



Programa de
Aprendizagem ao
Longo da Vida

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**Lifelong Learning Programme | Leonardo da Vinci Transfer of Innovation
Project 2012-1-PT1-LEO05-11221 “Welcome – Languages fo Hospitality”**

First Partner Meeting | Portugal, 6th and 7th December 2012

Partners present at the meeting:

Centro Europeu de Línguas: Pilar Pantoja, John Walker, Paula Cipriano

PROALV: Ana Isabel Cunha

ESHTE: Ana Gonçalves, Edite

Instituto San Fernando: Patricia Downey

AFEC: Virginie Boutier, Carine Annette

Foyle International: Bronagh Fikri

First day: 06-12-2012

Centro Europeu de Línguas, Lisboa

Morning session

01. The meeting began with a brief welcome session and an introduction to the meeting activities. This included an overview of the work programme for the meeting.
02. Each partner was then invited to make a brief presentation of their institution, their European project experience and their expectations in relation to this project.
03. Following the coffee break, the coordinator made a brief presentation of the product from which we intend to transfer innovation and which will serve as an inspirational basis for the present project: the Leonardo da Vinci programme Language Competence project “Language Facilitator (LF)”. This project was created as a self-learning platform to help mobility tutors to develop their language skills within professionally relevant contexts. The idea of the “Welcome” project is to adapt this idea to another professional context: that of the hospitality sector. This overview of the LF project as a basis for the Welcome project included discussion on the following aspects:
 - a) Intention to keep the “stand-alone” feature, which allows the user to access and use any module of the platform in an independent way.
 - b) In this way, the user can choose to either follow a sequential learning path or simply move about between the different modules as needed.



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c) The importance of the supplementary information about local facts and culture, as well as the vocabulary links. Given the informative nature of working in the hospitality sector, the local facts and culture section is fundamental to the Welcome project and needs to be carefully developed.

d) In the Welcome project, most of the needs of the target population involve oral skills and therefore the main focus of the platform will be planned in accordance.

e) Common images will be used in all the language versions, with a view to simplification.

f) Instead of the e-mail links included in LF, the teacher support in the Welcome project will be assured via Skype links.

g) Skype can also be used to create roleplay situations between user and support teacher. One idea would be the use of video at the end of each unit: we can use a video full of mistakes to show what they should not do, and then the student makes his/her own presentation with a correct version and submits it.

h) The meeting decided to maintain several of the exercise types featured in LF:

1. Drag and drop on an image
2. Drag and drop into a sentence
3. True/false
4. Identify the language needed for the function
5. Examples of insufficient performance (which the user then has to correct)
6. Examples of good practice (feedback)

i) The meeting also agreed to provide work related to behavioral competences in the hospitality sector, such as how to handle difficult situations and conflict management.

j) The forms of online support provided to the user will include a kind of helpdesk, in addition to an FAQ section to solve simpler issues related to the functioning of the platform.

The helpdesk will provide a form into which the question/answer is posted: the user can leave questions and doubts and the teachers will answer in the same space).

k) One of the potential improvements of this project in relation to LF is that given the advances in technology since the LF project it is now possible to include video, besides audio and images.

l) Patricia suggested that at the end of each exercise a link to a cultural "tip" should be included. In the cultural section we also need to explain what customers from each country would expect in terms of hospitality service.

m) If we are to use common photos, we need to pay attention to the type of photo (for example, it can't have words which would associate the photo with a particular country).

n) Ana suggested the use of a simple way to link the pages between the languages, as the LF users had to scroll a lot to change from a language to another. The idea would be to facilitate this functionality in the Welcome platform.



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o) The meeting also discussed ways of avoiding differences of sound quality in the different language versions, which had been a problem in the LF project. The co-ordinator proposed the use of a voice synthesizer, as this solution is cheaper than any other option (such as professional actors, for example). This software converts what we write into a sound, and will therefore allow us to produce identical results in the different language versions. Carlos Reino and João Pinto will advise us on alternatives to Loquendo, which works but is far from being an ideal product.

p) Given the advances in technology which have taken place since the LF project was developed, our aim is to ensure that Welcome will be much more dynamic than LF, which with hindsight now appears to be relatively "static". Welcome will also focus more on oral skills, as these are more important in the hospitality sector.

Afternoon session

04. The meeting restarted with a presentation on the technical details of the project's website by Carlos Reino and Joao Pinto. This part of the meeting included the following points:

a) Structure of the site, which will have 2 functions:

1. Global site for general users
 2. Restricted area only for partners, that allows the communication between the partnership
- The site will allow the upload of project news, the checking of project activity and a specific dropbox folder to upload learning content documents.

b) Website address: welcomeproject.eu

The first stage will be to create the domain. Following this, during the second stage (by end of December) João and Carlos will send us an invitation to join the platform, with an account for each e-mail address (from the e-mail addresses provided by the participants during the meeting).

c) Overview of the platform:

- Main (public) page, where users can access information about the project and which can be used to promote dissemination activities.
- Reserved access sector, via partner login, where partners upload project results.
- Access to the learning contents and the e-learning platform, via user login.

