



CEDEFOP

European Centre for the Development
of Vocational Training



Education and Culture DG

Lifelong Learning Programme

The study visits programme Knowledge-sharing seminar for study visit organisers

Workshops on preparing and running successful study visits, 25 June 2010

Workshop III: Promoting the visit and disseminating its results

Hosting a study visit which brings a group of education and vocational training specialists and decision-makers to learn about your country and area is a good opportunity to promote your institution and raise its profile in the community. There are lots of different ways to let people know about your visit. Obtaining media coverage is not always guaranteed but it is always worth the effort that the organisers and participants put into it. News about education and training is likely to attract the interest of local media if an interesting story is presented to them. This workshop is a good opportunity for you to discover and discuss suggestions and tips on ways of promoting your visit and disseminating its results to various groups of individuals and organisations.

Objectives:

- to explore and discuss effective ways of promoting the visit and disseminating its results;
- to draft a promotion and dissemination plan for a study visit.

Key points for discussion:

- 1) How can I let people know about my visit?
- 2) What to disseminate?
- 3) When to undertake dissemination activities?
- 4) How to disseminate? e.g. Web site, leaflets and newsletters, press release
- 5) Who can I inform?

Reference sources:

1. Cedefop (2009). Handbook for organisers of study visits for education and vocational training specialists, p 39.
http://studyvisits.cedefop.europa.eu/assets/upload/study/Publication/2009_handbookEN.pdf
2. Outcomes of Workshop III 'Adding value to a study visit through communication', at Knowledge sharing seminar for study visits organisers, 14 September 2009, Thessaloniki, available at
<http://studyvisits.cedefop.europa.eu/assets/upload/supervisors/seminars/2009KSSSummaryWorkshopIII.pdf>