

NGO name: European Youth Press

Title of the project: Let's go public!



Dates: 03. – 07.07.2017

Detailed Daily Programme – Training course in Vilnius, Lithuania

Day 1, July 3	What?	How?	Learning outcomes	Objectives
Registration until 15:00 Session 1.1. 15:00 – 16:00	Welcome and introduction of organisers: European Youth Press and EYF-CoE – <i>Catalina</i> NISI – <i>Neringa</i> Getting to know each other	Presentations by representatives of organising organisations Non-formal learning methods	Understanding who organisers are	-Getting to know each other and the organisers -Identification of roles and responsibilities among organizers -Identification and understanding of the different organisations involved
16:00 – 16:15 Coffee Break				
Session 1.2. 16:15 – 18:00	Introduction to Activity 3 and the overall Work Plan 2017 <i>Catalina</i>	Discuss agenda. The WP2017 will be illustrated together with objectives in a game	Participants gain understanding of Activity 3 and its relation to the overall project	-Shared agreement on the agenda, the activities and the timeline -Identification of the role of Activity 3 inside the whole flow of the Work plan
Dinner				
Evening Programme	Culture Café / Evening in the city centre			-Team Building

Day 2, July 4	What?	How?	Learning outcomes	Objectives
Session 2.1. 09:00 – 10:45	Session “Local Voices” I. <i>Catalina: Presentations by multipliers</i> <i>Martin: Finances</i>	Debriefing on local roundtables - general	Exchange of experiences, defining trends and big topics. Finding definitions and concrete examples/stories for topics that concern youth when it comes to corruption and translating them into key phrases and messages	- To present state of the art in different countries and discuss it
10:45 – 11:00 Coffee Break				
Session 2.2. 11:00 – 12:30	Introduction into video production and infographics <i>Bert</i>			
12:30 – 14:00 Lunch break				
Session 2.3. 14:00 – 15:30	Seminar: “How can we advocate against corruption?” <i>Martin</i>	Theory, practice, examples	Establish communication methods for group during platform dissemination phase	-Acquiring knowledge and expertise on advocacy techniques
15:30 – 15:45 Coffee Break				
Session 2.4. 15:45 – 17:30	Creativity for Socially impacting content branding: principles and tools <i>Urte</i>			
19:00 Dinner				
Evening Programme	Sightseeing in Vilnius			Team building



Day 3 – July 5	What?	How?	Learning outcomes	Objectives
Session 3.1. 09:00 – 10:30	Workshop “ We Communicate Change! ” + group works Videos and info-graphics <i>Bert</i>	Work division for media production: making overall plan what is being produced and by whom		-Definition of roles and responsibilities at local level and among participants - Shared agreement on tasks, responsibilities and sustainability of WP outcomes after its lifetime
10:30 – 10:45 Coffee Break				
Session 3.2. 10:45 – 12:30	Workshop: “ We produce change! ” + group works Videos and info-graphics <i>Bert</i>	Working in small groups	Media production about corruption: filming videos, editing infographics and writing texts	-Production of at least 3 short videos and 5 infographics. -Definition of the WP logo and of the common visual identity of final materials
12:30 – 14:30 Lunch				
Session 3.3. 14:30 – 16:00	Workshop: “We produce change!” + group works Videos and info-graphics <i>Bert</i>	Working in small groups, start on editing and uploading of materials	Media production about corruption: filming videos, editing infographics and writing texts	-Production of at least 3 short videos and 5 infographics -Definition of the WP logo and of the common visual identity of final materials
16:00 – 16:15 Coffee Break				
Session 3.4. 16:15 – 18:00	Workshop: “We produce change!” + group works Videos and info-graphics <i>Bert</i> + Evaluation in plenary <i>Bert</i>	Feedback session: bringing results together	Revision of all materials, look at coherence	Agreement on the messages and on the quality of the material produced
19:00 Dinner				
Evening Programme	Free time			

Day 4 – July 6	What?	How?	Learning outcomes	Objectives
Session 4.1. 09:00 – 10:30	Advocacy for social change: Identify success factors and challenges <i>Martin</i>			
10:30 – 10:45 Coffee Break				
Session 4.2. 10:45 – 12:30	The future of advocacy: from Storytelling to Big data Macrotargeting strategies <i>Povilas</i>			
12:30 – 14:30 Lunch				
Session 4.3. 14:30 – 16:00	Awareness raising and dissemination – introduction into topic <i>Urte</i>	Next steps: dissemination and the follow up of the WP – what can be done next	Draft dissemination plan. Establish communication methods for group during platform dissemination phase	Go through timeline, establish joint understanding of project objectives
16:00 – 16:30 Coffee Break				
Session 4.4. 16:30 – 18:30	Awareness raising and dissemination – workshop focusing on outcomes of the project (how to use ACRP and RC Toolkit, and spread the word to increase outreach and impact) <i>Urte and Martin</i>	Next steps: dissemination and the follow up of the WP – what can be done next Groups work on different aspects of the online platform: social media strategy, overall communication strategy, timeline	Draft dissemination plan. Establish communication methods for group during platform dissemination phase	Go through timeline, establish joint understanding of project objectives To further learn how can we advocate against corruption
19:00 Dinner together				
Evening Programme	Joint programme in town			

Day 5 – July 7	What?	How?	Learning outcomes	Objectives
Session 5.1. 09:00 – 10:30	Final presentation of all materials produced the day before <i>Martin</i>			All materials ready for the launch online
10:30 – 10:45 Coffee Break				
Session 5.2. 10:45 – 12:30	Closing the Activity Evaluation Feedback <i>Martin</i>	Feedback session: bringing results together	Revision of all the Activity program, the Work plan flow and conclusion on the follow up to cover locally	Clear agreement and shared definition of roles, tasks and timelines
12:30 Lunch				
At any time after lunch: Departure				