The co-ordinator reminded the partnership of the need to include the LLP logos and the European Commission disclaimer on all project materials and results.

d) Discussion about the logo and site image.

As there were different opinions about the logo, João agreed to produce another version for the second day of the meeting, in order to find agreement between all the partners. All partners agreed with the rest of the website image as presented to the meeting.

e) This platform is already adapted to iPhone, iPad, android, any kind of tablet, smartphones, etc.

f) The partners then discussed the idea that part of the site will have free access (and therefore the



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use of most of the website will be free of charge) and the possible existence of an “advanced” or “premium” level of usage for which the users would have to pay. This advanced level will require an online teacher/accompanied study, which is why this service should be paid. With this in mind, John will check the application to ensure that this is mentioned in the project application, given the importance of producing exactly what we said we would produce in the application.

g) Concerning the files with the contents that we need to send to João, we have to remember the following format rules:

- Partners who are language schools or training organizations will not have to upload formatted activities. The tasks related to formatting and uploading activities will be performed by the technical partners.
- The documents should be produced in Microsoft Word, using size 12 CALIBRI font.
- Only the titles will be in bold
- all text presented between brackets () will indicate instructions or information to João.

h) Each partner will send the institutional logo to João.

i) In addition to a section providing information about each partner organisation, João and Carlos will also find a suitable part of the site in which to insert the names of the companies/institutions that contribute and co-operate as silent partners for this project; for example, the hotels involved in validating the products of the project.

05. The meeting then discussed the approach to the lifecycle of the project and the first two Work Packages:

WP 1

Aims:

- adaptation of the original platform (LF)
- detailed plan of the units and architecture
- final course structure before moving onto production (it should be validated by the end user groups)

The meeting stressed the idea that the contents have to mirror the type of competences required in this profession.

CEL will be responsible for giving to João the basic project information for initial dissemination, to insert into the public part of the website. This will initially be in English, which should subsequently be translated by each partner into their national language.

Partners should also "link" their websites, FB, etc to the project website.

All partners agreed to have the final content programme finished and published on the website by the middle of February 2013.

The meeting then asked Ana Isabel Cunha if in case of need it would be possible to ask for an extension of the project period. Ana Isabel confirmed this possibility, as long as we fill in an amendment contract form asking for more time with the appropriate notice, but pointed out that the maximum extension period would be until March 2015.



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WP 2

The longest of the work packages, it involves the main part of the creative work.

The next partner meeting will be in Derry on 19th and 20th September 2013 and will be for monitoring and solving possible problems in the creative process. At this time all partners should have much of this work ready. In this sense, we need to try to keep the project at a manageable size to allow us to meet the deadlines.

In accordance with the original application, the prototype will be created in English and the other partners will then transfer it to their own languages, taking care to find functional and not literal equivalents in terms of the grammar structures appropriate in each language.

1. CEL and Foyle will create the English and Portuguese language contents.
2. ESHTe will validate it (from a contextual point of view)
3. Successively partners will translate each unit to their own language

Ana reminded partners that the potential users are free to "jump" from one part or unit to another and navigate through the pages and links however they wish. This means that when constructing the learning units we should bear in mind this factor.

The original application for the project already previews that users will complete a questionnaire at the end, which will allow them to evaluate the platform.

06. Taking advantage of the presence of Ana Isabel Cunha at the meeting, the partners then turned to a discussion of the financial issues.

Reports

1st report - interim report - 30/09/2013.

We need to have all the information by the partners at 30th August 2013-
Final Report - 2 months after the end of the project - 31-08-2014.

Final report has to be delivered at the latest by 31st October 2014, which implies that CEL will need to have all the information from partners by 30th September 2014 at the latest, as stipulated in the partner contracts.

- Specific information about financial rules:

- . Costs must be related to activities involving the eligible countries
- . Costs must be incurred by legally constituted institutions
- . Costs must be directly connected with the project activities
- . They must be necessary for the project



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. They must be generated during the lifetime of the project (01.09.2012-31.08.2014) -all the invoices must bear dates within this period.

Non eligible costs:

- VAT, unless the beneficiary organisation can prove that it is exempt from this tax (as is the case of CEL, for example). Otherwise only the cost of the product (excluding VAT) will be considered.
- Costs incurred by silence partners are ineligible.

Categories of direct costs

-staff

Partners cannot exceed the staff costs approved in the final project.

According the representative of Portuguese NA, Ana Isabel Cunha, if we realise that we are going to have a real need for more money for additional staff costs, this has to be requested in advance and clearly justified.

Other financial information:

- Partners should make sure to keep copies of all documents justifying expenses within the framework of this project.

- Travel and subsistence costs apply to meetings held in a different country. If a partner hosts a meeting, there is no financial contribution towards accommodation but costs for transport and meals may be considered. Travel and subsistence costs are justified by real documents.

