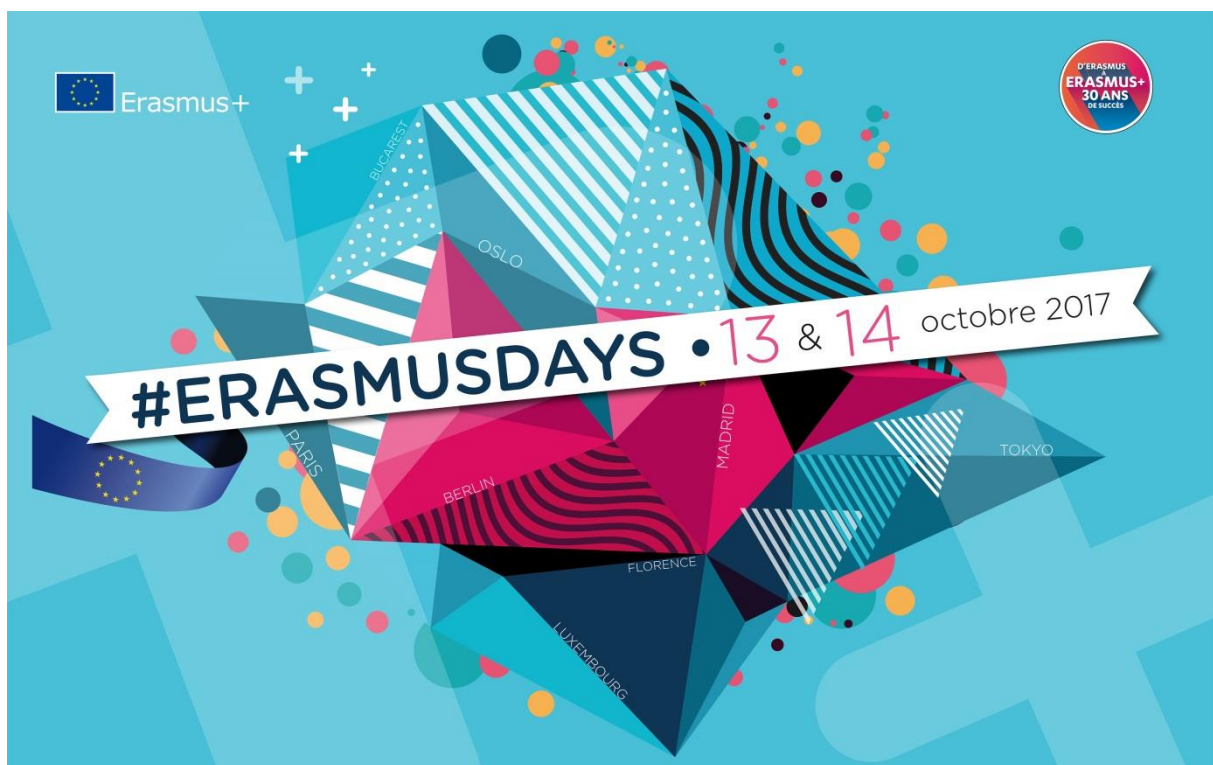


Communication Guide

#ErasmusDays

What are you doing for #ErasmusDays?



Introducing the guide

What are the #ErasmusDays?

On the 13th and 14th of October this year, the Erasmus+ France / Education & Training Agency will be supporting #ErasmusDays, two days celebrating the success of Erasmus + and mobility in Europe.

These two days will be led by players in the field and Erasmus + project leaders from all sectors, including school education, higher education, vocational training and adult education. These events are a perfect opportunity for showcasing projects and their impact in the regions and with citizens.

Each institution is free to organise an event it can call its own, such as a conference, an exhibition, a gathering, an open day, a cookery competition or a digital event.

The general public (students, apprentices, teachers, trainers and job-seekers) will also be sharing past, current and future mobility experiences thanks to #ErasmusDays.

The #ErasmusDays are organised with a large number of French and foreign partners.

What is this guide for?

This booklet has been designed as a guide to help you organise an event for the #ErasmusDays in the most effective way.

It contains practical advice and ideas for your events, as well as the various tools available to support you.

<http://www.generation-erasmus.fr/erasmusdays/>



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Who can take part?

1) Professionals: all international mobility players and Erasmus + project leaders in particular

Whether you're a university, a primary school, a training centre, a group or an association connected with Erasmus +, you're welcome to take part!

All the events already scheduled can be seen on our map at <http://www.generation-erasmus.fr/erasmusdays/>

2) The general public: the people who benefit from mobility

We also encourage students, schoolchildren, apprentices, high school students, teachers, trainers, job-seekers and anyone who has benefited from the Erasmus + programme or who is preparing their mobility to share their experiences on social media.

