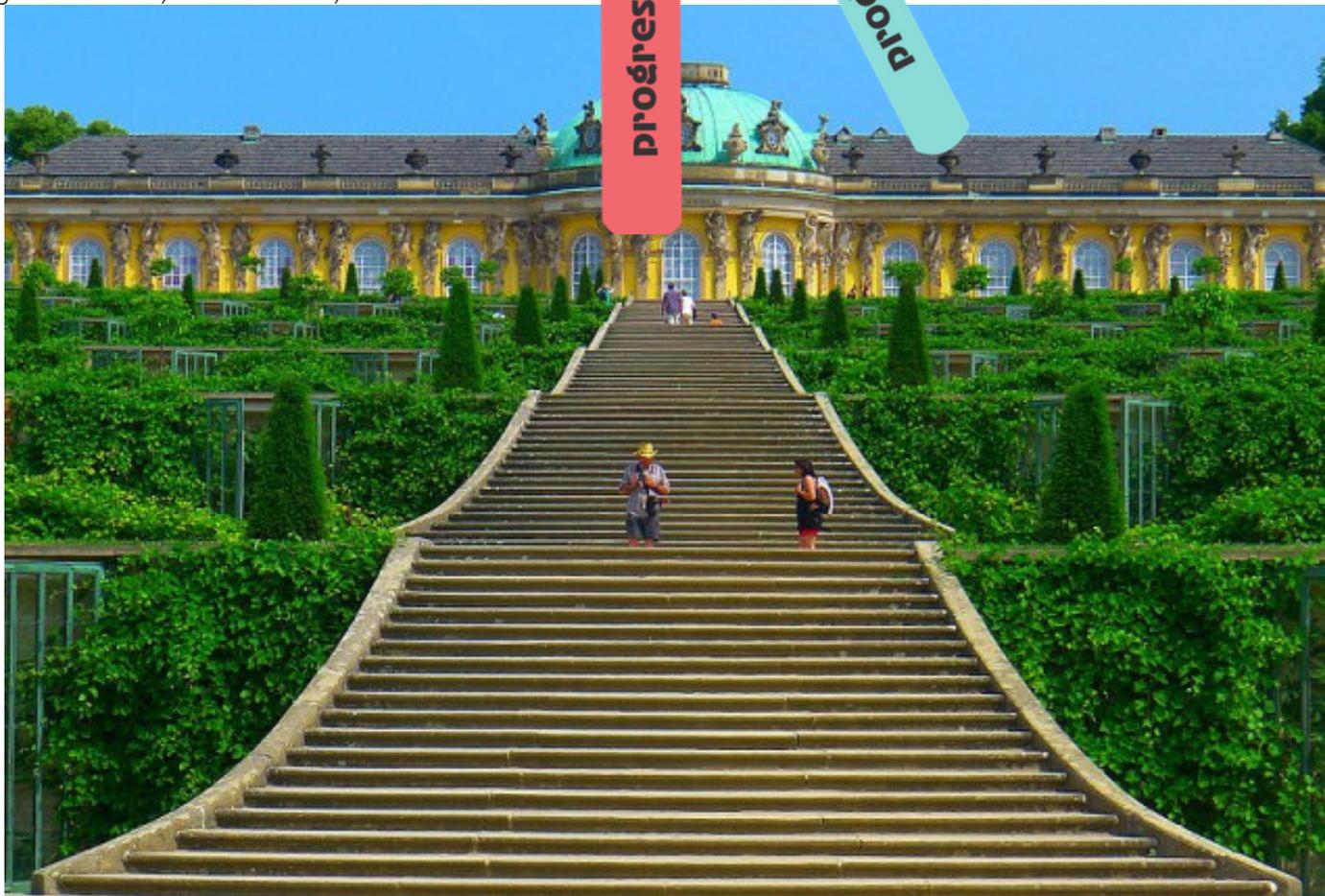
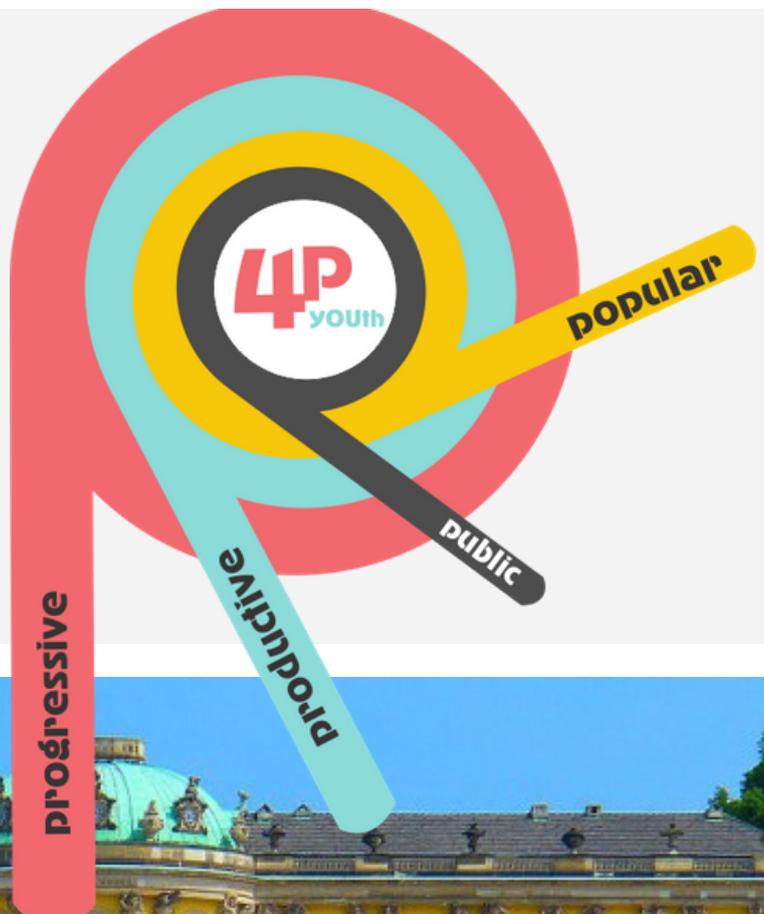


