

National Authorities for Apprenticeships:

Introduction of Elements Dual VET Slovak Republic

Work Package 5: Dissemination

Kick-off Meeting

Bratislava

15th January 2015



MINISTERSTVO ŠKOLSTVA,
VEDY, VÝSKUMU A ŠPORTU
SLOVENSKEJ REPUBLIKY



Erasmus+



ŠTÁTNY INŠTITÚT ODBORNÉHO VZDELÁVANIA



Duration: 24 months

Start: 1st October 2014

End: 30th September 2016

WP Leader:

State Institute of VET

Main tasks:

The dissemination of the results generated by the activities in work packages 3 and 4 will be a task of high importance due to the fact that only based on knowledge of a broad range of target groups about the project and its results INT VET can contribute to new and innovative ideas for dual VET and apprenticeships in Europe.



Planned Activities:

1. Strategy: Dissemination plan, monitoring and evaluating

- Development of a communication strategy and plan
- Monitoring and evaluating the effects of the activities **2. – 6.**

2. Publication & Dissemination of leaflets and booklets

- Development of project logo
- Development and dissemination of project information/flyer (target groups: decision makers SMEs, vocational education and training institutions, 2.500 copies)
- Development and dissemination of project result booklet (1.000 copies)

3. Project Website, E-Mail Newsletter

- Setting up and update a project website
- E-Mail Newsletter for project stakeholders (quarterly, 50 addresses)
- Information via Commission-supported informatics platforms (EVE, ADAM, etc.)

4. Joint closing conference

- Closing conference (50 persons, 1 day)



5. Public Relations, Social Media Communications, Professional Articles and Storytelling

- Build-up contacts to media and journalists in the regions, development of Mailing-Lists
- Distribution of Media Releases with project outputs and results in the Danube Region

6. Participation in dissemination events, regional fairs

- Public Information about the project, networking with other project initiatives

Deliverables:

❖ 1 communication strategy

- A project –related communication strategy will be the basis of all dissemination activities.

❖ 1 project flyer

- A flyer that will provide information about the main contents and results of the project.

❖ 1 website

- A central function for dissemination of the project and its results will have the project website. It will be set up immediately after the project started and continuously updated.

❖ E-Mail project newsletter

- Every three months newsletter by e-mail will be published to inform project stakeholders about the project and its development.



Deliverables:

❖ 1 closing conference in Bratislava

- At the end of the project a closing conference will be organised in Bratislava. It is used to inform about the project and to discuss its results.

❖ 1 mailing list

- Immediately after the commencement of the project a mailing list will be created and continually expanded in order to inform interested persons and institutions about the project.

❖ 2 media releases

- Two media releases with project outputs and results will be distributed in order to inform a broader public about project outputs and results.

❖ Public information of the project in 4 events/fairs

- The planned participation in four fairs/events serves both the information about the project and personal contacts in order to deepen and expand networks.

Thank you for your attention!

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