All they have to do is post a photograph and a comment with #ErasmusDays.



How do I take part?

1. Build your profile-raising event with your partners, the media, elected officials, etc.
2. Register on the website www.erasmusdays.eu
3. The Agency validates your event and it appears on the map

The #ErasmusDays are above all an opportunity for raising the profile of your Erasmus + project by showcasing your learners.

Have you decided to organise an event, but are short on ideas? No need to panic! Here are a few ideas to get you started:



- a conference-debate on a Europe- or mobility-related theme
- a concert or sports event
- an international meal or French style afternoon tea
- fun activities: games and sports from different countries
- ask your pupils / students to share their experiences. You could use a short TEDx format, for example, for greater originality
- collect written or video testimonies and present them however you like during the #ErasmusDays (booklet, webcast or screening, themed exhibition, etc.)
- present your Erasmus + project during an Open Day

You can also use the many audiovisual productions we provide you with in the digital kit to organise a screening:



- **‘Poisson Fécond’ Podcast “4 unusual things about languages”**
Today we’re off on a trip to find out about languages, cultures and the Erasmus+ European programme... So fasten your seatbelt!
https://www.youtube.com/watch?v=M2-gzuFg9_8
- **“Polski” film, winner of the 2017 FIPA Erasmus + prize**
In 2017, the FIPA “Cannes for the TV” is also celebrating its 30th anniversary. Audiovisual creations from schools all over Europe will be competing to win the Erasmus + prize.
<http://www.generation-erasmus.fr/creation/polski-prix-erasmus-fipa-2017/>
- **“Fiers d’être européens” [Proud to be European]:** Students, apprentices, teachers, job-seekers, etc.: all of these ‘Erasmus’ people are proud to be European. A video produced in collaboration with the Erasmus + agencies across Europe.
<https://www.youtube.com/watch?v=Hu9EvzOdG3E&t=26s>
- **Our web series “Erasmus - Un bagage en + !”:** The Erasmus+ France / Education & Training Agency has launched the 1st Erasmus + comedy web series Discover the adventures of Agent 318 from the future (Sandy), Djamel, Lila, Alexandre and Sabrina!
https://www.youtube.com/watch?v=y83zKmS2JUg&list=PLCf8y9N0Hew86WAvCRZdCCbiEkGIC7_G4

Apprentice experiences:

- **Barbara** has had a slightly unusual career path. After her Baccalaureate in Economics and Social Sciences, she decided to pursue her passion – **cooking**. She obtained her CAP [Certificate of Professional Aptitude] and her BEP [Vocational Studies Diploma] in Cookery.
She tells us about her Erasmus + placement in Nottingham, where she discovered ‘world cuisine’.
<https://www.youtube.com/watch?v=3STsXm-RQw&index=1&list=PLCf8y9N0Hew-nmTo0n1TgM1tIznes6Rof>
- **Eddy loves engineering** and wants to make it his career. He is in the final year of high school and about to take his Professional Baccalaureate. To supplement his training, he did an Erasmus + placement in a garage in Italy, next to Turin. Less stress: "People are really friendly in Italy!"
<https://www.youtube.com/watch?v=ZUyIsLR0qW8&index=2&list=PLCf8y9N0Hew-nmTo0n1TgM1tIznes6Rof>

- **Jennyfer** is highly motivated. As part of her Professional Baccalaureate in Business, she does work-related training at Sport 2000. To supplement her training, she went on a 15-day trip to Warsaw and worked for Décathlon. During her Erasmus + placement, she got to see a bit of the Polish capital, but above all "it gave us a chance to study the competition!"
<https://www.youtube.com/watch?v=OzZHSI5PArw&list=PLCf8y9N0Hew-nmTo0n1TgM1tIznes6Rof&index=3>
- **Julie** is 17 years old. She spent 15 days on an Erasmus + placement in Warsaw in a store which is more or less the Polish equivalent of FNAC. "I learned new techniques in video game stock management."
<https://www.youtube.com/watch?v=Com2Ba3fIdo&list=PLCf8y9N0Hew-nmTo0n1TgM1tIznes6Rof&index=4>
- Apprentices can also take advantage of the Erasmus + programme and do their placements in European countries such as Poland, Germany, England or Italy. Anything is possible!
It's a unique experience which lets you discover a new working environment (pace of work, methods, techniques, management) and the local lifestyle (food, atmosphere).
<https://www.youtube.com/watch?v=zytfxcuch2o&list=PLCf8y9N0Hew-nmTo0n1TgM1tIznes6Rof&index=5>



A few examples of events:



In Cholet (France), the Lycée Renaudeau (high school) is organizing conferences and film screenings on the theme of migration. The school is taking part in an Erasmus + project, in partnership with three other European secondary schools, to make a collaborative film on the theme of migration in Europe. This day will be an opportunity to tell pupils and teaching staff about how to take part in an Erasmus + project.

