indicating awareness of exhibition after listening 	<ul style="list-style-type: none"> Use unique QR codes and tracking links shared only in the podcast Monitor analytics from exhibition webpage (Google Analytics or equivalent) Collect feedback in follow-up surveys
2. Showcase traditions, notable past exhibitions, and special sneak-peeks from the upcoming November 2025 exhibition.	<ul style="list-style-type: none"> Mentions/shares of specific quilts, traditions, or exhibitions on social media (track hashtags e.g., #BraidwoodQuilts2025) Audience Q&A questions referencing sneak-peeks or past exhibitions Inclusion of content in local press or newsletters (media pickup) 	<ul style="list-style-type: none"> Social listening tools (or manual tracking) for hashtags and mentions Count audience engagement (number of questions asked in Q&A) Track local media references to content highlighted in podcast
3. Share the history and significance of the event in Braidwood.	<ul style="list-style-type: none"> Listener retention rates through the “history” segment of the podcast Downloadsstreams of podcast episode Qualitative feedback from listeners on historical content (via survey or social media comments) 	<ul style="list-style-type: none"> Podcast analytics (Spotify, Apple, YouTube) to check listen-through rates Listener surveys with questions like: <i>“Did you learn something new about the event’s history?”</i>
4. Engage local quilters and community members through conversation and Q&A.	<ul style="list-style-type: none"> Number of audience attendees at live panel discussion Number of questions asked during Q&A Post-event audience engagement during tea/coffee session 	<ul style="list-style-type: none"> Count attendance via QR code registration and physical headcount Record number of Q&A interactions and casual post-event conversations

	<ul style="list-style-type: none"> Feedback forms or follow-up survey participation 	<ul style="list-style-type: none"> Collect short feedback forms at event or via follow-up email
5. Record content that preserves local heritage and storytelling and contributes to the region's archived cultural talks and events.	<ul style="list-style-type: none"> Length and quality of audio recording captured Number of heritage anecdotes/stories timestamped in audio log sheet Inclusion of stories in local archives (library, historical society) References or requests for access to archived recording Inclusion in cultural heritage catalogues and/or websites 	<ul style="list-style-type: none"> Review audio log sheet for number of unique stories captured Deliver master recording to archival body and track accession number Track archival submissions and number of archived copies submitted (local library, council, cultural archive) Monitor any future requests to access the material
6. Showcase local talent in craft, storytelling and history.	<ul style="list-style-type: none"> Number of panellists and local voices featured Listener/download stats specifically from Braidwood/region Social media or press mentions highlighting panellists by name Audience survey results about perception of local talent 	<ul style="list-style-type: none"> Use podcast host analytics with geolocation tracking Monitor mentions in local press and quilting networks Include survey question: <i>“Did the event showcase the talent of local quilters/historians?”</i>

Content Overview & Discussion Guide

1. Introduction (5 min)

- Carol Adamson welcomes audience and introduces the panel.
- Brief overview of the Airing of the Quilts, highlighting its cultural significance.
- Housekeeping: thanks to the venue, our promotional partners, recording notice, public toilets, accessibility, and refreshments.

2. Panellist Introductions (5 min)

- Each quilter introduces themselves:
 - Name
 - Brief relevant bio
 - Personal connection to the Airing of the Quilts

3. History of the Airing of the Quilts (15 min)

- Discussion points:
 - Origins and timeline of the event in Braidwood
 - Key traditions and rituals associated with the exhibition
 - How the event has evolved over the decades
 - Notable quilters or pieces that have historically featured

4. Quilting Techniques & Personal Stories (15 min)

- Panellists share insights on:
 - Favourite quilting techniques
 - Stories behind specific quilts in past exhibitions
 - Role of community and collaboration in quilting

5. Notable Exhibitions (10 min)

- Discussion on:
 - Memorable past exhibitions
 - Themes, standout quilts, and audience engagement stories
 - Challenges or milestones in organising exhibitions (eg, Bush Fires in 2012)

