

Media Creator

Erasmus+ Youth Exchange #1



Dates: 05-12 April 2017

Location: London, UK

Age: 18+

4 participants +1 group leader/COUNTRY:

Lithuania, Italy, Poland, Czech Republic, Greece, Romania, UK



CONTEXT

of Media Creator Project

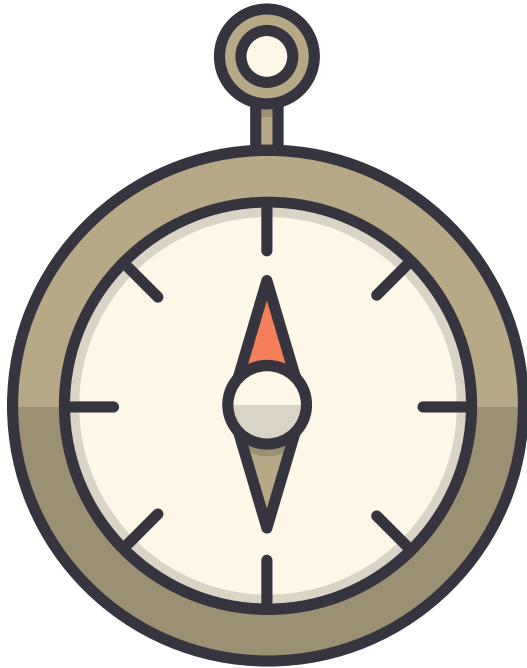
Nowadays, digital skills are essential in almost all fields. The difference between today and ten years ago is the raise of social technologies that made possible innovative forms, such as self-branding.

The issue is that youth represents a quarter of the world's workforce, but they also represent half of the unemployment population around the world.

MEDIA CREATOR project is developing practical and innovative digital skills that employers and clients (in case of entrepreneurial path) are looking after, involving youth directly as media creators.



OVERALL FOCUS



- use media tools to express yourself, increase employability or explore your entrepreneurial path;
- self-brand through offline and online media, such as Facebook, LinkedIn, blogs, websites, articles, photos, videos, creative CVs;
- create media by yourselves - using photo, video, creative designs, social media, blogging;
- promote your unique personal values and qualities on the labour market;
- increase intercultural competences to communicate effectively your message with people from other cultures;
- develop communication, team work, leadership skills and get equipped with tools for self-development.

WHO SHOULD ATTEND?

The background of participants is youth (18-30 years old + 1 leader with unlimited age) that are unemployed and are willing to self-develop in order to be hired or pursue an entrepreneurial path or that are still under construction of their personal branding and identity.



STRUCTURE

of the 1st Youth Exchange: Social Media & Branding



DAY 1

Intro, getting to know each other, identity, needs and vision, communication as a tool of learning, teambuilding.

DAY 2

Creating my personal brand - values, brand imperatives, mapping touch points, different types of campaigns.

DAY 3

Working with creativity - shaping new ideas, brainstorming techniques, innovation in the process, workshops.

DAY 4

Social media - simulation day - using social media to generate increased awareness.

DAYS 5, 6, 7

Production days, working on own campaigns, connecting with own social media accounts, feedback and improving content and results + Open day.

DAY 8

Showcase and closing - looking at analysis and assessment of branding, follow-up, dissemination, plans for the future.

DELIVERY STYLE

- Methodology is a combination of:
 - **"learning by experience"** - learning from experiencing different activities and putting them into practice;
 - **"learning to play, playing to learn"** - connected with learning through games, from actions and playful environment;
 - **"media practices"** - having youth as media creators.



METHODS USED



- group dynamic processes;
- teamwork activities;
- lectures and facilitated processes;
- group simulations and demonstration tutorials;
- dynamic workshops and presentations;
- online work and assignments;
- intercultural sharings and learnings;
- learning by doing in a group setting or individual processes.

MEDIA CREATOR TEAM



GEORGE ADRIAN OPREA

George is a professional trainer working with youth and adults for over 6 years. His experience as entrepreneur, trainer in media and outdoor education, project manager in two NGOs, facilitator in adult teambuildings with over 700 participants/year has generated know-how in advertising, marketing and contouring brands.



ANGELA ACIOBĂNIȚEI

In the last years Angela gained experience as communication responsible in several organisations. As a certified trainer she delivers learning programs to children, youth and adults using mainly non-formal methods on subjects connected to her skills: communication, sales, marketing, STEM, entrepreneurship. She is currently growing her start-up.



