



Visibility check list for ECML Training and consultancy events

ECML expert teams

- ✓ Wherever possible, **please use documents containing the [joint ECML and Council of Europe logo](#) and templates provided by the ECML** (please log in and access the Management section of your [specific Training and consultancy activity](#) on the ECML website). This, in particular, applies to documentation given to participants, such as:
 - ❖ the workshop programme
 - ❖ hand outs
 - ❖ Powerpoint presentations
- ✓ **Check with the local organisers which ECML documents and publications** should be displayed at the event and/or distributed to the participants (see the suggested materials in the “Order form” in the Management section of your [specific Training and consultancy activity](#)).
- ✓ **Please dedicate about 20 minutes of your training event to a presentation of the ECML to provide the context of your training and consultancy work.** The following tools are available on the ECML website:
 - ❖ a [2-minute ECML video](#) available on the Centre’s homepage to inform participants about the context of the ECML and its work ([direct YouTube link](#))
 - ❖ a “generic” ECML PowerPoint presentation (please log in and access the Management [section of your specific Training and consultancy activity](#))You are also welcome to ask the ECML to contribute with a presentation via Skype.
- ✓ Wherever possible, **refer to relevant work of the ECML and the Council of Europe and invite workshop participants to further explore and benefit from the work of the ECML** – for example refer to:
 - ❖ the resources available from the ECML: [thematic areas](#) - [publications](#)
 - ❖ the [language policy resources of the Council of Europe](#)
- ✓ 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 the ECML project workshop 2016 “A Quality Matrix for CEFR use”](#))
- ✓ Wherever possible, **please coordinate your visibility initiatives together with the local organisers** to achieve maximum impact.
- ✓ Consider **meetings on Skype between ECML teams and local organisers** to prepare the event.

Contact at the ECML:

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