

Learning Networks 2020 Event Report

Event Summary

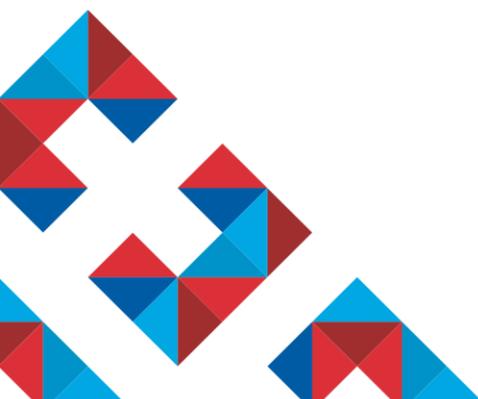
Due to the ongoing COVID-19 outbreak, we decided to take Learning Networks digital. We held a series of online workshops throughout July under the Project Management and Implementation theme.

There were four online workshops held on Microsoft Teams, each focusing on a different element of promotion and dissemination. At each session, a member of National Agency staff gave an overview of the topic, providing useful resources for more information, and beneficiaries were invited to share their experience and top tips on the topic.

Workshops

Delegates took part in the following four workshops.

Workshop	Case study speakers	National Agency staff
Working with the press	Elaine McKeown, South Eastern Regional College Anne Bailey, Form the Future CIC	Lee Gibson Heather Smith Sarah Kearney
Sharing your project success on social media	Dan Jolley and Jack Wylie, League Football Education Mary Hegarty, Bryson Charitable Group	Jen Millman Ana Nicolaou Heather Smith Sarah Kearney
How to use the EPRP effectively	Maija Linnala, IARS International Institute Dr Steve Taylor, The University of the Highlands & Islands	Stephen Green Heather Smith Sarah Kearney
Capturing your project on video and with photography	Allie Walton-Robson, Headway Arts Raphael Harfaux, Everything is Possible	Becky Marrow Sarah Kearney Heather Smith Richard Jarrott



Interacting with the media (2 July)

Our first session was led by Lee Gibson, a former reporter, who shared his insight into working with the media. Lee focused on: what makes a good story, what Erasmus+ news to cover, how to write a press release, capturing interest with your introduction, and how to reach a reporter.

Beneficiaries Elaine McKeown from South Eastern Regional College and Anne Bailey from Form the Future CIC joined us to share their experience of working with the press. They shared tips, such as:

- Journalists don't know everything about your project, don't use flowery technical words, just keep it simple and straightforward. Keep your sentences short and don't use acronyms.
- Always think about the reader. Who is reading this press release? What will be interesting to them? Write your press release in a way that will interest that person.
- Summarise your story in the first couple of sentences; quite often journalists won't read any more than that and sometimes that is also the only bit they will publish.
- Proofread, ask a colleague to proofread as well, and then ensure it is accessible. There is an accessibility tab under 'review' on Microsoft Word, so make sure you use this.
- Start with your local press and reach out to them, get to know them, send them information, ask questions. The more you have a relationship, the more likely you are to get your work published. Speaking to them will also help you understand more about their audience, the type of content they are looking for and probably help you learn more about your community.
- Try to find out when print deadlines are and work around this. If it is Wednesday, try to speak to them on Thursday when they'll be looking for content for the next deadline.
- Think about non-traditional media as well such as membership groups, professional bodies, social media and local TV. If you ask local TV, they may provide you with a clip of the feature which is a great way to share a visual telling of your story.

You can [watch the recording](#), [view the presentation slides](#) or [download the resources list](#) (126 KB) for more information.

South Eastern Regional College Staff part of Erasmus+ project to look at New Skills for Vocational Education and Training Teachers



by SERC Published: 27 May 2020 Hits: 893 Vote 5 Rate

@nsvett1 - Staff from @S_ERC's Learning Academy, Owen Parkes and Stefanie Campbell, led by Paula Philpot along with Project Manager, Elaine McKeown from the College's International team, travelled to Salpaus College, Lahti, Finland in late 2019 to meet European partners for a new Erasmus+ project which is looking at skills required by Vocational Education and Training (VET) teachers.

The project, New Skills for VET Teachers



Form the Future is helping to prepare young people for the needs of the future

By Gemma Gardner - gemma.gardner@lifemedia.co.uk

Published: 11:00, 04 April 2019



Cambridge-based social enterprise Form the Future CIC is working with global leaders in education on a programme to understand how best to prepare young people for the needs of the future.



Sharing your project success on social media (8 July)

For our second workshop, Jen Millman and Ana Nicolaou from our digital team shared their experiences of using social media, covering: recognising your audience, creating engaging content, and measuring success.

As beneficiary case studies, we were joined by Mary Hegarty from Bryson Charitable Group and Dan Jolley and Jack Wylie from League Football Education. They shared their top tips for using social media, including:

- Use hashtags and keep them consistent so that people can click on the hashtag to see more relevant information and content.
- Use WhatsApp for direct communication with participants and encourage them to send images and content directly via this platform.
- Ask participants to post content on their own accounts and tag your organisation for content that they are happy to be shared. Content from the participants is more personable and authentic.
- Participants themselves are a great resource, so tap into their knowledge and experience during the project. See if anyone has video skills or if anyone would be interested in supporting the social media accounts.
- Ensure you keep your partners engaged on social media. Tag them to ensure they are seeing project-related content and ask them to share so that the content reaches a wider audience.

You can [watch the recording](#), [view the presentation slides](#) or [download the resources list](#) (129 KB) for more information.

