



Visibility check list for ECML Training and consultancy events

Local organisers

- ✓ Wherever possible, please use the [joint ECML and Council of Europe logo](#) in documents related to the event
- ✓ Allow time in the agenda for a **presentation of the ECML**
- ✓ Wherever possible, refer to [relevant work of the ECML and the Council of Europe](#)

- ❖ BEFORE THE EVENT:
 - **Advertise the event via the web/social media** and send the relevant information and links to the ECML experts team and the ECML (information@ecml.at)
 - Issue a **press/media release**
 - Send **information to colleagues and networks**
 - Inform [ECML experts and participants in your country](#) (see “Experts involved”)
 - Invite a **representative from the Ministry of Education** – for example, [ECML Governing Board members and/or ECML National Contact Points](#) (see “National contacts”)
 - Encourage **participants of the event to disseminate ECML information**:
You can forward the [video for introducing the ECML](#) .
Direct links on YouTube:
<https://www.youtube.com/watch?v=Vc-3RmVEjmc> – English;
https://www.youtube.com/watch?v=RQryjc_BrT4 – French;
<https://www.youtube.com/watch?v=W4MjSN0GyUI> - German.
 - Disseminate the online bibliography received from the ECML (also available in the Management section of your [Training and consultancy activity](#) on the ECML website)
 - Consider **making available your presentations and documents via an online collaborative platform**, for example Padlet ([short description and tutorial](#) available on the ECML website, example of [PADLET used for ECML project workshop 2023 “Language learning pathways of young children \(Palingui\)”](#))
 - Consider online **meetings with the expert team** to prepare the event.
 - Consult with the expert team concerning the **working language(s) used at the event**. Should key information be made available in (one of) the national language(s) of your country (e.g. the programme of the event or questions for group work)? If yes, please offer to translate relevant text or ask a colleague to help with translations.

❖ DURING THE EVENT

- Take photographs and videos, but please ask for authorisation of the participants about sharing them on the ECML website and its social community channels.
- Encourage participants at the event **to subscribe to the [ECML newsletter](#)**

❖ AFTER THE EVENT

- For your report you are requested to provide a **short promotional text** (please access the Management section of your [specific Training and consultancy activity](#) on the ECML website)
- Send **1-3 photographs and a participant's quote** about the event to the ECML for communication purposes

Contact at the ECML:

- ❖ For administration issues: Erika Komon (erika.komon@ecml.at)
- ❖ For issues related to resources and communication: Catherine Seewald (catherine.seewald@ecml.at)