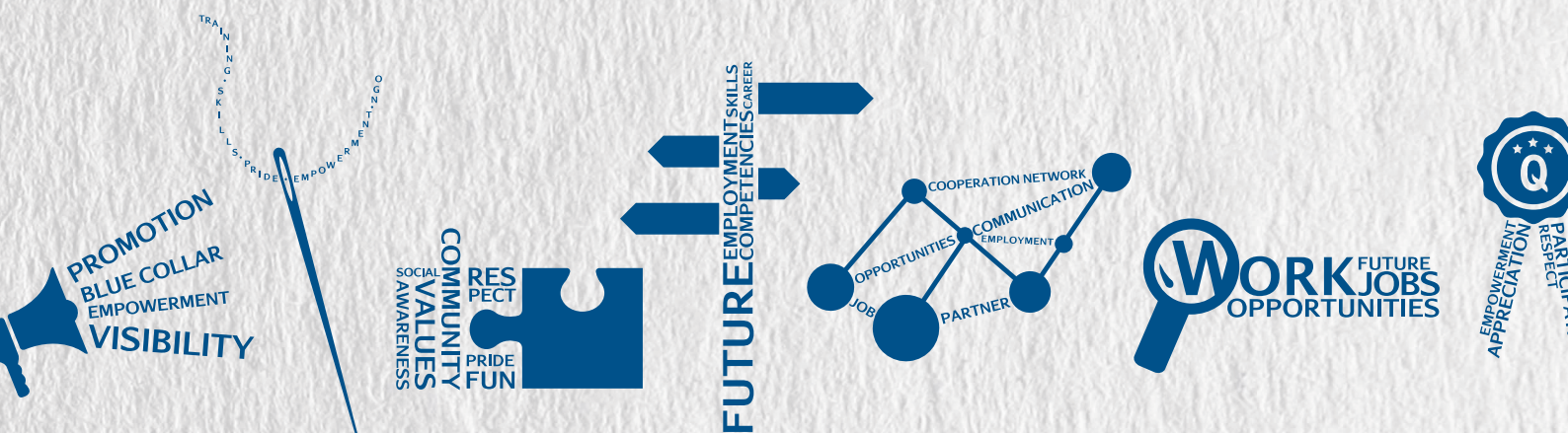


8.14 HOW TO INSTALL INFORMATION POINTS



HOW TO INSTALL INFORMATION POINTS



What Is It Useful For

An information point can help you reach your audience and raise awareness about your project.



When To Use

Whenever you find a place where you know you can reach your target audience and they accept to install an information point for your project, such as

- Directorate General for Technical and Vocational Education
- schools
- private sector business related to your specialisations
- the Chambers of Commerce, Industry and Agriculture

(Hereunder they will be referred to as the “host”.)



How Long Does It Take

The information point installation should not take more than 1 week.



Examples

The DSME project for example has created the following:

- 4 brochures to explain each of the Dual System, the Meister Training, the Teachers’ further training and the Small and Medium Enterprise Development
- 7 flyers – each explaining a different specialisation offered by the Dual System
- A quarterly newsletter
- A guide to the companies that could potentially train the Dual System students

The project team installed information points at Chambers of Commerce, Industry and Agriculture, as well as the DGTVE and of course, one just in front of the DSME office.



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

- Check where the information points can be installed: ask the partners, take legal permissions if needed.
- Order stands – if not available at the hosts.
- Depending on the stand, you can also add a poster representing your project (refer to tool 8.2 “How to develop a project identity and branding”).
- Provide the host with the relevant brochures / flyers / newsletters, and keep following up on the needed re-fillings.



WHAT TO OBSERVE

The following lessons learnt should be observed:



Pros



- You will be present in more places; therefore you are increasing the audience's awareness about the project.
- When you install an information point, you usually have a general idea about the audience who will see it, so you can address direct messages to them.

Cons



- The host is not always able to answer the questions addressed by the people who read the brochure and are curious to get more information – it could be recommendable to brief the hosts about your project and hand them over your contact details.

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