In Lyon, 1 000 students that have benefited from Erasmus + will participate in a flash mob. The flash mob will be recorded live on social media.



In Naples (Italy), the Federazione Nazionale Insegnanti Centro di iniziativa per l'Europa (National Federation Teachers Center for Europe Initiative) together with the University of Naples organize an international conference on « MOOCs, Language Learning, and Mobility » (Erasmus + KA2 project). This international conference will gather technologists from all around the world to debate related issues.

In Nocera Superiore, the Fera Pascoli school will display its project of school orchestra testifying of the role played by musical programmes broadcasting in school inclusion.



In San Julian (Malta), the French Tertre technical college pupils along with other different Maltese actors organize a waste collection on the beaches of Malta after the touristic season. This collection will be followed by a barbecue and a talent show.



Partners for your event

There to help you:

Here are a few points of contact you can count on to help you put together your event:

Europe Direct Information Centre

For an information session on Europe or literature or information about Europe, you can turn to the Europe Direct Information Centres. Find the one nearest to you:

https://europa.eu/european-union/contact/meet-us_fr

Erasmus + ecosystem:

Think about getting local politicians, the press, parents, associations and stakeholders involved in your Erasmus + project, either directly or indirectly (accommodation, hospitality, entertainment, etc.).



Guide to good practice on social media

Make your event heard

1. Before your event

- Feature the “**#ErasmusDays**” as often as possible – on your printed documents, your e-mail signature, your websites and those of your members.
- **Describe the programme** and think about introducing your **speakers** too. Finally, for more information, send visitors to the event web page.
- **Disseminate practical information:** times and venues of events, contact people in your organisation, etc.

2. During your event

- Bring your event to life on social media.
- Organise info feeds and discussions on Twitter
 - o Advertise each session using #ErasmusDays for the event.
 - o Post striking quotes from speakers remembering to link them to their Twitter accounts
- **Disseminate practical information:** times and venues of events, contact people, etc. **Communicate using the event hashtag “#ErasmusDays”** on the other social networks.
Don't forget that even if they don't have a Twitter account, internet users can still follow your event news on these other platforms.
- **Produce as much content as you can during the event:** Everything can be used to maintain and regenerate your community's interest. Take photos on your smartphone. Video the participants summing up their event or the content of discussions and themes addressed in under a minute.

3. After your event

- **Recap and disseminate the highlights after the event.**
- Mentioning “#ErasmusDays”, choose the most interesting items and provide a brief overview.
- Write articles about your event for your blog / website and send links to all the social networks.
- If possible, send a newsletter to your website or blog subscribers.

Turn up the volume for your event

Don't forget to tag the social networks of your national Agency in each of your posts! **This is really important as it means we can know about your posts and share them in turn on our own social networks!**

How to get internet users more involved in your event

- Share **images, photos** or **videos** of your event
- Organise live broadcasts on Facebook, Twitter, Instagram, etc. simply by sharing the atmosphere of your #ErasmusDays event / interviewing the people involved in your event / Erasmus ambassadors, etc.
- Create links to your website or external websites pointing to articles to do with your event
- Tag your national agency social media accounts:
 - Use #ErasmusDays + #ErasmusPlus
- Enabling geolocation will help you engage the interest of internet users close to your event
- Feel free to use the Twitter **multiple-choice questions**



Some useful communication tools:

Digital pack

If needed, you can download the digital French pack from the page <http://www.generation-erasmus.fr/erasmusdays/>

Besoin de documents et de visuels pour votre site Internet ou vos réseaux sociaux.

 TÉLÉCHARGER LE KIT NUMÉRIQUE

This contains posters and literature on the programme as well as the #ErasmusDays graphic charter.

We've also provided you with plenty of content for you to share, such as infographics, testimonies, visuals to use on social media and audiovisual productions.

Graphic charter

A dedicated graphic charter is available on the website and in the digital pack including banners, images for your social networks (Twitter, Facebook, LinkedIn) and the #ErasmusDays logo
<http://www.generation-erasmus.fr/erasmusdays/>

Example of a press release

YOUR ORGANISATION LOGO +



PRESS RELEASE

DATE

Name of your event

#ErasmusDays: French style afternoon tea at XXXX high school

Name of your organisation

Description of the event

XXXX high school invites you to a French style afternoon tea on Friday 13th October to sample the pupils' creations. It will be an opportunity to meet the pupils and talk about the Erasmus + project they took part in last November.