4Ps4Youth

INFO PACK

JULY 2019, POTSDAM, GERMANY



ARMENIAN PR ASSOCIATION
IN COOPERATION WITH
MOSTAR FRIEDENSPROJEKT

CO-FINANCED BY
Erasmus plus

VENUE



The venue is Hochdrei e.V. in Potsdam, Germany! More detailed information will be provided to selected participants.

Please, note, that the stay participants will stay in shared rooms.



The aim of the TC is to gather youth leaders/workers from different youth organisations from EU and partner countries and to contribute to developing capacities of youth workers to use media and communication tools and techniques in order to increase the visibility of their daily work, to make it public, popular, progressive and productive; to build and strengthen the relations between partners, public bodies and young people, as well as to help participants to obtain skills on how to empower youth to be active citizens.

The participants will experience different methods, tools and techniques of non-formal education and experiential learning to deepen the understanding and knowledge about designing and implementing media campaigns. All the participants will have the chance to share their experience, their knowledge and skills in work with young people.

This is a Training Course targeting young people involved in youth projects and youth work. By bringing together representatives of organizations and institutions from different European countries, the project aims at enabling those young people involved in youth policies to build international cooperation and develop quality youth projects, as well as to use PR and Communication tools and help young people to be active citizens and involved in youth work.

During the activity, the participants will be introduced to the new trends of innovation and creativity, which will help the participants to understand the basics of creative thinking and realize, that the path to creativity begins by first of all of recognizing the ways in which we are or can be creative.

The participants will gain knowledge on how to create e-banners and interactive movies, how to write and spread press releases and properly use the social media, how to design a campaign for youth organizations, how to share the ideas with people and how to make youth activities more attractive.

If you're interested in participating, please, fill this form until the 5th of June!

<https://forms.gle/DsvXZKTEZuhhdxeWA>



ARE U READY FOR YOUR TRAVEL?

THE FINANCE

Armenian PR Association will reimburse the maximum amount as written in the table below, in this amount the local transport should be included, not only flight costs. Please, do not make any travel arrangements without first consulting it with Armenian PR Association office (office@armpr.org).

COUNTRY, COVERED AMOUNT PER PARTICIPANT

Armenia, Portugal, Georgia - 360 EUR

Germany, Ukraine, Romania, Bulgaria, Lithuania - 275 EUR

Reimbursement of travel costs

Travel costs will be reimbursed to you, or who paid for it under the following conditions:

- Only cheapest means of transportation and fares will be reimbursed (e.g. 2nd class tickets).
- A bank transfer will be made as soon as we receive all the original receipts/invoices, boarding passes and tickets from your travel and according to the above table!