



german cooperation

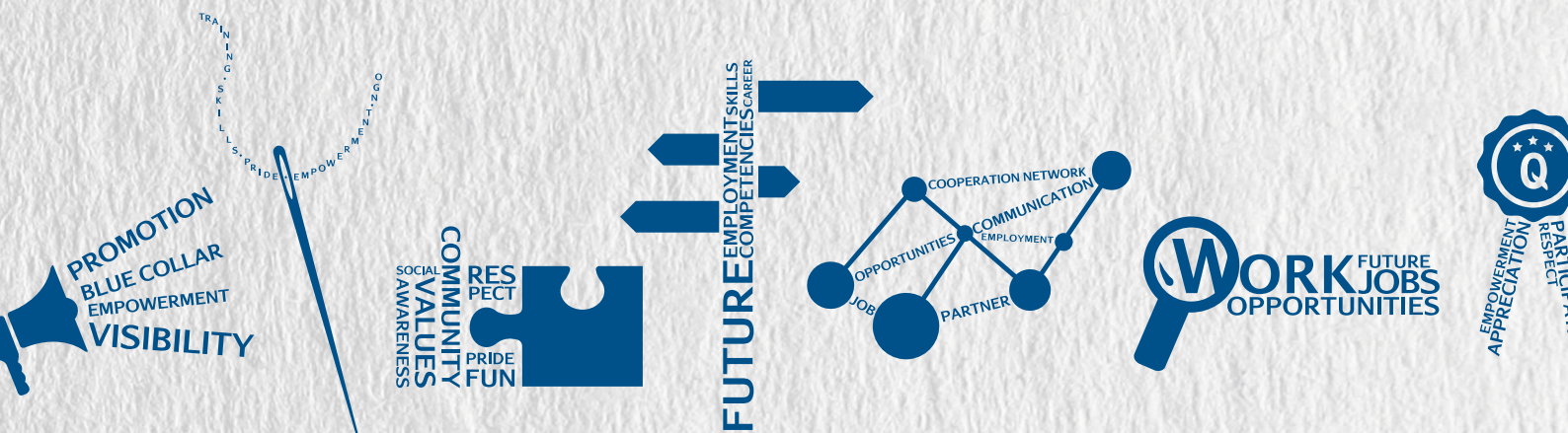
DEUTSCHE ZUSAMMENARBEIT

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8.15 HOW TO ORGANISE EVENTS FOR AWARENESS RAISING, PROMOTION AND INFORMATION PURPOSES



HOW TO ORGANISE EVENTS FOR AWARENESS RAISING, PROMOTION AND INFORMATION PURPOSES



What Is It Useful For

Raise awareness to better inform the public about TVET in general or a special topic / activity / project.

- To promote TVET
- To establish a TVET image
- To inform specific target groups (students, families, public)



When To Use

It is not only about i.e. open days for prospective students but also using workshops of other components to establish a TVET image.



How Long Does It Take

Time should be allocated to carefully write the concept and for the planning. It could vary from 1-2 month.



Examples

Open Day example can be found in the annex.
[>>here](#)



WHAT TO DO

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

- Concept needs to be developed (structure, content, objective, interview partners, what kind of message / image should be transferred?, duration?, budget).
- Agenda/programme.
- Which partners should be involved (TVET providers, public sector, private sector)?
- What personnel/experts/equipment is needed (facilities, technical equipment)?
- Translation.
- Hospitality.
- Budget, time frame.
- Planning and implementation should be done with involvement of partners and students. Get their ideas included!
- Use of resources (event should take place in a school / location should be somehow related to TVET (not a hotel!), catering done by cooking students, PR material by media students etc.).
- “TVET decoration”: hall should be decorated with photos of students etc.
- PR material (note pads, leaflets etc.) developed by media students.



WHAT TO OBSERVE

The following lessons learnt should be observed:

ALCULATIONS • STAKEHOLDER
 DER WORK • YOUTH • SUPP
 ONSIBLE CSR • OPPORTUNI
 OR MARKET • EGYPT • LABOR M
 AL COST CALCULATIONS, STA



Pros



- Involvement of TVET media students (own resources) → commitment, ownership.
- Reaches to larger audience.

Cons



- When involving many partners and using own resources this means it takes much more time, work and nerves.

Recommendations



- Install working groups (transportation, financial issues, technical group etc.).
- Write Minutes of Meetings of planning meetings and circulate them among members.
- Plan enough time for follow up.
- Include evaluation (questionnaires).

