

**LONG TERM TRAINING  
COURSE  
MAKE YOURSELF  
VISIBLE 2**

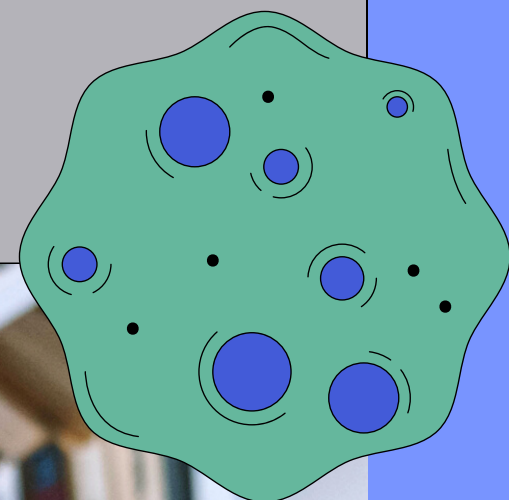


**IVANČICE  
CZECH REPUBLIC  
24.03-01.04.2022**

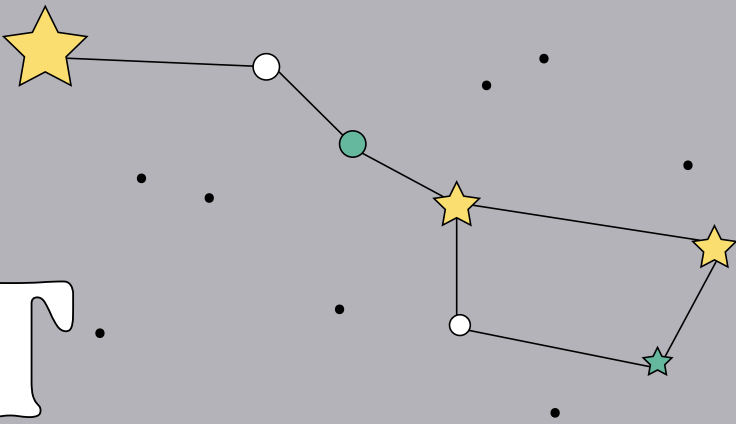




# BASIC DATA



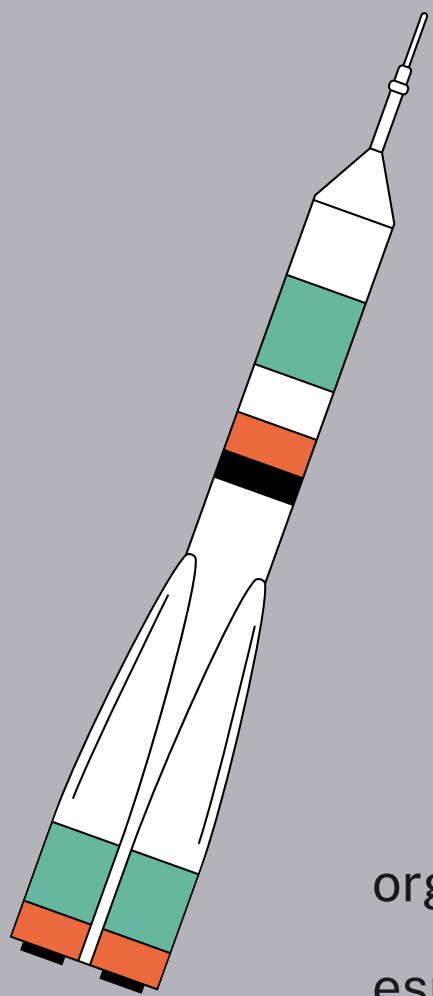
Place: Ivančice, Czech Republic  
Arrival day: 24.03.2022 (Thursday)  
Departure day: 01.04.2022 (Friday)  
Activity days: 25.03.-31.03.2022  
Hosting organization:  
Středisko volného času Ivančice,  
Zemědělská 619/2, 66491 Ivančice  
Working language: English



# ABOUT ORGANIZERS


## Stredisko volneho casu Ivancice

is a centre of leisure time activities. It provides a special-interest education and services in the area of upbringing, education and edification for the general public. It works with children, youth and adults. It prepares for them hobby groups, occasional and open events, holidays and spontaneous activities. It participates in national and international projects. It hosts volunteers from 2009.



## Academy of Innovation

organization provides more educational opportunities for youth, especially intercultural and international projects which impact is so valuable in the current social and political situation. The organization was established by youth workers, representatives from business and educational sectors willing to cooperate together for common good.