6. Upcoming Exhibition (10 min)

- Focus on November 2025 exhibition:
 - Key dates, themes, and featured quilts
 - Opportunities for community involvement
 - Expectations and goals for the exhibition

7. Audience Q&A (15 min)

- Attendees with a blue badge will be indicated by event staff to the presenter as ready to ask a question

- Panellists will answer vetted audience questions about history, techniques, or personal experiences

8. Closing Remarks (5 min)

- Thank panellists and audience
- Remind attendees about refreshments and casual interaction with the panellists
- Information on how to stay involved or learn more with special links for the upcoming exhibition
- Thank promotional partners and the theatre

Production Notes: Carol Adamson (Presenter)

Pre-Event Preparation

- **Event Overview:** Familiarize yourself with:
 - History and traditions of Airing of the Quilts
 - Panellists' backgrounds and notable works
 - Highlights from past exhibitions and upcoming November 2025 exhibition
- **Questions / Flow:** Prepare discussion prompts:
 1. Origins and significance of Airing of the Quilts
 2. Quilting techniques and personal stories
 3. Notable exhibitions and memorable quilts
 4. November 2025 exhibition highlights and community engagement

Day-of-Event Instructions

- **Arrival:** 45–60 minutes early to check AV setup, seating, and mic placement
- **Sound Check:** Test microphones for yourself and panellists
- **Review Panel Order:** Confirm speaking order and any visuals to be used
- **Housekeeping:** Thank everyone for registering, provide information about accessibility, toilets, refreshments, and recording notice

During Discussion

- Carol Adamson to gently guide discussion:
 - Use anecdotes and personal stories to keep conversation engaging
 - Transition naturally from history → techniques → notable exhibitions → upcoming exhibition
 - Monitor time to allow 20 min Q&A and audience engagement
 - Encourage panellists to share images or examples if available
 - Refrain from using strong language and expletives – keep remarks G rated

Audience Q&A

- Event staff will vet and notify when an audience member is ready to ask a question.
- Audience members vetted with questions will receive a blue badge at time of sign-in and event staff will choose as many badges as we have time for.
- Repeat audience questions for the recording

Closing Remarks

- Thank panellists and audience
- Remind attendees of refreshments and opportunity to engage informally
- Mention how to learn more about Braidwood in Stitches and the November exhibition through our special links and socials

Production Notes: Panel Guests

Pre-Event Preparation

- **Confirm Attendance:** Confirm availability and share any special requirements (seating, accessibility, props).
- **Biographical Info:** Provide a short bio and photo for promotional/intro purposes.
- **Recording Release:** Be ready to sign electronic release form on the day (tablet will be provided).
- **Materials / Quilts:** Bring any quilts or visual examples to discuss if applicable; check dimensions and transport.
- **Topics to Prepare:**
 - Short intro bio about yourself
 - Personal connection to Braidwood in Stitches and the Airing of the Quilts
 - Favorite techniques and materials
 - Memorable experiences from past exhibitions
 - Insights or highlights for upcoming November 2025 exhibition

Day-of-Event Instructions

- **Arrival:** 45 - 60 minutes before start to meet host and sound crew, set up quilts if needed.
- **Sound Check:** Test table microphones.
- **Seating:** Panel area will be marked. Please remain seated on-stage during discussion.
- **Time Management:** Please try to keep your answers concise (2-4 minutes per topic) to allow full coverage of discussion points.
- **Audience Interaction:** After recording, there will be informal questions and photo opportunities with audience members during refreshments.

During Discussion

- Please remember to speak clearly and at a moderate pace for recording
- People want to hear about your experiences so please be ready to share anecdotes and personal stories
- To ensure everyone has the opportunity to respond, respect time cues from our host, Carol Adamson
- Feel free to use visuals if helpful for illustrating points (quilts, patterns, photos)

Post-Event

- Participate in informal audience engagement during tea and coffee and pose for some promotional photos and videos on the day for socials and newsletters.

