



**Socrates**

**Title of workshop Marketing Mainstreaming & Publicity Methods**

**Date** February 22th - 25th  
2007

**Topics**

- Marketing profile
- Mainstreaming: concept and methods
- Publicity methods

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**Agenda**

<b>Date</b>	<b>Time</b>	<b>Event</b>
Thursday, February 22 <sup>th</sup> 2007		Arrival of participants in Vilnius (Hotels "Reval Hotel Lietuva", "Holiday Inn Vilnius" and "Ecotel Vilnius")
	18.30	Meetingpoint : at hotel "Holiday Inn Vilnius" ( 1 Seiminiskiu st.)
	18.30 – 19.00	Walk to a restaurant
	19.00 - 22.00	Dinner in the restaurant "Neringa" ( 23 Gedemino pr.)
Friday, February 23 <sup>th</sup> 2007	9.30	Meetingpoint : at hotel "Holiday Inn Vilnius" (1 Seimyniskiu st. )
	9.30 – 10.00	Walk to Public Service Language Centre (39/6 Vilniaus st)
	10.00 – 14.00	<b><u>First Learning Platform</u></b> <b><i>Presentation of Public Service Language Centre</i></b> ( <a href="http://www.vikc.lt">www.vikc.lt</a> ) (Egle Sleinotiene- Director, Jolanta Janusiene, Audrone Auskeliene, Zivile Petraviciute) <b><i>Presentation of the National background of the life long learning: legislation, strategic objectives, training policies.</i></b> ( Dalia Cimbaliuk-Secretary Association of Adult Education) Coffeebreak <b><i>Presentation of Telsiai Education Centre</i></b> ( <a href="http://www.tsc.w3.lt">www.tsc.w3.lt</a> ) (Rita Vargalyte)

Learning Partnership Grundtvig 2: **Competencies in Marketing for Trainers in Continuing Education (CMCE)**  
 Partenariat éducatif Grundtvig 2: **Compétences en Marketing des intervenants en Education Continue (CMCE)**

		<p><b>Second Learning Platform:</b>  <i>"Marketing Mainstreaming"</i> – reflection and ideas to define a marketing profile for Educational organisms –                  Each partner will have to fill a schedule about its marketing profile and its marketing methods –                  Discussion about: the identification methods, the diversification techniques and the mainstreaming concepts.                  Moderator-Mainstreaming Agenda</p>
	14.00 – 15.30	Lunch in the café of the Language Centre
	15.30 – 17.30	<b>Guided tour of the Old Town</b>
	17.30 – 20.00	Ballett "Swanlake" at the Operahouse (18.00-20.00) or leisure time
	19.30	Meetingpoint at the Cathedral - 1 Katedros st.
	19.30 – 20.00	Walk to a restaurant
	20.00 – 23.00	Dinner + discussions in the restaurant "Avilys" (5 Gedemino pr.)
Saturday, February 24 <sup>th</sup> 2007	9.15	Meetingpoint: at hotel "Holiday Inn Vilnius" (1 Seiminiskiu st.)
	9.30 – 14.30	<b>Third Learning Platform (hotel "Holiday Inn Vilnius")</b> <b>"Publicity and Public Relationships"</b> Arunas Beksta – International Expert Publicity and PR. Role of PR. Reputation What do you want to reach? Exercise: targeting the audience.
	11.30 – 12.00	<i>Coffeebreak</i> What do you want to reach? Exercise: targeting the audience. Tactics. Discussion: how to reach your audiences better? Reasons of failure Discussion and exchange of best practice. Jurga Vencloviene – dean of Zemaitija College Ausra Vilkaite – deputy of Adult School Telsiai
	14.30 -16.00	Lunch
	16.00 - 19.00	Leisure time
	19.00	Meetingpoint at the Cathedral - 1 Katedros st.
	19.00 – 19.30	Walk to a restaurant
	19.30 .....	Dinner in a traditional Lithuanian restaurant "Forto dvaras" (16 Pilies st.)
Sunday, February 25 <sup>th</sup> 2007		Departure