DISSEMINATION PLAN DCTEST PROJECT
ONLINE TRAINING COURSES FOR TRAINERS & LEARNERS

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1. INTRODUCTION: OBJECTIVES AND TARGET GROUP

The general objective of the dissemination plan is to make the DCTest project and training courses known to a general public with special emphasis in reaching VET educational centres, adult educational centres, Chambers of commerce and Training support providers.

The specific goal is to promote the online training courses in digital competences among professionals and individuals interested in the following profiles:
1. Communication and social marketing
2. Digital touristic management
3. Digital tour guide

48 trainers are required to follow the online course IO3 → **6 participants per partner**
120 learners are required to follow the online course IO4 → **15 participants per partner**

2. WHERE TO PROMOTE THE COURSE?

The courses could be promoted in:
a) Chambers of Commerce and Industry
b) VET Centres
c) Adult educational centres
d) Trade Unions
e) Business Associations
f) Training Support Providers
g) Among the partners' staff
h) Tourist offices / Travel agencies
i) Universities
j) Co working spaces and start-ups
k) Public bodies

You can used two attached documents to keep evidence of the dissemination. The first document "Dissemination number 1" can be used for actions face to face and via online. The second document with title "Dissemination number 2" might be used to collect signatures from people who received information on DCTest project and training.

3. HOW TO PROMOTE IT? TOOLS TO BE USED

1. Newsletters

Three newsletters are already available in http://www.dctest.org/news.html to be downloaded in PDF version. The newsletters were also sent to stakeholders using PSMailer.

→ Could you print the emails to whom you sent them or getting the information via PSMailer?

2. Facebook

a) Partners Facebook: every partner should mention DCTest project in its own Facebook

➢ Transnational meeting (photos include)
➢ Updated news
➢ Be aware of the followers and likes given to the news

Please, do not forget to take screenshots as they are needed as a proof for the National Agency

b) Facebook of DCTest project: It's already created. Integra will follow the same structure mentioned above.

3. DCTest Website

The website http://www.dctest.org/ is an important reference for the dissemination of the project. Integra is responsible for their maintenance in the following areas:

News (newsletters, photos, information on meeting); summarise of the project and outputs expected; documents (grid, literature review, online survey results, etc.) and link to the DCTest courses (IO3 & IO4)

4. Partners Website

Every partner should mention DCTest project in its own website:

➢ Description of the project. You can find the summary in http://www.dctest.org/project.html
➢ Please, note down below the link to the project in your company's website:
  - Academia Postal: http://www.postal3.es/proyectos/
  - IHK: www.ihk-projekt.de/unsere-projekte/international/91-dctest/
  - Gecko: www.geckoprogrammes.eu/dc-test.html
  - BNW: www.bnw.de
  - AKTO: www.aktotraining.gr/dctest/
  - Gazi University: www.proje.gazi.edu.tr/
  - Arezzo: http://www.arezzoinnovazione.it/official/portfolio/progetto-erasmus-dctest-digital-competences-framework-in-practice-unindagine-sulle-competenze-digitali-richieste-dal-mercato/
  - Integra: https://www.integracoruna.com/erasmus-ka2

5. Project Logo and New logo for Erasmus+

➢ The DCTest project logo is already created
➢ Concerning the new logo, please be aware it has been changed and now it mentions "co-funded by the Erasmus+ Programme of the European Union" (see the headline of this document).

Please, do not forget to use both in your dissemination products. Feel free to use this template as well with the logos of all the partners.

6. Twitter

An account was created but it was not successful, so it's better to focus directly on Facebook page.
https://twitter.com/Integra_ACoruna/

7. Media coverage (articles in local newspapers, press releases)

This way of dissemination is optional but advisable for all the partners. It would be interested to use this tool to disseminate the project and the course in local and online newspapers (information the summary of the project and information regarding the course IO4).

8. Contacts agenda

It can be very practical if you could keep a mailing list or database of your local/international partners and stakeholders to help the dissemination. It can be printed also and being a proof to the Spanish National Agency.

9. Promotional material

AKTO has sent us a video already in DCTest Facebook and website. Do the partners think we can create promotional material? Video, brochure, banner, powerpoint...? Integra is going to work also in this to elaborate a powerpoint with the main information about the project to be distributed among stakeholders.