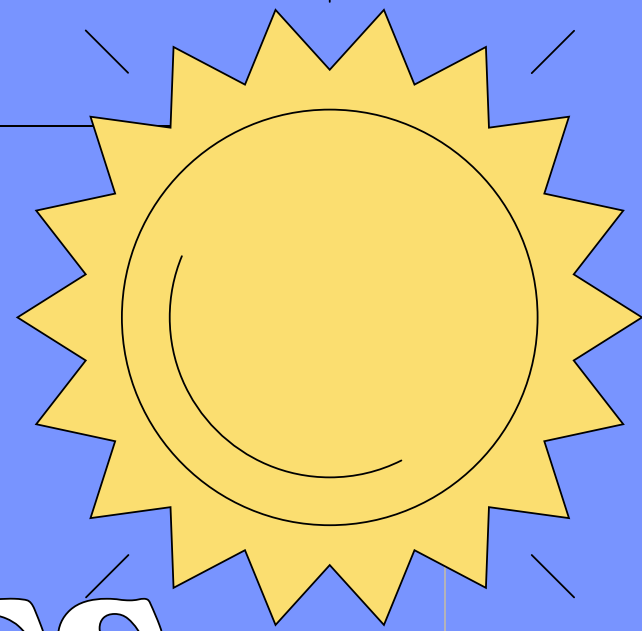


# PROJECT DESCRIPTION

**During the LTTC, the participants will discover nonprofit marketing tactics that amplify missions of their organizations, encourage donations, attract volunteers and stakeholders, and help their organization grow better.**

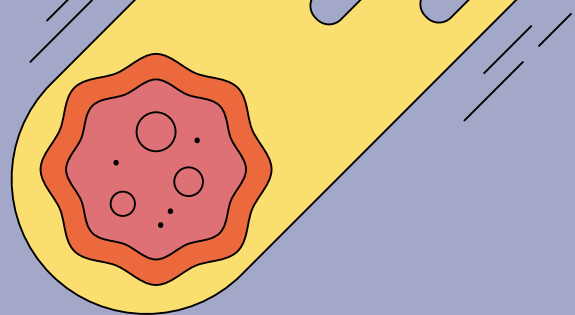


# THE OBJECTIVES



- **to develop and improve skills of creating and supporting marketing strategy and brand of NGO among youth workers and NGO representatives which is important for their future positioning;**
- **to gain experience, knowledge and good practice in different fields like communicativeness, public speaking, creative thinking, time and conflict management, team work, visualization of materials, usage of digital tools, strategic planning, etc.;**
- **to develop participants' competences such as sense of initiative and entrepreneurship, self-empowerment and self-esteem through project management and peer-learning in training courses;**
- **to improve participants' intercultural awareness and expression through discovery of new traditions, lifestyles, cultures and habits.**





# THE STRUCTURE

**TC 1, IVANČICE, CZECH REPUBLIC**



**12-20 OCTOBER, 2021**

The participants explored different tools, which can be useful for making visual content i for promoting of their NGOs.

## **HOMEWORK**

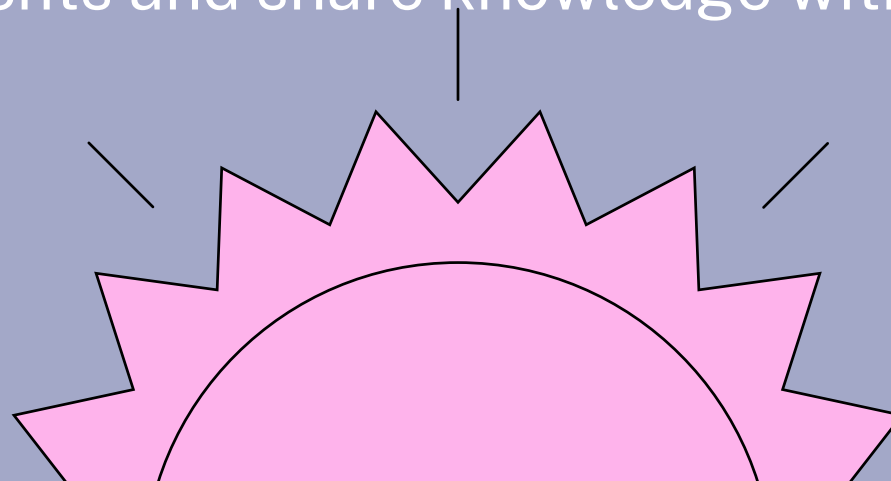
During this phase, participants are putting into practice the competences they developed during the first stage

**TC 2, IVANČICE, CZECH REPUBLIC**

**24-01 APRIL, 2022**



During the TC participants will go deeper into the topic and also will reflect on their experience of using things that they learn during the first TC into their local realities, sharing their experience and outcome, which will add more value to the learning process, enrich their skills and widen knowledge. This approach will promote peer to peer learning. We expect the same participants during the both stages in order to promote sustainable results and deeper knowledge of topic among the participants which they will be share and promote in their NGOs. As an outcome of the second activity we expect our participants to create on-line course, which will help to reach wider audients and share knowledge with more people.



