



Lifelong  
Learning  
Programme



## **The commercialization and valorization of Pro ECVET training and qualification after the pilot program**

### **General**

There must be a **new name**, a **logo** and an **identification**.

If partners decide that we will continue in this together, than we have to decide on the above.

A **budget** should be estimated by each partner as to the **expenses** of the commercialization of the program.

The cost of the program itself, the hours and the chronological period should be determined.

A **research** should take place in the media, that could be used in the communication of the program. In this research, the **specific cost for each** (newspaper/magazine/radio station/blog) **commercial** should be taken into account.

Next, according to the budget and the research results a follow up **communication timetable** should be presented to each organisation. This plan will have all the details on the dates & times in which each commercial will take place.

On this Communication table, **social media** will also be included.

The material that will be used in each case should be predefined & noticed on this timetable as well.

Additionally, there must be one person from each school, **responsible** for taking care of the execution of the program and also for upcoming follow-up reports. The impact of each communication action should be counted for future use.

A new specific paragraph that summarizes the identity of the new training and qualification program should be formed in English and then it should be translated to each country's language.

This paragraph should be direct, exciting and it should describe the connection between ECVET, Pro-ECVET pilot and Mobivet.

In this SHORT paragraph a link to the website ( Pro-ECVET pilot) is essential.

This paragraph should be used in all our written and verbal communication regarding the program.

### **Networking & Valorization**

1. **The new training and qualification program** should be promoted in each partner's website.
2. Regular updates in the **LinkedIn** group that we have created must be uploaded. I believe that we should start the discussion SOON and then invite all our connections that come from the target groups that we have mentioned many times before to join the discussion. The topics and the questions raised will make everybody interested in a subject that they do not know and they will follow it as a **TREND**.
3. **Facebook & Twitter are considered to be significantly powerful media at the moment.** As soon as the timetable of the program is ready, it should be definitely announced in both media and from then on regular updates will give to the public the acknowledge that we wish for the program.
4. We should write newsletters that will be published in the LOCAL newspapers, magazines of the academic world, magazines that include articles regarding Life Long Learning programs, unemployment, education, academics.

Let us not forget our **TARGET GROUPS:**

- ECVET and National Agency members
  - Vocational training media and professors
  - Stakeholders
  - Chambers of Commerce
  - Associations of Professionals
  - Human Resources agents
  - National Offices of Unemployment
  - Unions
  - Local TV stations & Radio stations
  - Local newspapers
5. We should also try to obtain a short discussion in the local broadcast stations, especially in early morning shows or late evening shows. In order for us to obtain the interest of the journalists we can invite them to visit us on site and describe the benefits of the international mobilities & ECVET.  
**It is very important to show the benefits of the program and that ECVET is something beneficial, transparent & pro-European. More details about ECVET are not necessary to the public and can definitely come in a future contact. The general link of ECVET can be communicated for further information.**

6. We should publish a teaser that we will use IN ALL CORRESPONDENCE of all our e-mails under each of our signature. **All the employers of each Institution should have this teaser under their signature**, not only the ones that are working in international programs.
7. This teaser can be also promoted in all our partners in the industry. People/entrepreneurs that host students from abroad can be included on a **leaflet & a poster** that they can upload in their shops to show their support to the International Programs, thus promoting the program.
8. A special gala at each school should be organized, where all people from the industry that help in the programs are invited. This is also a major opportunity to invite the journalists. The participation of the students that are already experiencing a transnational mobility is important. Over there the essentiality of the new training and qualification program should be identified. A presentation of the pilot program Pro-ECVET, which is the origin of this new training program, should be elaborated.
9. Student Fairs. In Greece there are certain student Fairs that take place. I do not know the environment in your countries as no one from you has mentioned these Fairs. If they exist, your Institution has to participate and have a small section for the promotion of the new training and qualification program. **The logo can be something that will add value to the Institution by promoting that we also educate the educators.**
10. It is important to use a lot of photographs, interviews that are recorded by the students, videos of the sessions. This is a very weak point at the moment in our pilot case and we should look carefully to follow each action with the corresponding media.

These all are general and common strategies for each country partner. They must be followed in a common way, but each of the partners according to the way that they will execute the program and according to the needs of the accreditation of each program, should find a more individualized pattern to use.

In closure, I would personally recommend the creation of a **common Communication Timetable** with all these actions. In order to be able to do this we need the timetables that each program is planned for execution, the dates and the hours.