

Effective writers and communicators

EWC (Effective Writers & Communicators) project is a Lifelong Learning project offering a brand new, highly innovative ICT based solution to writing and communication skills development for young SME (Small and Medium Enterprises) employees and entrepreneurs in Europe.

The transnational partnership of EWC project is a consortium of experienced SMEs, HEI (High Education Institutions) and VET (Vocational Education and Training) providers, educators, social partners and training organizations active in lifelong learning from 8 different countries

During the first months of the project, partners have analyzed the current practices and programmes on professional writing and communication training in their respective countries.

These findings have helped partners to develop an effective blended training course (self-learning manual and e-learning) on professional writing and communication skills in English that meets the skill needs and requirements of young SME employees and entrepreneurs, and also SMEs needs.

In February 2015 each partner will start with the pilot sessions in their countries to test the course's performance and usefulness for young SME employees and entrepreneurs.

The course consists of four modules entitled:

- "Think before you write"
- "Let's get down to business"
- "It's a deal"
- "Let's have a project".

They will teach the participants how to communicate in a logical, appropriate, creative and relevant way, and offer them some tips for setting up and managing a business, in order to obtain best results in their professional career.

The course will be completed with a **social networking platform** for EWC target users.

To participate, visit the website:

<http://effectivewriting.eu/>

In order to access the course, please follow the instructions below:

- Go to the tab **EWC COURSE**.
- In the upper right corner, click on **Log in**.
- For the first time, you will be requested to create a new account. In the lower right corner, press **Create new account**.
- Fill out the form with your details (fields marked * are compulsory) and choose a "Username" and a "Password" (it must contain at least 8 characters, at least 1 digit, at least 1 lower case letter, at least 1 upper case letter and at least 1 non-alphanumeric character).
- After entering the reCAPTCHA words and clicking on **Create my new account**, an email will be immediately sent to your email address provided.
- Read your email and click on the web link it contains. Your account will be confirmed and you will be logged in.
- Once in the online platform, a confirmation message will thank you for your registration. Press **Courses** for accessing the 4 different modules.
- On subsequent occasions, you can access the online platform entering your chosen Username and Password after clicking on **Log in**.

EWC represents a unique opportunity for young entrepreneurs:

- To improve writing and communication skills
- To take part in a European dimension project and obtain a participation certificate
- To share experiences with other E.U. entrepreneurs in a **social networking platform**
- At the end of the course, two participants from each country will travel to London to assist to the Final EWC Conference.

Contact: XXXXXXXXXXXXXXXXXX@XXXXXXXX.XX Tel.: XXXXXXXXXXXXXXXXXXXX	PLACE PARTNER'S LOGO HERE
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