4. ACTIVITIES AND INDICATORS according to the project.

1. On-line consultation will collect data from 120 experts in communication, marketing, social media, web/graphic designers, experts in tourism (15 stakeholders per partner)
Indicators → invitations/emails to stakeholders to take part in the consult; questionnaires filled out by experts; copy of the results; final grid document.

2. An on-line training course to 48 Teachers/trainers in Communication and social marketing, digital Touristic management and digital Tour Guide. Participants: 6 Participants per Partner
Indicators → Dissemination of the training (social media, face to face, newsletters) having collected screenshots, photos, signatures, emails, etc; List of trainers and tutor taking part in the training.

3. An on-line training course to 120 learners in Communication and social marketing, digital Touristic management and digital Tour Guide learners. Each Partner will involve 15 learners
Indicators → Dissemination of the training (social media, face to face, newsletters) having collected screenshots, photos, signatures, emails, etc; List of learners taking part in the training.
For the online training IO4, it would be need to create posters, advertisements and emails. The promotion of the training can be done online (Facebook, website, Linkedin, online newspapers, newsletters) or face to face (VET schools, enterprises, public bodies).

4. E-Learning Training/pedagogical Materials
Indicators → Training material documents in English, Spanish, Turkish, German, Italian and Greek language: five modules in IO3 & IO4, interim and final evaluation, self-assessment and platform evaluation.

5. 2 On-line courses

Indicators → excel showing participants' progress for each country; teachers and learners feedbacks through the interim and final evaluation;

6. 1 Educational Portal

Indicators → link to the portal from DCTest website; several users and passwords; screenshots of the platform; manual user and FAQs documents.

7. A Methodological guide Handbook

Indicators → collection of data from participants; results of the online training (IO3 & IO4) having in mind users feedbacks, number of training completed, Google platform results...; report on how the online training has been implemented (weakness and strengths); final guide handbook.

8. 2 articles in newspapers or educative / pedagogical magazines in each partner country, press releases=
Indicators → articles printed

9. 1 Facebook profile

Indicators → dissemination of DCTest project among relevant entities and experts (100 per partner); screenshot of the number of likes.

10. Evaluation report on project results
Indicators → copy of the report sent to the Spanish National Agency; Copy of the reply from the Agency

11. 5 transnational meetings (5 newsletters after the transnational meetings: 1 after the kick off meeting, 3 after the management meeting and the last one after the final meeting
Indicators → Information brochure (venue, dates, hotels, transport...); boarding tickets and hotel invoices from participants; agenda meeting; list of participants; photos of the meeting...

12. Prepared and printed promotional material
Indicators → printed material such a banner and roll up. Also powerpoint and brochures; Proof of dissemination among partners, experts, audience, etc. (emails, events, signatures, sreenshots)

5. DISSEMINATION DELIVERABLES FOR ACTIVITY

1. On-line consultation will collect data from 120 experts

Deliverables:

- Invitations/emails to stakeholders to take part in the consult
- Questionnaires filled out by experts
- Final grid document.

2. An on-line training course to 48 Teachers/trainers (IO3) and 120 learners (IO4) in Communication and social marketing, digital Touristic management and digital Tour Guide

Deliverables:

- Collection of signatures and photos (dissemination of the courses in events, VET schools, face to face)
- Screenshot from your Facebook or website where the training is published (dissemination via social media). The project and training should disseminate among relevant entities and experts (100 per partner) and take record of the number of likes.
- Printed promotional material (brochures, powerpoint, posters, advertisements) and videos about the project and the training
- List of participants (trainers/tutors/learners)
- Certificates of participants after finishing the course
- Training material documents in English, Spanish, Turkish, German, Italian and Greek language: five modules in IO3 & IO4
- Evaluations (interim, final, self-assessment, platform)

3. Educational Portal (E-learning platform)

Deliverables:

- Link to the portal from DCTest website
- List with the total users
- Screenshots from the platform
- Other documents related to the platform: manual user and FAQs documents

4. A Methodological guide Handbook

Deliverables:

- Articles in newspapers/educational magazines (if possible)
- Facebook, having in mind to keep record of number of likes and screenshots
- List of entities receiving the guide (signatures)
- The guide handbook

5. Transnational meetings

Deliverables:

- Newsletters with information about the meeting, updated news and photos. The newsletters can be sent via email or PSMailer to partners and stakeholders. It is recommended to send a minimum of 50 newsletters and keep a copy of that.
- Facebook, having in mind to keep record of number of likes and take screenshots

Please, do not forget to send all the material created to Integra for the final report and provide us with evidences (signatures of people who receive the information, screenshots from Facebook, mailing list, etc.).