Description of your project

This project is about bringing together French, Spanish and Romanian pupils around a culinary theme.

Presentation of the 30th anniversary of Erasmus +

This initiative is one of many #ErasmusDays events taking place across France and in some other European countries on the 13th and 14th of October 2017: two days of festivities celebrating Erasmus + and mobility in Europe. The different events are available at www.erasmusdays.eu

Useful information about your event

Time:

Venue:

Press contact:

Erasmus + project lead:



FAQ

I don't have a Twitter account. Can I still take part in #ErasmusDays?

You can also use #ErasmusDays on Facebook and Instagram. Remember to tag the Agency in your posts on Facebook using @GenerationErasmus and on Instagram @gen.erasmus.

Where do I register my event?

Simply go to our website <http://www.generation-erasmus.fr/erasmusdays/> to register your event. You can then fill in the information about the various aspects of your event.



The screenshot shows a web form titled "#ERASMUSDAYS - PROPOSER UN ÉVÈNEMENT". The form is divided into two main sections. The first section, "1. PROPOSER UN ÉVÈNEMENT", contains two input fields: "Titre de l'évènement*" (a single-line text box) and "Description de l'évènement*" (a larger multi-line text box). Below these fields is a label "Organisateur" followed by a horizontal line for text entry. The form is set against a light gray background.

I don't have the financial / human resources to organise an event, but I'd still like to take part in #ErasmusDays.

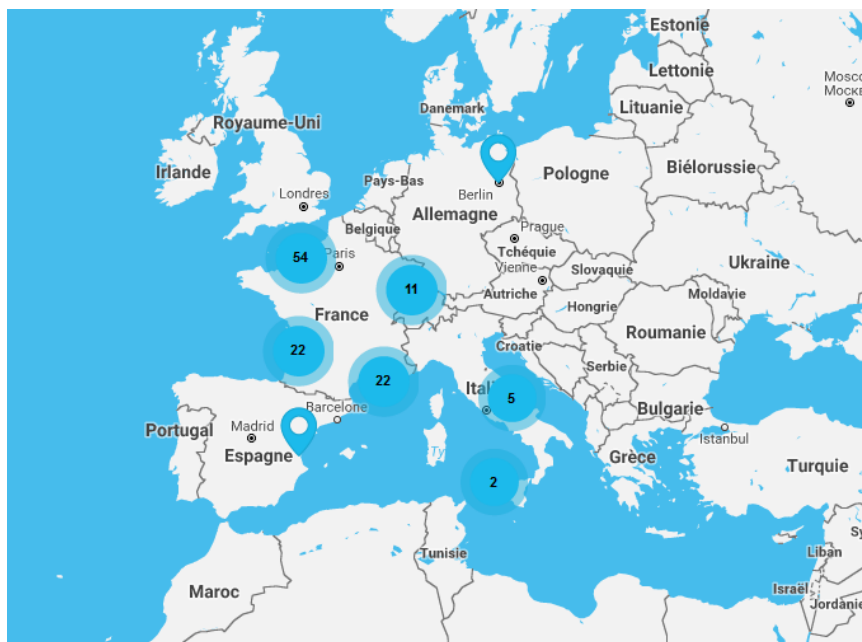
Think about using the funds for your Erasmus + project to raise its profile.

You could also simply create a digital event by posting an article, a testimony or organize a photo exhibition on social media along with the hashtag #ErasmusDays

How do I see the other #ErasmusDays events?

Whether it's to seek inspiration or join up with another organisation and create a joint event, feel free to check out the #ErasmusDays map which features the events planned for the 13th and 14th of October:

www.erasmusdays.eu



FuturoDigitale

Erasmus Day – Viaggio nei 30 anni di Erasmus

Date : Samedi 14 octobre 2017

Ville: Sant'Antonio Abate (Na)

Lieu: Futuro Digitale
Campania c/o Centro Santa Maria Rosa Nova

[VOIR PLUS](#)



Contact us

For any queries or further information about your #ErasmusDays event:

Hanaé Luong

#ErasmusDays project communications officer

Agence Erasmus+ France / Education Formation

05 56 00 94 70

hanae.luong@agence-erasmus.fr



www.agence-erasmus.fr

@ErasmusplusFR
www.facebook.com/ErasmusplusFR



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