League Football Education @LFEonline · Jun 30
🇸🇪 "I'm more open to trying other countries now and seeing other parts of the world."
Former Bury Academy player [@jackhatton](#) experienced a short spell in Sweden before lockdown via LFE's Player Placement programme.
[bit.ly/3g76dpa](#)
#LFEPlacements | @erasmusplusUK
Hatton Enjoys Brief Stint In Sweden - League Football Education (LFE)
The total number of ex-apprentices to have taken part in LFE's Erasmus+ Player Placement programme since 2008 is now approaching 300, with ...
lfe.org.uk

Bryson EVS
29 June at 11:47 · 🌐
Recruitment is now open for our next European Solidarity Corps UK Volunteering placements in YMCA North Down - apply via https://europa.eu/youth/solidarity_en
Erasmus+ Erasmus+ UK Eurodesk Eurodesk UK Asociación, Cultural Social Educativa Segundas Oportunidades CRIJ Nouvelle-Aquitaine Poitiers - Europe Direct GAIA Alentejo Xena centro scambi e dinamiche interculturali AFAIJ - Voluntariado Internacional Bryson Care Bryson Charitable Group

How to use the EPRP effectively (14 July)

During this session, Stephen Green from the Erasmus+ delivery team covered:

- What is the EPRP and who uses it?
- When and why is it used?
- What is a relevant result?
- What are the benefits of using the EPRP?
- How to use it for promotion and dissemination

We were also joined by Maija Linnala from the IARS International Institute and Dr Steve Taylor from the University of the Highlands and Islands as case studies. They shared a range of advice from their past experience of using the EPRP, including:

- Keep your platform up to date and start uploading results as soon as you have produced them. You can prepare titles and descriptions in advance and ask partners for their input to ensure everyone is aware of what is being shared and can double check that nothing is being missed.
- Don't copy from your application form as that language can be quite technical, so try to put it in your own words and get someone from outside the partnership to review it and make sure it makes sense to them.
- Make sure your outputs are in the right format, include the right information and include the disclaimer and logo. It can be very tricky and time-consuming to change this kind of information before uploading your final results.
- Make sure you have enough time. Don't leave uploading results to the last minute as this is a significant part of your project and it can take quite a long time. Sometimes there are technical issues on the platform ahead of a deadline, so be sure to take this into account and give yourself plenty of time.

You can [watch the recording](#), [view the presentation slides](#) or [download the resources list](#) (165 KB) for more information.

Equipping Professionals for Supporting LGBT Migrants & Refugees

5 Participating countries: 

[GOOD PRACTICE EXAMPLES](#) [VIEW PROJECT MAP](#) [DOWNLOAD AS PDF](#)

Start: 01-09-2016 - End: 31-08-2018
 Project Reference: 2016-1-UK01-KA204-024317
 EU Grant: 236551.42 EUR
 Website: <http://www.epsilonproject.eu>
 Programme: Erasmus+
 Key Action: Cooperation for innovation and the exchange of good practices
 Action Type: Strategic Partnerships for adult education



Coordinator

INDEPENDENT ACADEMIC RESEARCH STUDIES INTERNATIONAL INSTITUTE

UNIT 14 DOCKS OFFICES SURREY QUAYS ROAD
 CANADA WATER
 SE16 2JU
 LONDON
 Inner London
<http://www.iars.org.uk>
 Organisation type: Non-governmental organisation/association/social enterprise
 The Governance

Adventure Tourism Innovation Partnerships

5 Participating countries: 

[GOOD PRACTICE EXAMPLES](#) [VIEW PROJECT MAP](#) [DOWNLOAD AS PDF](#)

Start: 01-09-2017 - End: 31-08-2019
 Project Reference: 2017-1-UK01-KA203-036706
 EU Grant: 288699 EUR
 Website: <http://www.adventuretourism.eu>
 Programme: Erasmus+
 Key Action: Cooperation for innovation and the exchange of good practices
 Action Type: Strategic Partnerships for higher education



Coordinator

UNIVERSITY OF THE HIGHLANDS AND ISLANDS

NESS WALK 128 EXECUTIVE OFFICE
 IV3 5SQ
 INVERNESS
 Highlands and Islands
<http://www.uhi.ac.uk>
 Organisation type: Higher education institution (tertiary level)
 Steve Taylor
steve.taylor@uhi.ac.uk

Partners

Capturing your project on video and with photography (23 July)

In our final session, Sarah Kearney and Becky Marrow shared their insights into photo and video as part of a communication and dissemination strategy. They covered: why use photo and video, equipment and tools, obtaining consent, creating engaging content and shared their top tips.

We were also joined by two case study speakers: Raphael Harfaux from Everything is Possible and Allie Walton-Robson from Headway Arts. Both Raphael and Allie shared valuable insights from a beneficiary perspective. Some of their top tips included:

- Encourage participants to collect photo and video throughout their project and use something like WhatsApp to allow them to easily share the content with you.
- Provide participants with basic training to help them understand what you want from the material e.g. 'in action' photos not looking directly at the camera, a background that clearly shows where they are, 3 quality photos instead of 100 photos with their new friends, how to use branding.
- Use tools like Boomerang to create short, engaging, participant-led content.
- Invest in a microphone that plugs in to your phone and laptop to improve the quality of your video.
- Authenticity is more important than having highly-polished content, let your participants be the hero of the piece.

You can [watch the recording](#), [view the presentation slides](#) or [download the resources list](#) (130 KB) for more information.



Next steps for Learning Networks

For further information about Learning Networks, we have a dedicated mailing list providing members with the latest news and updates. To sign up, visit our [Learning Networks webpage](#).

Feedback from these workshops will be considered when planning future events. Comments suggested that delegates would like to see:

- More sessions of a similar nature;
- Certificate of attendance; and
- More insights from experienced beneficiaries.