

BASIC SKILLS: LET EUROPE KNOW! JOURNALISM & PUBLIC RELATIONS FOR ADULT AND BASIC EDUCATION



FRIDAY, 8 JUNE 2018

Parallel session and Workshop of the Erasmus+ project Let European Know About Adult Education in the framework of the Annual Conference of the European Basic Skills Network

BASIC SKILLS: LET EUROPE KNOW!

JOURNALISM & PUBLIC RELATIONS FOR ADULT AND BASIC EDUCATION

PART 1 / PARALLEL SESSION

11:20 – 12:20



JOURNALISTIC COMPETENCES IN BASIC EDUCATION

Why do professionals and practitioners in adult and basic education need journalistic competences? This parallel session at the EBSN Conference will explore with the participants the need to raise awareness about adult and basic education through journalism and public relations work.

PART 2 / WORKSHOP

14:30 – 17:30



IMPROVE YOUR JOURNALISTIC SKILLS!

This workshop will give practitioners and professionals from non-formal adult and basic education the opportunity to try out a newly developed curriculum that aims to improve competences of adult and basic education staff in journalistic and public relations work. How do I find the right story? How do I write a good press release? How do I plan an effective campaign? How do I use social media? Where can I find European specialist media for adult education?

The contents of the curriculum can also be transferred to other sectors.

Trainers

- Wilfried Frei, Editor-in-chief of erwachsenenbildung.at (AT)
- Michael Sommer, Editor-in-chief of Zeitschrift Erwachsenenbildung (DE)
- Raffaella Kihrer, Policy Officer at the European Association for the Education of Adults (BE)
- Maurice de Greef, Professor at Vrije Universiteit Brussel and Editor-in-chief of volwassenenleren.nl (BE and NL)

Please register for the parallel session and/or the workshop at <https://bit.ly/leteuropeknow>.
Partial reimbursement of travel costs is available (see details in the registration form).



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