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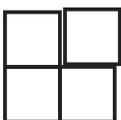


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Dissemination, marketing and networking – keys to maximising the impact of European cooperation in the field of education.



Education and Culture

Socrates

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dissmark

DissMark II

Dissemination, Marketing and
Networking Conference

11-13 October 2007
Tallinn, Estonia

DissMark II

Dissemination, Marketing and Networking Conference

What is the project about?

DissMark II is a Socrates Accompanying Measures project aiming to address the issue of insufficient dissemination and marketing skills within teams involved in (Socrates) educational projects.

When will it happen?

Dissmark II Conference & Fair will take place on 11-13 October 2007 in Tallinn, Estonia.

Is it the first of its kind?

Dissmark II Conference & Fair is a follow-up to DissMark I Conference & Fair held in October 2006 in Romania, and aims to complement and build on the results of the first Conference thus ensuring continuity of the ideas of the first project.

Who is the conference meant for?

DissMark II is meant for project coordinators from different Socrates Actions. By bringing together coordinators from different Actions, DissMark II fosters trans-sectorial synergies between the Actions of the Socrates programme. In addition, a small number of project coordinators from other Community programmes (for example, Leonardo da Vinci) will also be invited in order to illustrate the generic principles of project marketing. Last but not least, experts in marketing educational products, European Label representatives, educational policy makers, representatives of institutions necessary for the commercialization of project products, such as printing houses, etc will be invited to the DissMark II Conference & Fair.

What will happen at the conference?

The conference will allow for the delivery of structured theoretical and practical training in the field of marketing and dissemination, for sharing examples of marketing and dissemination of project outcomes and best practices resulting from the projects, and for networking. The project coordinators will also be offered the opportunity to present their products to different professionals and the general public at the fair.

DissMark II Conference & Fair will be an awareness raiser for the policy makers on the importance of developing and implementing educational projects and on the existence of various products resulting from these projects. Beyond

the participating institutions the wider educational community will benefit from this initiative – as a result of improved dissemination and marketing strategies there will be more information about educational projects easily available.

What will happen after the conference?

One of the outputs of the first DissMark project is a freeware Dissemination, Marketing and Networking Survival Kit presenting theoretical information and best practices to guide project coordinators and partners towards the successful implementation of their educational aims. The proceedings of DissMark II will be elaborated in the form of a revised and enhanced Survival Kit. The revised version will be based on the feedback received on the first Kit and consultative input from DissMark II Conference & Fair participants.

