



C-E.N.T.E.R - Competence, Cooperation, Communication in the C-E.N.T.E.R. of Dissemination and Exploitation of EU Project Results

C-E.N.T.E.R. course at a glance

The C-E.N.T.E.R partnership has the pleasure to announce the Grundtvig Course:

“VALORISE OR VAPORISE - THE ESSENTIAL OF DISSEMINATION AND MARKETING IN EU PROJECTS”

THE COURSE AT A GLANCE

- What?** A 5 days training course about how to improve competences in dissemination and exploitation within European projects
- Where?** Porto, Portugal
- When?** 15-19 October, 2012
- Who?** Persons involved or interested in European projects, marketing, product placement (with and/or without specific education in this area), developments and products of EU projects, European exchange and cooperation and those working in the broad field of education.
- Why?** Often European projects have very good intentions, but fail to have an impact on the target group and other relevant stakeholders. By improving the dissemination and exploitation skills of people involved in European project management, it is believed that European initiatives will not only reach out to more individuals, but also make them understand their benefits of the projects.
- How?** Sociedade Portuguesa de Inovação (partner in the C-E.N.T.E.R Project) will organise the course and interested individuals can apply for funding through the Grundtvig action “In-Service-Training Grants” at their National Agencies.





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BACKGROUND

The course “**Valorise or Vaporise - The essential of Dissemination and Marketing in EU projects**” is organized within the C-E.N.T.E.R project “**Competence, Cooperation, Communication in the C-E.N.T.E.R. of Dissemination and Exploitation of EU Project Results**”.

The C-E.N.T.E.R project is a European initiative funded through the Lifelong Learning Programme Key Activity 4. The project started in January 2010 and will end in December 2012.

The project and all its outcomes aim to support the **exchange of EU project results** and the exchange of **successful dissemination methods** and instruments. Dissemination **conferences and workshops** provide the opportunity to establish contacts and to exchange experiences. **Good practices of dissemination** will be identified and awarded, new tools for active European dissemination will be presented and available tools such as databases and magazines run by the EC and policy documents will be promote.

One of the main outcomes of the project is this dissemination Grundtvig course that aims to support persons in the field of adult education who mostly have no education in marketing or product placement to improve their dissemination activities or create a basis to start working in European projects in general.

At this stage in the project the partnership has developed **5 training modules** for the course and a toolkit for dissemination and exploitation.

The **toolkit for dissemination and exploitation** presents the thematic issues that has been driven from three primary sources namely the collection of the **state-of-the-art survey**, results from the **pilot workshop** where the modules and toolkit were tested and from the **team of dissemination and exploitation experts** within the partnership.

The toolkit is both very useful for the course participants, but will also serve to support other interested individuals in European project management. It also promotes and refers to **official tools and documents offered by the EC or NAs**. The modules and toolkit were both tested at the pilot workshop that was implemented during October, 2011 in Poland by the partnership. All partners brought a representative from the target group with them to the pilot course. The toolkit is now ready in its final version and will be printed and given to the participants at the end of the workshop.



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COURSE PROGRAMME AND INFORMATION

The course will have duration of **30 hours** and take place in **Porto, Portugal during the 15-19 October, 2012.**

Interested applicants can apply for grants at their National Agencies through the **Grundtvig “In-Service-Training Grant”** action.

The course will be a mixture of interesting **class based learning, exercises and case studies in groups, key note speakers on thematic topics, field trips**, exchange of know-how and experience between participants, possibility for networking and development of new project ideas.

The **working language will be English.**

Methodology for the course:

Interactive: based on inclusion and active learner participation.

Module structured: content is well defined and follows a clear learning path with defined goals.

Customized: to the target users’ previous experience, and the needs of the individual participants.

Inclusive: considering cultural differences regarding previous experience.

Fee: 755 € (incl. accommodation, meals, material).

Funding: available at National Agencies under **Grundtvig action “In-Service-Training Grant”**.

Application Deadline: 30 April 2012

Reference number for Grundtvig Training Database: AT-2012-328-001

(<http://ec.europa.eu/education/trainingdatabase/search.cfm>)



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**“VALORISE OR VAPORISE - THE ESSENTIAL OF DISSEMINATION AND MARKETING IN EU PROJECTS”
PROGRAMME:**

Day 1	Welcome session and introduction
	Module 1 - Introduction to Dissemination and Exploitation
	Field trip or guest speaker
Day 2	Module 2 - Communication and Networking
	Field trip or guest speaker
Day 3	Module 3 - ICT and Dissemination
	Field trip or guest speaker
	Social programme
Day 4	Module 4 - Print and Mass Media
	Field trip or guest speaker
Day 5	Module 5 - Production of dissemination material/instruments
	Field trip or guest speaker
	Course Evaluation
	Social programme

Contents: The course is structured in five modules that combine theoretical input and practical exercise in form of group work, role plays, case studies as well as field trips and guest speakers representing different related areas (e.g. printing company, TV studio, radio, graphic design, marketing, public relations, web design...).

For more information please visit our website at www.c.enter-network.eu or contact the course organiser:

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