Please, add some information on how and where you are planning to disseminate the courses.

Academia Postal 3

- Providing information about the course to our students and employers
-Dissemination events with physical presence.
-Web based dissemination activities: mailing, social networking.

AKTO

- Add and update information about the online course on AKTO training website
- Development of a poster and brochure in English and Greek -> distribution online and to several educational institutions, together with printed copies to various locations
- Sending out info emails and newsletters regarding the courses to potential learners – persons and organisations (AKTO students and staff, VET Centres, Adult educational centres, Trade Unions etc)

Arezzo Innovazione

-Publishing article with information of the project in our website.
-Promoting the courses via mail to our employees, customers and users.

BNW

- Providing information about the course to our students and employers in job orientation courses
-sending the newsletter to our partners in training regarding the project and its content
- contact our stakeholders and provide an introduction on the training platform
- Presentation at the next employee meeting of the Bildungswerk Oldenburg
- Giving information to the professional hotel school in Hamburg and the Hamburg Netz3L a provider for further education programs for trainees in Hamburg
- Private Touristic Organisations like DEHOGA
- Creating online information brochures to send to the touristic organizations in the northern coast area

Gazi University

-Sending the newsletter to students
-Publishing articles in online newspapers
--Publishing the link to the project in the university website

Gecko

-Publishing project information article in Gecko's website with link to project web.

-Creation and distribution of flyers for the courses at local level.

-Newsletters mailing to users.

-Mailing with info for the courses.

IHK

- Add and update information about course on IHK-PGs' website

- Translation of informative brochure to German -> distribution online and to several educational

institutions, such as adult education centres and other tourism training providers

- Sending out newsletters regarding the project and its products

- Contact different stakeholders and target groups such as

- Presentation at employee meetings of Chamber of Commerce Ostbrandenburg and IHK-PG
- VET schools: e.g. BFT Berufsschule für Tourismus Berlin, Oberstufenzentrum Logistik, Touristik, Immobilien und Steuern Berlin, Oberstufenzentrum II Potsdam
- Private training providers for tourism seminars and further training, such as bbw, AVT Teltow e.V.
- Discussion / Presentation DCTEST to mobility coach / project staff in KA1 mobility
- (Digital competences - Self-assessment grid –> mobility -> europass)
- Dissemination activity National Agency (NA-Bibb) :
- - NA monitoring conference KA2 (21/06/2017 Bonn)
- - NA meeting German ECVET expert group (30/05/2017 Bonn)
- Workshop with product manager "IHK vocational training department (19/072017 Frankfurt (Oder))

Integra Consultoría

- ➢ Add information about the courses on DCTest website and Facebook page. Also in Integra's website/Facebook.
- ➢ Creation of an informative brochure to be distributed via online and in several educational centres and other institutions.
- ➢ Contact by email and face to face to potential targets:
  - Chambers of Commerce in Galicia (A Coruña, Ferrol, Lugo, Santiago de Compostela, Ourense, etc.)
  - Training Centre for Teachers "CEFORE" (A Coruña)
  - VET centres: Vocational training in Commerce and Marketing and Vocational training in Tourism (A Coruña)
  - University School of Tourism (A Coruña)

Documents attached to this plan:

1. Poster in English language -promotion training IO4

2. Information on IO4

3. Dissemination documents:

> ➤ 1. document: actions for dissemination online and face to face. Mention to the target groups and quantitative indicators
> ➤ 2. document: signatures from people who received information on DCTest courses.

  Feel free to use any of them during your dissemination activities.

4. Text in Facebook used by Integra to disseminate the course IO4, in case it can help as an example.

5. Template with partner's logos + new Erasmus logo