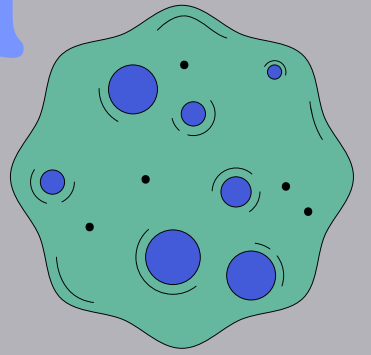


# PARTICIPANTS

The TC is open for:

- participants that have experience in youth projects and are willing to learn more about communication as a tool for integration and cooperation
- participants that have willingness to spread project results among their organizations and community
- youth workers, youth leaders, active volunteers from the organizations
- trainers, professors, educators and people that works with youth

# CRITERIA FOR SELECTION



- 18+
- vaccinated person
- some experience in the topic of marketing and branding organizations and high motivation to explore this topic
- shared expectations and clearly defined learning needs
- openness for and appreciation of non-formal learning process in high diversity context
- commitment to go through whole long-term learning process including responsibility for self-directed learning & learning outcomes as well high level of motivation and discipline
- commitment to reflect on personal learning process and ability to assess critically learning outcomes
- high commitment for follow-up activities and networking
- have basic knowledge on Erasmus Plus Programme and interests in developing new projects;
- ability to work in English



# WHAT NEXT YOU HAVE TO KNOW

- if you are selected, you will receive an confirmation email from a project organizer
- you will fill in one more application with more detail information about you and sign participation agreement
- you will send your travel plan for approval
- you will not buy any tickets without approval of project organizer
- invitation letters (in the case of need) will be prepared as soon as we receive an application
- only a vaccinated person can participate, who have been at least 14 days old since the last dose
- the participant must be identified by an EU covid digital certificate and the participant must only be vaccinated with a vaccine approved by the EMA
- the participant must have a negative PCR test not older than 72 hours before entering the Czech Republic, this does not apply to a vaccinated person who have received an additional booster dose
- the participant must fill in the arrival form

# TRAVELLING



**ARRIVAL DAY is 24.03.2022**

**meeting point is**

**24.03.2022 at 5 pm in BRNO –**

**BUS STATION Grand Hotel**

**later arrivals of participants will be solved by train**

**connections from Brno to Ivančice**

**(last train 10:54 pm)**

**DEPARTURE DAY is 01.04.2022**

**the best from 7 to 10:30 from Brno**



**Respect that it is tolerated travelling  
within 2 days before and after TC.**

# Travelling

## TRAVELLING BY PLANE

You can come to Prague/Václav Havel Airport or Brno/Tuřany Airport or Vienna/Schwechat Airport.

From Prague/Vienna to Brno you can use the buses of the Student Agency, [www.studentagency.eu](http://www.studentagency.eu).

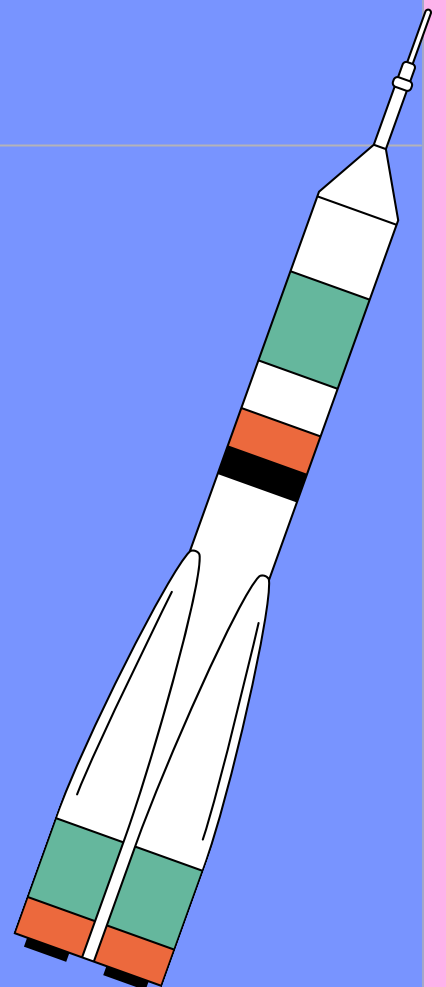
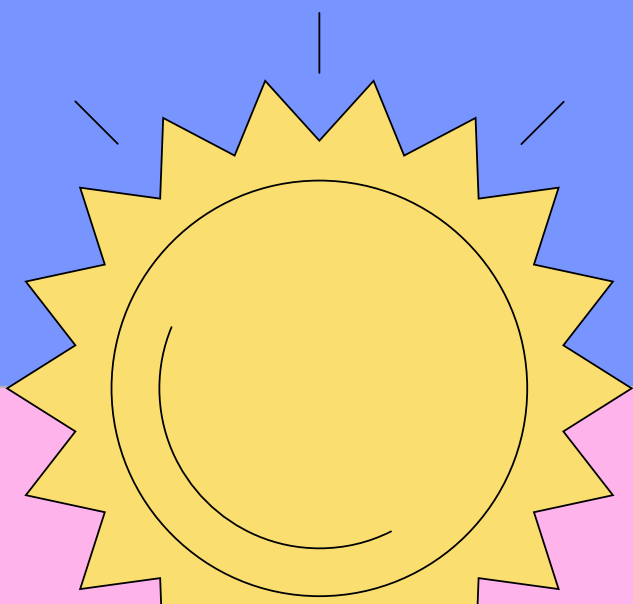
From Brno/Tuřany Airport to the centre of Brno you can take a public transport.