Advertising & Media Kit for Promotional Partners

In response to community outreach and engagement with local businesses, promotional and advertising opportunities have been offered by The Braidwood Times print and online publication, Braidwood Community Radio, as well as numerous local businesses throughout the region willing to place flyers on community notice boards.

Estimated Advertising Value from Promotional Partners		
Promotional Partner	Advertising Opportunity	Estimated Cost
Braidwood Times	2 Month Cycle Small Display Online Click-Through Banner Ad 300 x 250 px (MREC standard)	\$200
	1 Issue Quarter Page Print Ad 210 mm x 74.25 mm 300 dpi 3 mm bleed	\$600
Braidwood Community Radio	30 Sec Radio Spot	\$500

30-Second Radio Script – Airing of the Quilts Podcast Panel

[SFX: Soft ambient sounds of sewing / gentle fabric rustling]

Announcer (warm, engaging voice):

“Discover Braidwood’s iconic *Airing of the Quilts!*”

Local historian Carol Adamson hosts Braidwood in Stitches for a live podcast Q&A discussion at the National Theatre, Braidwood. Hear the history, traditions, and a special sneak-peek into this year’s exhibition.

It’s happening Tuesday, September 11th, from 6pm to 8pm and entry is completely free.

Spaces are limited. You’ll find a QR code at your local library, IGA, bakery and cafes and you can register online at braidwoodquilts.org.

[SFX: Sounds of tea-time/fine China/hubbub]

Come for the stories, stay for tea, coffee, biscuits and a chat after the event!”

[SFX: Light acoustic music fade out]

Braidwood Times Online Banner Ad

*Join us for a free live podcast event
for quilters & sewers!*

Airing of the Quilts

History, Traditions &
Upcoming
Exhibitions with
Carol Adamson

Braidwood National Theatre
6 pm - 8 pm
Tuesday 11th September 2025

LIVE PODCAST
EVENT!



Register now
to secure your
free seat.



Presented by Carol Adamson with panellists from *Braidwood in Stitches*.

Audience Engagement & Online Form

Audience Attendance

Audience members will be encouraged to fill out the online registration form prior to the event via QR code and direct link through advertising.

They'll be 'signed in' via tablet at the door by event staff and if they haven't pre-registered, asked to register at the door. Audience members who do not wish to register will not be admitted into the event.

Online forms will include 'opt-in' marketing check boxes and a recording release for both photo and voice recording.

At least one phone number or email address must be provided along with first and surnames of all attendees 16 years and over. No children under 16 are admitted unaccompanied by a registered adult.

Audience Q&A Format

Audience members pre-submit their questions at the time of registration and collect a coloured badge from event staff to indicate they will be called on during the Q&A with a microphone to ask their question.

Post Event Audience Engagement

Refreshments in the form of tea, coffee and biscuits are supplied after the event and panellists will be available for casual questions and photo opportunities.

Attendees will be sent a post-event survey via email 3 days after the event asking for feedback.

Post Event Survey

Google Form – Airing of the Quilts Post-Event Survey

Form Title:

Airing of the Quilts – Post-Event Survey

Form Description:

Thank you for attending the *Airing of the Quilts* podcast panel discussion! Your feedback helps us improve future events and understand what you enjoyed most. This survey takes 2–3 minutes to complete.

