

call for participants

*The single biggest problem in communication is the illusion that it has taken place.  
(George Bernard Shaw)*



# KABOOM!

## Seminar on Innovative Communication Practices

*The roots of great innovation are never just in the technology itself. They are always in the wider historical context. They require new ways of seeing. As Einstein put it, "The significant problems we face cannot be solved at the same level of thinking we were at when we created them."  
(David Brooks)*

4<sup>th</sup> – 8<sup>th</sup> September 2017

Ljubljana, Slovenia







There are thousands of (international) youth projects in Europe each year – they change the lives of thousands of young people, an innumerable number of great activities are developed: you can imagine the wealth of experience and results all these projects provide. However, often these projects end after the last day of the activity, and someone in some office quickly finishes the paperwork to get it over. The papers and pictures of the project are then put in some bottom drawer and forgotten ...

A lot of time, money and energy is being in every project or activity supported by the EU programmes in the field of youth and the outcomes are often not used in the way they could be despite having so much potential to inspire lots of follow up and multiplying. With relatively little more effort youth projects could be much more visible to the outside world.

Good communication practice is often perceived as consequence of a burst of inspiration and creativity. While that can be true, the sustainable approach towards effective communication consists of proper planning, detailed execution and long term commitment. One of the biggest challenges in communication practices in the youth projects is the lack of resources available for its planning, implementation and development.

In the framework of the event innovation is understood as a process that results in the improvement or enhancement to an existing product, practice or way of doing things. It also considers innovation to be a combination of means (resource/abilities) and ends (goals). The seminar will focus on how can innovation support and help the stakeholders from youth field to maximize their resource in communication field and upgrade their existing communication activities and practices.

**MAXIMIZE  
YOUR IMPACT!**



## THE AIM AND OBJECTIVES of the activity

The aim of the activity is to offer an insight to some of the best communication practices from various youth projects and explore how the innovation can support the creation of added value in new and existing communication practices and activities in youth field.

### The specific objectives are:

- To identify, collect and present the most innovative communication practices examples to inspire interested public beyond the participants of this seminar;
- To explore success factors and key elements of successful and innovative communications of project results in regards to the key target audiences;
- To create space for exchange of communication practices and tools that participants of the seminar use in their work;
- To support learning and development of communication activities of participant's individual projects or activities;
- To explore the latest communication trends and actions;
- To encourage networking, new partnerships and cooperation among participants.

## Draft programme

The programme of the event consists of various inputs from external speakers on the topic of innovation and communication. Organizers have contacted several expert from academia and business to provide inputs that will bring true added value for participants of the seminar.

The flow of the programme follows the aim and objectives of the event and will offer quality inputs from external speakers (from academia and business sector) on topics of innovation (what is innovation and how to innovate) and communication (key success factor of communication activities) and how to combine them. The programme will also offer first-hand experience with at an organisation that excels at innovative communication activities and space for peer learning, mutual exchange and individual work on the future or ongoing projects of participants. A part of the event will be aimed at developing video material that will be used for learning and empowering stakeholders in youth field in communication activities.

Organizers aim to host some prominent figures from academia or business sector from the field of communication to maximize the added value of event and provide valuable learning opportunities for the participants of the event.

**As soon as the guests and speakers will be confirmed we will publish the information on Facebook. You can follow the latest developments regarding the event at:**

<https://www.facebook.com/events/490675871271654>



4<sup>th</sup> September

Arrival of participants

16:00 – 17:30 Ljubljana Graffiti Tour (optional)

19:00 – **DINNER**  
Welcome evening

PROGRAMME

5<sup>th</sup> September

6<sup>th</sup> September

7<sup>th</sup> September

9:00 – 10:30 **Introduction to the seminar**  
Expectations and get to know each other

10:30 – 11:00 **BREAK**

11:00 – 12:30 **How to develop strategic, innovative and effective communication plan**  
Insights and discussions

12:30 – 14:00 **LUNCH**

14:00 – 15:30 **Innovation 101**  
Workshop on innovation

15:30 – 16:00 **BREAK**

16:00 – 17:30 **Study visit**  
on the topic of innovation

19:00 – **DINNER**  
Dinner out

**How to develop strategic, innovative and effective communication plan**  
Insights and discussions

**BREAK**

**Presentation of best communication practices**  
Exploring a selection of inspiring practices

**LUNCH**

**What is effective and innovative communication in youth field?**  
Panel discussion

**BREAK**

**Transferring into own realities**  
Reworking and improving own projects

**DINNER**  
Communication fair

**Mapping out effective and innovative communication practices**

**BREAK**

**Video making**  
Tips & Tricks for effective and innovative communication

**LUNCH**

**Video making**  
Tips & Tricks for effective and innovative communication

**BREAK**

**Evaluation and closure**

**DINNER**  
Farewell activity

PROGRAMME

8<sup>th</sup> September

Departure of participants



OFF LINE

ON LINE

The activity will gather 25 stakeholders (youth organisations, youth centres, youth councils, youth clubs and other youth related NGOs) from the Erasmus+ Programme Countries who have been developing and implementing communication strategies and practices in different project and NGO contexts.



TARGET GROUP

**The participants should have:**

- Background and competences in various communication practices, dissemination and exploitation of project results in the frame of Erasmus+: Youth in Action programme;
- Interest in exploring the topic of innovating communication practices and strategies in the area of visibility, dissemination and exploitation of results in the frame of the Erasmus+: Youth in Action programme;
- Motivation to form networks and establish new partnerships for cooperation in the frame of this thematic area, in particular in the frame of Erasmus+ Programme;
- Ability to communicate and work in English;
- At least 18 years of age.





## VENUE and financial conditions

The activity will be organised in City hotel, which is located in the heart of Ljubljana, the capital of Slovenia. The participants should arrive to the venue on 4th of September and depart on 8th of September.

The activity is a part of the Erasmus+ Programme in the field of youth, and therefore the selection of participants will be carried out by the Erasmus+ National Agencies in the field of youth. All interested applicants should contact their respective National Agencies regarding further information on possible participation fee and travel cost reimbursement, in case of being selected. The organisers will cover the board and lodging.

## APPLICATION procedure

Interested candidates are invited to fill in the online application form at:

<http://trainings.salto-youth.net/6696>

by **21<sup>st</sup> of July 2017**. All candidates will be informed about the results by **4<sup>th</sup> of August 2017**.

## ORGANISERS

The activity is organised by:

- **MOVIT** – Slovenian National Agency for Erasmus+ Programme in the field of youth;
- **Agency for Mobility and EU Programmes**, Croatian National Agency for the Erasmus+ Programme in the field of youth;
- **Archimedes Foundation Youth Agency**, Estonian National Agency for the Erasmus+ Programme in the field of youth;
- **The Finnish National Agency for Education**, Finish National Agency for the Erasmus+ Programme in the field of youth;
- **Tempus Public Foundation**, Hungarian National Agency for the Erasmus+ Programme in the field of youth;
- **Agency of International Youth Co-operation**, Lithuanian National Agency for the Erasmus+ Programme in the field of youth;

# TO INNOVATE NOW CLICK HERE

<http://trainings.salto-youth.net/6696>



MORE INFORMATION  
AND CONTACT DETAILS

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