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### Beneficiaries and Outputs

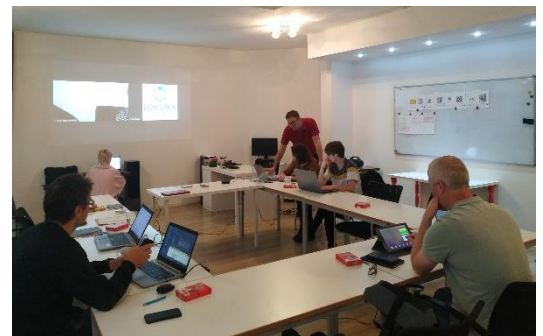
The direct beneficiaries of the project are the trainers who work with vulnerable adults (migrants, unemployed, etc..) and the managers of the training centers. The indirect beneficiaries will be training participants, local authorities, and training centers.

The project will develop two Intellectual Outputs:

- a blended course intended for trainers, integrated with a tools bank useful for building one's own lessons and programs;
- a digital handbook to promote teaching strategies and digital tools for teaching.

## Greetings in Leipzig: the last TPM

On 18<sup>th</sup> and 19<sup>th</sup> October took place the fourth and last Transnational Project Meeting of MAP project. Wisamar, the German partner, hosted Les Cultures, EdEUcation and DomSpain in Leipzig. Usak University and Nikanor participated in the meeting remotely.



The TPM was an important occasion for the partners to exchange views about the work done so far. Moreover, they discussed the last actions to be taken before the end of the project that will occur at the end of October.

Among these actions there was the organization of the Multiplier Events in Spain, Turkey, United Kingdom and Bulgaria, and the finalization of the website with the upload of two useful tools for trainers and education manager: a digital handbook and a tool bank.

To find out more, go through the next paragraphs of the newsletter!



## Learn how to promote your educational offer with MAP

Among the outputs of MAP project there is a digital handbook, a tool for adult educators and educational managers that embeds hints and suggestions on how to build an online and offline promotional strategy of educational offers.

The handbook consists of 6 modules, on each of which one partner focused.

Module 1, *Identifying target audiences*, has been written by Wisamar (Germany).

EdEUcation (United Kingdom) has worked on the second one, *Matching training offer and training needs in a competitive market*.

Modules 3 and 4, developed by Usak University (Turkey) and Nikanor (Bulgaria), are about online and offline marketing.

In module 5 DomSpain suggests *Creative ways of making adult education accessible*, a list of activities that aim to involve adult learners.

The last module, developed by Les Cultures (Italy) is a step-by-step plan for a business strategy campaign, a set of checklists that will allow the reader to verify that all the required steps have been followed.

## Draw inspiration from effective promotional strategies

When approaching a new activity, it is always useful to have an example to follow or from which to draw inspiration.

For this reason, the partnership has realized a document that embeds several examples of implemented strategies or techniques which have proved to be successful in promoting an educational offer and engaging the target audience desired.

Each partner has collected four examples, three at regional or national level and one at international level. The reader will find interesting strategies adopted by training centers, schools or universities to promote their offers through social media, websites and mailshots.

This document is part of the tool bank on [www.mapproject.eu](http://www.mapproject.eu) together with other resources for trainers and manager of educational centers.

MAP's outputs will be available soon in all partners' languages.

### THE PARTNERS



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## CONTACTS



EMAIL:

[mapprojecteu@gmail.com](mailto:mapprojecteu@gmail.com)

SOCIAL NETWORKS:

#EplusMAP

WEBSITE:

[www.mapproject.eu](http://www.mapproject.eu)



Erasmus+ is the European Union's program to support education, training, youth and sport in Europe.

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# MAP's multiplier events



To end on a high note, the last weeks before the end of the project have been dedicated to the realization of the multiplier events, which aim at sharing the intellectual outputs with a wider audience.

The events have been organized in the UK, Bulgaria, Turkey and Spain.

EdEducation's multiplier event took place in Richmond over two days on 12<sup>th</sup>-13<sup>th</sup> October and it involved 33 people from the area of North Yorkshire and County Durham.

Nikanor organized its event at Metropolitan Hotel in Sofia on 20<sup>th</sup> October.

On 27<sup>th</sup> October Usak University presented MAP's intellectual outputs to teachers working in schools linked to Turkish Ministry of National Education and trainers from Adult Education Center.

The last multiplier event has been the one organized by project coordinator DomSpain and it took place in Reus at Centre Civic Llevant on 28<sup>th</sup> October.