Section 1: Attendance Confirmation

Question 1: How did you attend this event? (*Required*)

In-person

Online / Listening to the recording

Other (please specify) – *Short answer*

Section 2: Overall Experience

Question 2: How would you rate your overall experience? (*Required, Linear scale 1–5*)

1 = Poor, 5 = Excellent

Question 3: What did you enjoy most about the event? (*Paragraph / Long answer*)

Section 3: Content Feedback

Question 4: How informative did you find the discussion about the history and traditions of the Airing of the Quilts? (*Required, Multiple choice*)

Very informative

Somewhat informative

Neutral

Not very informative

Not at all informative

Question 5: How engaging were the panellists' stories and anecdotes? (*Required, Multiple choice*)

- Very engaging
- Somewhat engaging
- Neutral
- Not very engaging
- Not at all engaging

Question 6: Did the session give you insight into the upcoming November 2025 exhibition? (*Required, Multiple choice*)

- Yes, very much
- Somewhat
- Not really
- Not at all

Section 4: Logistics & Event Management

Question 7: How satisfied were you with the following? (*Required, Grid / Linear scale 1–5*)

- Venue / Accessibility
- Registration process
- Refreshments / Tea & Coffee

Question 8: Any suggestions for improving the event logistics? (*Paragraph / Long answer*)

Section 5: Community Engagement

Question 9: Did the event inspire you to: (*Checkboxes, allow multiple selections*)

- Visit the November 2025 exhibition
- Engage more with Braidwood in Stitches or local quilting groups
- Share the podcast or event with friends/family
- Other (please specify) – *Short answer*

Section 6: Podcast Experience

Question 10: If you listened to the podcast recording, how likely are you to recommend it to others? (*Required, Multiple choice*)

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Section 7: Additional Comments

Question 11: Please share any other feedback, stories, or suggestions: (*Paragraph / Long answer*)

Form Settings Recommendations

Required fields: Overall experience, content feedback, podcast recommendation

Confirmation message:

“Thank you for your feedback! We look forward to welcoming you to future events and the November 2025 Airing of the Quilts exhibition.”

Sharing: Generate a QR code from the form URL for posters or printed materials.

Enable email collection for follow-up communications.

Production Notes

Audio Recording

All recording equipment and sound engineering services is supplied by Braidwood in Stitches.

Braidwood in Stitches will manage the microphone set up and panel table on the stage. A sound check will be completed with panellists and host 30 minutes for the start of the event.

Audio recording releases are collected by Event Staff. Should anyone approach the audio team about releases, please direct them to Event Staff.

Braidwood in Stitches understands that a **Test and Tag certification** will need to be sighted by the Theatre Caretaker on the day of the event for all electronic equipment brought into the theatre.

Logistics & Compliance

Braidwood in Stitches Treasurer to coordinate with venue directly for all booking confirmations and related event costs.

- **Venue Hire & Fees:**
 - Tea, coffee, biscuits: \$50
 - Holding deposit: \$200 paid via EFT at booking
 - Clean-up fee: \$150 if theatre not left in original condition
- **Insurance & Safety:**
 - Public liability certificates provided by Braidwood in Stitches and sighted at venue by Theatre Caretaker
 - WH&S capacity: 150 seated / 200 standing
- **Accessibility:**
 - Wheelchair-accessible toilets available next door
 - Venue is wheelchair-accessible

Action Items / Checklist

TASK	RESPONSIBILITY	DU DATE
Confirm panellists & host	Event Staff	ASAP
Reserve National Theatre Braidwood booking	Braidwood in Stitches	ASAP
Set up QR codes and registration forms	Event Staff	>2 months before event
Create and submit advertising and promotional assets	Event Staff	>2 months before event
Create post-event survey	Event Staff	>1 week before event
Confirm sound engineering	Braidwood in Stitches	>1 week before event
Set up theatre	Event Staff, Theatre Caretaker & Braidwood in Stitches	Day of Event
Arrange sound check & audio recording setup	Braidwood in Stitches	Day of Event
Present insurance and Test & Tag Certification	Braidwood in Stitches	Day of Event
Set up refreshments	Theatre Caretaker	Day of Event
Collect photos, videos at the event	Event Staff	Day of Event
Clean-up after Event	Event Staff & Braidwood in Stitches	Day of Event
Send post-event survey	Event Staff	3 days after event
Deliver all post event analytics and reporting and all digital assets captured on the day	Event Staff	6 weeks after event