

Making ReferNet products more visible

A digital marketing workshop

Cedefop, Thessaloniki, 14 February 2017

ReferNet, Cedefop's European network on VET, was set up more than a decade ago. ReferNet's contributions help map national VET systems in Europe, provide the information needed to follow up on European priorities agreed for VET policy at EU level and report on VET topics high on the EU agenda.

In the past few years, Cedefop and ReferNet partners have focused on ensuring the quality of this reporting. While quality will remain an important principle in coming years, time has come to explore how to increase the network's impact by better marketing its products. Both Cedefop and ReferNet partners see this as an important priority.

As a follow up to initiatives aiming at supporting the visibility of Cedefop/ReferNet publications (working group on visibility in 2012; annual surveys on visibility actions designed by ReferNet partners), Cedefop is organising a digital marketing workshop, which will bring together ReferNet partners interested in this issue, web managers, content managers, communication specialists, marketing specialists, social media and information professionals to:

- **discuss the results of past communication initiatives and evaluation of ReferNet websites;**
- **reflect on the visibility and accessibility of ReferNet-Cedefop products** in the national context; and
- **explore new digital marketing strategies** such as content marketing, search engine optimization (SEO), email marketing, social media marketing, web analytics and reporting.


The purpose of the workshop will be to give ReferNet partners assistance in using digital marketing tools in order to reach national stakeholders more effectively, raise the visibility of the ReferNet-Cedefop publications and reports at the national level, and increase web traffic to the national websites.

The workshop will be facilitated by professional communications specialists. It will showcase practices and offer hands-on experience in applying digital marketing techniques. Through this workshop, participants will better understand the framework conditions we are all operating in and explore suitable marketing and communication options. The conclusions of the workshop will feed into a list of recommendations for the partners and be taken into account for the revision of Cedefop's Communications Strategy.

Participants' profile: digital marketers, content management editors, web managers, communications specialist, social media and information professionals.

Please bring your own laptop.

Facilitator: Dimitris Dimitriadis  <http://www.linkedin.com/in/dimitriadis>
 <http://twitter.com/insideabox>

 *Take part in the discussion #refernet*

Tuesday, 14 February 2017

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| 9.00-9.10 | Registration of participants |
| 9.10-9.30 | <p>Welcome and introduction</p> <p><i>Loukas Zahilas, Head of DSI Department</i> <i>Sylvie Bousquet, ReferNet coordinator, Cedefop</i></p> <p>The digital era and the impact on communication on national VET systems</p> <p>Digital consumer facts and behaviour: journey, crowdsourcing, long-tail</p> <p><i>Dimitris Dimitriadis, digital strategist</i></p> |
| 9.30-13.00 | <p>Social media</p> <p>Social media community building strategy and plan</p> <p>Social media posting specifications and community building tactics</p> <p>Case studies and community building tool; live hands-on</p> <p><i>Dimitris Dimitriadis</i></p> <p><i>Coffee break (11.00-11.20)</i></p> <p>Search Engine Optimization (SEO)</p> <p>On-site SEO fundamentals for websites and mobile apps to achieve better search results</p> <p>Off-site SEO tactics for websites</p> <p><i>Dimitris Dimitriadis</i></p> |
| 13.00-14.00 | <i>Lunch</i> |
| 14.00-14.45 | <p>Digital marketing: current practice at Cedefop</p> <p><i>Nancy Toussaint, Web manager, Cedefop</i></p> <p>Content: producing, curating and using different content for all digital and social media channels</p> <p>Content strategy and plan</p> <p>Visual design for digital and social channels – essentials & tools</p> <p>Google Scholar – How to...</p> <p><i>Dimitris Dimitriadis</i></p> |
| 14.45-17.00 | <p><i>Coffee break (15.50-16.15)</i></p> <p>E-mail marketing</p> <p>Using e-mail campaigns and tools to support your operations, communication, cost, metrics, vendors, KPIs</p> <p>E-mail campaigns and newsletters: fundamentals and tactics</p> <p>Live demo: Campaign Monitor and e-mail newsletter platform</p> <p><i>Dimitris Dimitriadis</i></p> |
| 17.00-17.30 | <p>Reflections on the workshop and next steps</p> <p><i>Sylvie Bousquet and Maité Santos, ReferNet team, Cedefop</i></p> <p>End of the workshop</p> |

Bus transfer and dinner

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| <i>08.30</i> | <i>Transfer by bus from the city centre to Cedefop Meeting point: Aristotle square (in front of the Electra Palace)</i> |
| <i>18.00</i> | <i>Transfer by bus from Cedefop to Ktima Perek, Monopigado</i> |
| <i>19.00-21.30</i> | <i>Short walk (view to Mount Olympus) and dinner at a traditional Pontic restaurant</i> |
| <i>22.10</i> | <i>Arrival to city centre: Aristotle square (in front of the Electra Palace)</i> |