**CALL FOR PARTICIPANTS**

Project “Independent Young Women in Digital Entrepreneurship Era” aims to build capacity of youth (work) organisations, their young women entrepreneurship empowerment centres on local level and their youth workers in competences for digital entrepreneurship and digital entrepreneurial learning through youth work in our communities and on European level.

The project consists of several activities, and one of those is this **training course “Digital marketing for all”.** The training course will be organised in Novi Sad, Serbia in April 2019.

We are hereby recruiting participants that will be able to participate at the training course, give back (to their sending organisations) their knowledge and skills in the topics of the training course and contribute to the follow-up activities within the overall project.

The training course will take place in **Serbia** (Novi Sad) from **5th April** (arrival in the afternoon)to **14th April** (departure in the morning after the breakfast) **2019**.

# *About the training course “Digital marketing for all”:*

The training course will gather 24 participants from 6 organisations and countries (Bosnia and Herzegovina, Croatia, Serbia, Macedonia, Slovakia and Montenegro).

Specific objectives of the training course are:

* To empower youth workers and build their competences for development of NFE/youth work programmes for quality digital marketing among youngsters (young women), beneficiaries in our communities
* To share realities on different forms of advertising of (young women) entrepreneurs (traditional and digital) in our communities in different European countries
* To increase knowledge on Digital Marketing basics concepts and benefits
* To increase awareness on Tools, methods, services and forms of advertising in Digital Marketing
* To develop competences in Online/Digital campaigning, Social networks/media Tools, Internet marketing and Visual presentation in Digital Marketing
* To increase participants’ competences for using Photography tools & new media for promoting / developing an enterprise

Training course is based on the approach, principles and methods of non-formal education. The language of the training course will be **English.**

***The participants should fulfil the following criteria:***

* To be active youth workers or young women interested to become active as peer educators within our organisations
* Willing to apply & multiply the knowledge received
* Willing to take action in the field of empowering young women for digital entrepreneurship
* Willing to enter into partnerships with participants from different organisations/countries
* Able to attend and be active during the entire duration of the training course and to implement local workshop with young women after the participation at the training course
* Age above 18 and able to follow the programme in English language.

**OVERVIEW PROGRAMME:**

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| ***Day 1 – 5th April 2019 – Friday*** | |
| PM | Arrival of participants |
| evening | Welcome evening |
| ***Day 2 – 6th April 2019 – Saturday*** | |
| AM | Introduction (participants, team, organisations, programme, Youthpass);  Participants’ expectations towards the TC and their potential contributions to it;  Group agreements |
| PM | Country realities on different forms of advertising of (young women) entrepreneurs (traditional and digital) in our communities |
| PM | Reflection and Evaluation of the day |
| evening | Intercultural evening |
| ***Day 3 – 7th April 2019 – Sunday*** | |
| AM | Digital Marketing – basic concepts and benefits |
| PM | Competitive Advantages with Digital Marketing |
| PM | Reflection and Evaluation of the day |
| evening | NGO fair |
| ***Day 4 – 8th April 2019 – Monday*** | |
| AM | Content Marketing |
| PM | Tools, methods, services and forms of advertising in Digital Marketing |
| PM | Reflection and Evaluation of the day |
| ***Day 5 – 9th April 2019 – Tuesday*** | |
| AM | Online/Digital campaigning |
| PM | FREE AFTERNOON |
| ***Day 6 – 10th April 2019 – Wednesday*** | |
| AM | Social networks/media Tools; How to maximise your social media results |
| PM | Internet marketing |
| PM | Reflection and Evaluation of the day |
| ***Day 7 – 11th April 2019 – Thursday*** | |
| AM | Visual presentation in Digital Marketing |
| PM | Photography in digital entrepreneurship – “presenting the ‘best side’ of the goods” |
| PM | Reflection and Evaluation of the day |
| ***Day 8 – 12th April 2019 – Friday*** | |
| AM | Using photography as a tool for online campaigning |
| PM | Photography tools and new media for promoting and developing an enterprise |
| PM | Reflection and Evaluation of the day |
| ***Day 9 – 13th April 2019 – Saturday*** | |
| AM | NFE / Youth work for Digital Marketing |
| PM | Evaluation of the training course, incl Youthpass |
| evening | "See you again" party |
| ***Day 10 – 14th April 2019 – Sunday*** | |
| AM | Departure of participants |

***Travel and visa costs reimbursement***

Travel costs will be reimbursed only for the cheapest way of transport and preferably for the return tickets. Travel expenses are covered by the organizers 100% up to the maximum of unit cost per distance calculator and means of travel, including bank transfer and other appropriate fees (for all the original tickets and ways of travel that are plane, bus, train or ferry, NOT taxi and NOT car). For distances less than 500 km one way (by Distance Calculator | Erasmus+), the preferable means of transport are land transportations, such as train and/or bus. If other mean of transport is selected for such travels, e.g. airplane, those will be reimbursed 60% of airfare, in accordance with the principle of environmental awareness and protection.

Participants must keep all travel documents (tickets, travel agency invoices and boarding passes) as organizers are able to make any reimbursement only on the bases of presented documents!

The travel reimbursement will be done by bank transfers **after** you return home and send us the **ORIGINAL** boarding passes and tickets (and after you submit/send us the filled in evaluation forms of the training course) or in **cash** if you have all tickets at spot. When you are buying a ticket, ask for additional bill as well, if possible!

**Further Rules regarding the booking of the tickets and reimbursement:**

- Only the cheapest tickets will be reimbursed. We will not cover tickets with the deviation from the direct route (A 🡪 B 🡪 A), extra unnecessary stops and layovers. We don’t cover seat reservation fees, leisure plus tickets, flexible tariff tickets, extra travel insurances, priority boarding fees, local bus baggage, handwritten tickets or bianco nota bills.

- Only tickets purchased online will be reimbursed. We can’t cover travel agencies’ fees. Travel agencies invoices for the tickets won’t be accepted for reimbursement.

- We can’t reimburse taxi or private cars; only public transport will be covered.

-You can arrive 2 days before the activity and depart 2 days after if you want to spend more time in Serbia on your own, provided that the tickets on these days are not more expensive than on the official travel days.

Please don’t buy your tickets before we approve them! When you will plan your trip and **BEFORE** buying your tickets, especially if your planned travel itineraries are different than **5th – 14th April 2019**, please inform us in advance, so we can approve your tickets and travel costs. Also, if you travel from elsewhere than the town and country of the sending organisation partner in this project, please, inform us, as we need to approve it as well. Thanks a lot, in advance!

We expect participants to arrive to the hostel in Novi Sad no later than 19:00 hrs on 5th April 2019, so please do plan your flights accordingly.

For additional information, please be free to contact organizers. Like that we will avoid some uncomfortable situations in advance.

***Participation fee:*  NONE!** All accommodation and food costs in the hostel are covered by the organisers.

# *Applications*

**To apply, please fill in the application form on following link:** [**https://goo.gl/forms/HCDChjRBU4zEJsey1**](https://goo.gl/forms/HCDChjRBU4zEJsey1)

**Please note that the deadline for applications is 7th February 2019.**

Selected participants will receive the detailed information sheet till 15th February 2019.

***Contacts:***

For general and logistic questions: Danijela Matorčević, [cnell.office@gmail.com](mailto:cnell.office@gmail.com)

For travel reimbursement: Armin Čerkez, [digmark4all@youth-power.org](mailto:digmark4all@youth-power.org)