JUSTINAS BRIKYS

Justinas is an entrepreneur and founder of [Abroadship.org](https://abroadship.org), a centre of learning through mobility, which is an applicant organisation of Media Creator project. He is based in London, lives on a boat and enjoys alternative lifestyle. Justinas self-brands as media creator of a blog [Developingmoneyideas.com](https://developingmoneyideas.com)



FINANCIAL COSTS

- 100% accommodation, food and program materials are covered by the grant from Erasmus+
- 100% traveling costs are covered, up to the maximum reimbursements:
€20/participant for UK;
€170/participant for Lithuania, Italy, Czech Republic, Poland;
€270/participant for Greece, Romania.
- €40 fee to be paid by each participant on the spot. This fee goes as a contribution to the administrative costs of the exchange.
- For traveling reimbursement, it is mandatory to keep and bring all your tickets and invoices, boarding passes and receipts (originals). Without these documents, traveling costs cannot be reimbursed.

WHERE?

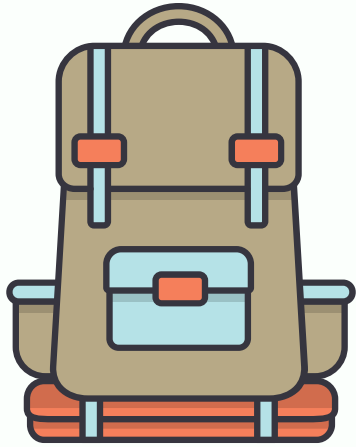
It is London, baby. The details of the location and accommodation will be released soon.





HOW TO GET THERE?

- There are five airports in order of the size: Heathrow, Gatwick, Stanstead, Luton and City.
- Use [skyscanner.net](https://www.skyscanner.net) to get the cheapest flight.
- Use [easybus.co.uk](https://www.easybus.co.uk) to get by bus from the airport to the city center.
- Travel will be reimbursed only for the most economical means of transportation.
- Traveling options must be confirmed at hello@abroadship.org prior to the purchase of tickets.



PRACTICALS - WHAT TO BRING!

- Casual, warm and sports clothes for outdoor (take into consideration rainy London weather) and indoor;
- Small backpack (not necessary, but very practical for the outdoor production);
- Comfortable walking shoes;
- Bring Passport, because ID cards might be not accepted in UK;
- Medicines;
- Insurance - this is critical! Please bring European Health Card and Insure in other ways, because we do not provide and are not liable for any incidents;
- Any "stuff" for intercultural evenings
- Recommend to open an account and bring with you Revolut card - this will save you tons on money conversions to GBP.

PERSONAL EQUIPMENT

It is essential that you bring with you personal equipment. We will not provide the equipment, so the effectiveness of your personal learning and the exchange itself can be increased if you work with tools you already know and have. Therefore bring with you:

- Video and Photo Camera if you have (as professional as possible, preferably DSLR)
- Memory storage (or external hard drive)
- Laptop and editing software if you have
- Cables, chargers, card-readers you need



WEATHER

In April temperature in London ranges from 6 to 13 degrees, sunshine lasts about 5 hours and of course of course of course (not so) beautiful rain is a constant friend and a mandatory discussion subject in all conversations.



MEDICINE, ALLERGIES AND DIET

If you have illness, physical limitations and/or use medicine we need to know about, please inform us. If you are vegetarian or have special diet, let us know, indicating what you can and cannot eat, so that we can arrange the suitable food.



HOW TO APPLY?



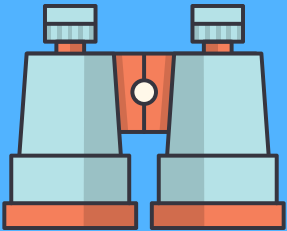
In order to apply for Media Creator project, you must be over 18 years old and a citizen of one of the partner countries. Contact partner organisation from the list below and they will handle your application form:

Abroadship.org
Asociația Synergy
Brno Connected
Inovatyvi Karta
EUROSUD
Synergy Flow
Europe 4 Youth

United Kingdom
Romania
Czech Republic
Lithuania
Italy
Greece
Poland

hello@abroadship.org
angelaaciobanitei@synergyforyou.ro
brnoconnected@gmail.com
raminta.rusoviciute@gmail.com
eurosudngo@gmail.com
info.synergyflow@gmail.com
info@europe4youth.eu

FOLLOW-UP



The purpose of Media Creator youth exchange is to give you tools to improve your image as a brand in order to get hired or self-employed.

Another option is to join next youth exchange as a group leader:

MEDIA CREATOR #2 AND #3

* Ask your country representative for more information



CONTACT



For information about practical matters, accommodation or how to get to the place,
please contact Abroadship.org at hello@abroadship.org