Paul, from Foyle, could not attend the Lisbon meeting because of an urgent personal issue; Ana Isabel Cunha informed the meeting that he will be unable to consider his flight ticket.

- Indirect costs

Internet connexions, other type of costs

- subcontracting costs

There are no subcontracting costs in the budget for this project. However, Ana Isabel Cunha added that if we change our minds and need this, we can ask for permission from our NA and transfer the necessary amount from another budget item.

-Launch event in each country



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In the case of a public launch event to promote and disseminate the project, which is an expense provided for in the budget, Ana Isabel mentioned that we need to carefully specify the kind of expenses involved. For example, final partner dinners at the end of the project are inelligible expenses.

End of working session.

1st meeting - 2nd day 07-12-2012

ESHTE, Estoril

Morning session

The session began with a quick guided tour of the facilities at ESHTE.

01. Welcome project logo

João and Carlos informed partners that we already have the project domain registered.

6 proposals for the project logo were presented; following a vote, the meeting chose logo number 4 with colour number 1.

02. Dissemination

The partners then discussed types of dissemination for the project, bearing in mind the original application.

a) João will prepare Google analytics for the site, so that the number of visitors and users can be measured accurately.

-b) Links from our websites to be established as soon as possible: we have logo, number of the project, the European Commission disclaimer - John will send it in all the languages of the project).

c) Brochure (featuring a “do not disturb” card for the hotel and a “reserved table” card for the restaurant).

d) Electronic mailing: João will prepare a “washing line” e-mail to attract attention for our website, once the site is online with basic information and a demo unit.

e) Event

In Portugal this will be ESHTE, given their facilities (auditorium, etc.). Every partner has a specific budget for this event and should invite their local national agency, associations in this sector, companies, organisations, language schools, trade unions, students, hospitality organisations, computer-assisted learning companies, local press, newspapers, tv, radio, etc. to ensure media coverage for our event. AFEC and ESHTE will contact specialized journals and magazines in the hospitality sector.



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At the event it will be important to have some kind of "gift", for example the specially shaped brochures, including the use of a QR code to provide extra information. Ana will look for prices for the production of this item.

f) Social networks

All partners agreed with the idea of producing a Facebook page for the project.

g) Silent partners: If you have a friendly company, hotel, etc in this sector, it is important to get them involved, invite them to local meetings, send them regular information. This will strengthen our project. John reminded the partners of the importance of involving as many "silent partners" as we can, right from WP1, in order to validate the programme and subsequent learning content.

h) Conferences: Ana suggested that we should participate in conferences, seminars, etc. in our countries about languages and other events related to hospitality, training languages, or to NA events, which are a great opportunity to present our project to the potential end-users and stakeholders.

i) ADAM

Shared platform organised by the European Commission that needs to be updated by all the partners. Most of the information has to be introduced by the coordinator, but there is information that has to be submitted by partners. The platform is mandatory. John will insert basic information by the end of January, and reminded partners that all information has to be presented in 3 languages: English, French and German, although curiously we have no obligation to upload it in Portuguese or Spanish.

j) Meeting in Sevilla -May 2014 (as early as possible), in order to leave the launch for June or July. This meeting will finalise the details for dissemination of the final finished product. John reminded partners that the National Agency will want to know where, who, how and to whom the information has been distributed, and so we need a register of every time we promote, disseminate or organise an event relating to the project.

Afternoon session

03. Proposal of learning programme details

Guidelines

Ana explained that in drawing up the programme proposal ESHTe began by checking all the information in their library, books in these areas, the main aspects in terms of language, grammar structures, etc.

The course must have a strong focus on professional competence, and therefore ESHTe analysed which skills students need for competence in their profession, paying attention to register, formality and politeness. The hotel front office programme follows a logical chronology from check-in to check-out, although the units may be used either sequentially or as a stand-alone resource.

The reason why we chose level A2/B1 for this project is because we feel that most of these professionals are not having the first contact with the language through this platform. They are expected to already have a reasonable level.

In terms of the programme for front office staff at restaurants, there are some parts that are common to the hotel programme, although we have additional issues related to hygiene and safety at work. Given the complexity of this issue, we should use examples that are in accordance with those rules but be careful not to go too deeply into this area. We should, in essence, guarantee that nothing that we create goes against these rules. We should insert some information on this issue, not as part of the learning process, but as information that they can and should consult.



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The partners then discussed at length and in detail how they saw the programme units shaping into interactive learning units:

- a) There will be a story line
- b) Names for the hotel and characters
- c) Avatar, video and photos
- d) Importance of vocabulary, e.g. explaining and suggesting food. 3 columns of food vocabulary:
International food | local specialities | Explain
fish *percebes* It's a kind of shellfish, it tastes salty
- e) Use of image and sound: while Loquendo offers a high level of sound quality, it is not easy to use. Carlos will check to see if there is a better option.
- f) Levels of register for the hospitality sector will be fundamentally important.

The meeting closed at 17h30.