## TRAVELLING BY BUS/TRAIN

You have to reach Brno – BUS STATION Grand Hotel.

You can come to the central railway station (3 minutes by walk from the bus station Grand Hotel) or direct to the bus station Grand Hotel or to the bus station Zvonarka (10 minutes by walk to the bus station Grand Hotel)

**Please use the cheapest means of transport.**







# REIMBURSEMENT

Travel costs, visa costs and costs for PCR test will be reimbursed based on actual costs.

Travel costs to the maximum which is determined by the European Commission (based on the actual distance)

Visa costs by 100% to the maximum of the project budget.

**Poland** - 2 participants, 180 Euro/each participant

**Spain** - 2 participants, 360 Euro/each participant

**Ukraine** - 2 participants, 275 Euro/each participant, 120 Euro/visa costs

**Russia** - 2 participants, 360 Euro/each participant, 120 Euro/visa costs

**Armenia** - 2 participants, 360 Euro/each participant, 120 Euro/visa costs

**Georgia** - 2 participants, 360 Euro/each participant, 120 Euro/visa costs

**Greece** - 2 participants, 275 Euro/each participant

**Latvia** - 2 participants, 275 euro/each participant

**Croatia** - 2 participants, 180 Euro/each participant

**Germany** - 2 participants, 180 Euro/each participant

**Hungary** - 2 participants, 180 Euro/each participant

**Norway** - 2 participants, 275 Euro/each participant

**Czech Republic** - 2 participants, 0 Euro/each participant



# ACCOMMODATION

The participants will be accommodated in Středisko volného času Ivančice, Zemědělská 619/2, 66491 Ivančice.

- 2, 3, 4, 5 bed-rooms
- toilets and showers are common in the corridor
- towels, bed linen, fridge, microwave oven at the disposal
- WIFI

Meals will be standard for all the participants.

- breakfast, coffee – break, lunch, dinner
- any special requests regarding the meal e.g. vegetarian, vegan, allergies, special diet should be communicated before the start of the activity

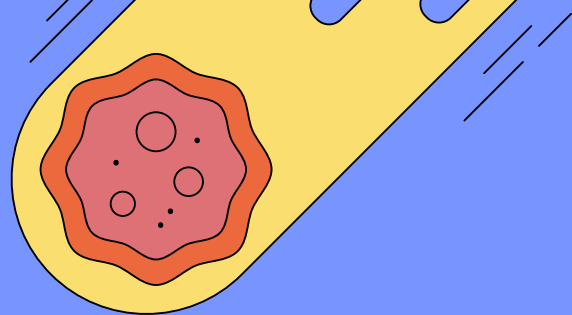






# WHAT TO BRING

- the health insurance is not provided and will not be reimbursed from the project grant, all participants are strongly advised to purchase private travel insurance
- own laptop
- bring yourself with all your best talents and ideas to share
- comfortable clothes and shoes for workshops depending on weather, slippers
- traditional food, drink, and souvenirs for intercultural evenings activities
- initiatives on how to spend the free time together or even complement the agenda
- we will also have an open space during which you can discuss any topics you would like to share with us any ideas you have
- good practices, methods, success stories
- any medicaments you use and will be needed for you while staying



# CONTACTS

**Natalia Skorik**

**RUSSIA**

**PROJECT COORDINATOR**

**info@academy-of-innovation.com**

**006703892603**

**Markéta Chmeličková**

**CZECH REPUBLIC**

**PROJECT ORGANIZER**

**marketachmelickova@seznam.cz**

**00420607933695**

