



ECML PROMOTIONAL TOOLS AT YOUR DISPOSAL

- Project website (News section, Video!)
- ECML news page
- European Language Gazette (you are /will be subscribed...)
- Social media, Facebook, YouTube, LinkedIn, X etc.,
- Flyers/Posters + PowerPoints at different stages of the project
- Promoting events / calls for proposals (International events calendar)
- Webinars
- Networks

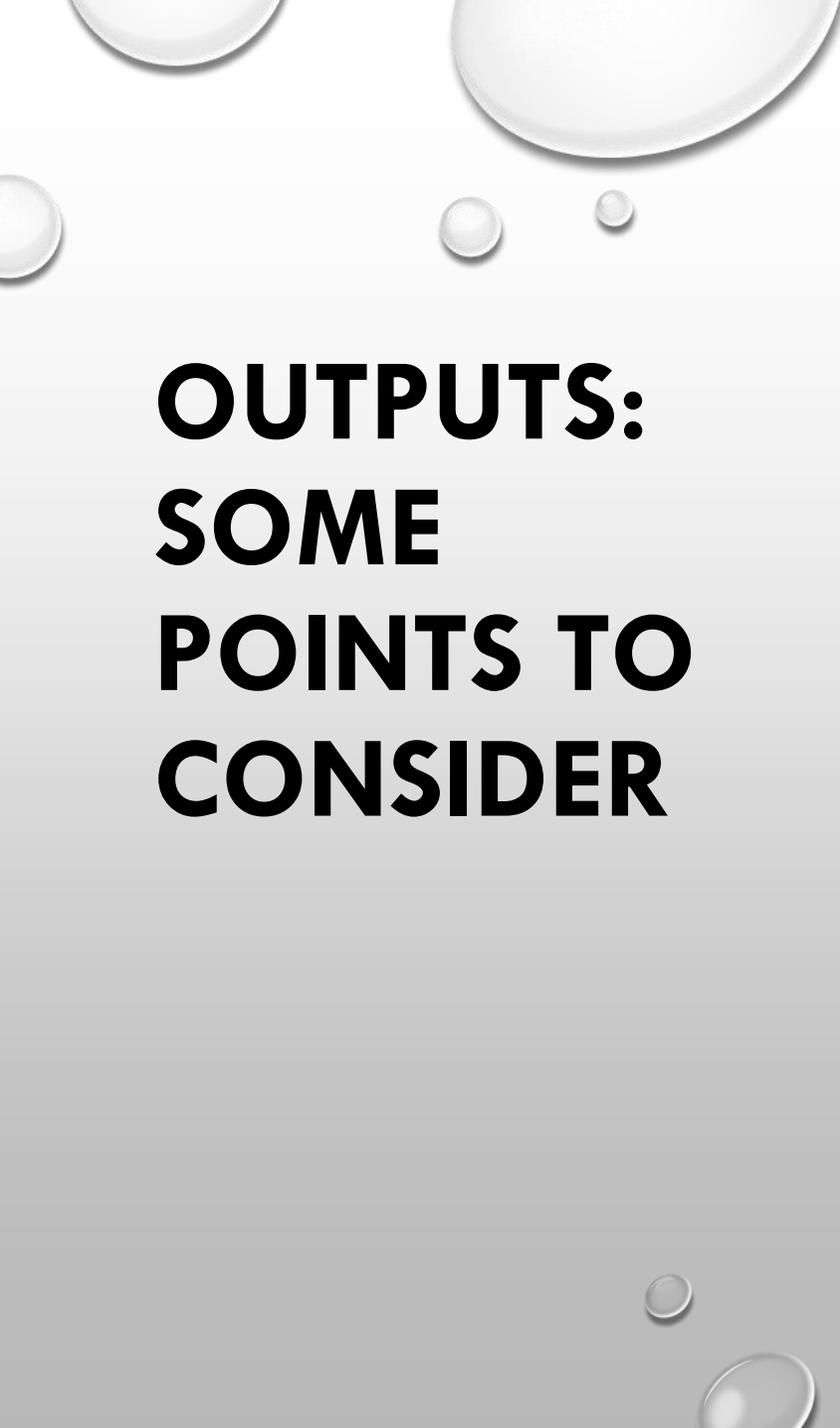
MAKING YOUR MESSAGE MORE MEDIA-FRIENDLY

- Refer to national policy developments / recommendations
- Use existing research and statistics
- Use keywords
- 'Piggyback'
- Videos/pictures/cartoons
- ...



WHAT DO WE MEAN BY ECML OUTPUTS?

- online publications (with or without ISBNs), websites, applications/databases, videos, platforms
- training courses, teaching materials/resources, case studies, promising practices, guides, guidelines, survey tools, games/quizzes



OUTPUTS: SOME POINTS TO CONSIDER

Feasibility within the project timeline

Key terminology in the working languages (glossary)

How to use your networks (developing, piloting, commenting on outputs, promoting)

Adaptability/transferability to different national contexts

Languages

Who is doing what in the team?



CONTRACTS

Overall direct costs of a project are approximately 90K -150K EUR

These are 75% meeting costs 25% coordination and product development

Meeting costs are:

- Travel and per diem of team and participants
- Interpretation (workshops only)

Coordination costs are:

- Annual coordination fee of team €6,000
- Suggested split: €3,000 coordinator + €1,000 per team member