



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**
 - **Order materials from the ECML** at least 4 weeks before the event (order form incl. suggested ECML materials available in the Management section of your [specific 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 the ECML project workshop 2016 “A Quality Matrix for CEFR use”](#))
 - Consider **meetings on Skype between teams and local organisers** to prepare the event.

- ❖ DURING THE EVENT
 - Take **photographs**
 - Send **1-3 photographs and a participant’s quote** about the event to the ECML for communication purposes
 - 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 log in and access the Management section of your [specific Training and consultancy activity](#) on the ECML website)

Contact at the ECML:

- ❖ For administration issues: Margit Huber (margit.huber@coe.int)
- ❖ For issues related to resources and communication: Catherine Seewald (catherine.seewald@ecml.at)