



Audience by chance

h2. Your potential audience

- * general public
- * passersby
- * website visitors

h2. Characteristics

- * they may not have much time
- * they may never have heard of HMD, the Holocaust, Nazi persecution or the subsequent genocides before
- * they may not see the relevance of HMD

h2. Ideas

- * have bright, colourful displays – you can order our **free** Campaign Pack which includes posters [order your Campaign Pack](#)
- * have someone ready to answer [any questions](#)
- * give more information to your audience. Include links from your website or give your users access to the “HMD website”: <http://www.hmd.org.uk> or make our free handout materials available
- * think creatively – host an attention [grabbing performance](#)
- * use stories from your community to show the [relevance of HMD](#)
- * show our [presentation](#) or [film](#) throughout the day

h2. your actions

- * order our [Campaign Pack](#) for your free posters
- * order our free about booklets by [contacting us](#)
- * use relevant resources for your activity eg [library bibliography](#), [podcasts](#) and [survivor stories](#)