



TRAINING COURSE  
**AESTHETICS OF YOUTH WORK**  
CONTENT CREATION & MANAGEMENT



18 APRIL 2024 - 23 APRIL 2024  
TRAVEL DATES: 17 & 24 APRIL

Training & Education Centre  
of Europe4Youth

ul. Cicha 12, Rabka-Zdrój, Poland



Co-funded by  
the European Union

# THE IDEA



Do you recall posters that say nothing? Posts that no-one reads? Hideous attempts to sound like youth in call for actions? Youth-magazines edited by adults? Well... we all make mistakes.

One of the standards of youth work is to be attractive for young people. Despite of different trends in youth aesthetics and different tastes, there are universal norms to apply. Let's get them work for us! Content creation and management training refers to all phases of conveying messages to youth, from generating ideas, till making the content accessible to all

## OBJECTIVES

The objectives for this Training Course are:

- to provide participants with practical skills in content creation, marketing and communication in the extent that is essential in youth work organization,
- to enable participants to develop own strategies for communication with their target groups in their organizations,
- to equip participants with tools and skills to develop contents: visuals, audio, video, articles and releases coherent with their strategy and attractive for young people,
- to develop methods to increase accessibility and reachout of participating organizations towards their target groups.

## EXPECTED TANGIBLE RESULTS:

- Drafts of the strategic plans for the participating organizations in the field of communication,
- A visual guide with practical tips for content developers in the field of youth,
- Contents prepared and tested by participants published as a database of good examples,
- Other materials participants will find useful to prepare for their dissemination plans.

# TARGET GROUPS



## PROFILE OF PARTICIPANTS

We invite:

- youth information officers,
- content managers in youth work organizations,
- youth workers, leaders who take care of youth media,
- developers of youth projects that need to promote them and disseminate results - those skills are universal and transversal!

The participants have to collaborate with an organization (NGO, municipality, other public/private body) working with youth, registered in one of the Program countries of Erasmus+ and having a verified ECAS account.

**Participants will be asked to present their organization's OID number.**

**24 adult participants, 18+**

## REGISTRATION

Apply through SALTO until **10th of March!**

The information about selection will be sent on your email address given at the registration until 15th of March. Before that please don't buy any tickets. If selected you'll be asked to fill in our registration form and arrange travel with your sending organization.

# THE VENUE



The training course will take place in Training and Education Center of Europe4Youth Association in Rabka-Zdrój, ul. Cicha 12.

It's a cozy and comfortable place for accommodation, with diverse and healthy meals (3 per day), place to rest, integrate and work. Rooms are 2-3 persons and one for 5, all with private bathroom. The whole building will be at the exclusive disposal of the group.



Sheets and towels are provided, please take with you comfortable shoes or slippers. In the venue you can also find piano, loads of games, ping pong table, kickers and chill zone.

We will also use the outdoor facilities of Rabka city - a beautiful park, garden gazebo and boulevards.

# TRAVEL COSTS



## TRAVEL DATES: 17 & 24

To know which limit applies to you, check your distance from the city of your sending organization to Rabka-Zdrój in Erasmus+ Distance Calculator. You have 2 travel days on disposal (arrival and departure).

If you travel green (e.g. no planes at all) the travel cost limit raises and you can travel longer (max 3 consecutive days in one way), as long as the travel is connected to the activity.

### Standard

0-99 KM

0 EUR

100-499 KM

180 EUR

500-1999 KM

275 EUR

2000-2999 KM

360 EUR

### Green

0-99 KM

23 EUR

100-499 KM

210 EUR

500-1999 KM

320 EUR

2000-2999 KM

410 EUR

Travel costs will be reimbursed after the mobility on the account of the partner organization based on the original / printed tickets and invoices.

**Important - your travel must be connected to the activity. Coming and departing on travel days and from / to your country of residence is a default option. Any other must be consulted with the organizer.**

# HOW TO TRAVEL?



## RULES FOR TRAVELLING

- economic options only (2nd class, economy class);
- public transportation only (no taxis, Ubers, bolts);
- please collect all tickets, reservations, boarding passes;
- we cannot reimburse accommodation even if you travel green (no hostels, airbnbs, hotels);
- if there are justified and consulted reasons, you can come to Poland max 1 day earlier and depart max 1 day later (or have 2 days before or after in Poland). Remember that accommodation on the extra days you have to provide for yourself, we can host you only at the dates of the project;
- even if you don't travel green, but your journey is complicated, you can start your travel 1 day earlier than arrival day and get home 1 day after departure day, as long as you arrive to Rabka-Zdrój to the venue on arrival day and depart on departure day.
- You cannot arrive later than the arrival day or depart before the departure day!

**Please consult your travel plans with Ody:**  
**[o.dallas@europe4youth.eu](mailto:o.dallas@europe4youth.eu)**

More details will be presented in the Agreement with (selected) Participants and Partners.

Please collect all tickets, reservations, boarding passes, digital or printed on paper and issued to you.

### **We need the originals!**

Scan any tickets you have, and keep a digital backup of all of them. You might be asked to give them to us or the sending organization at any time!



# HOW TO GET TO RABKA-ZDRÓJ



## BY PLANE

Please land in Krakow airport and take the train to the main bus / train station (Kraków Główny). This is the same place as „Małopolski Dworzec Autobusowy” from where you’ll find buses to Rabka-Zdrój almost every hour.

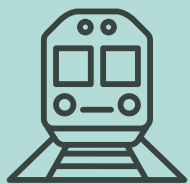


FLIXBUS is a cool option to get from Krakow airport directly to Rabka-Zdroj (tickets booked online only), it also stops in „Małopolski Dworzec Autobusowy”. Check [www.flixbus.pl](http://www.flixbus.pl) (prices vary, the sooner you book the better).

## BY BUS/TRAIN



In Małopolski Dworzec Autobusowy (main bus station) lower platform find „RAB-BUS” minibus that go straight to Rabka-Zdroj main station („Dworzec Busów”, address of the station: ul. Jana Pawła II 32). It takes 2 hours from Krakow and costs 20 PLN (4-5 EUR). Check out schedules here: [www.busy-krk.pl/en/rabka-zdroj-krakow/](http://www.busy-krk.pl/en/rabka-zdroj-krakow/)



In case you miss the last bus (check the schedule!) you can take the bus called "Szwagropol" or „MaxBus" or „Majerbus” leaving the same station upper floor. It will take you to another bus stop - „Rabka-Zabornia”. This is far to walk (4 km away). You can take a taxi from there, **but it won't be refundable**. Keep this in mind when planning travels.

# HOW TO GET TO TRAINING & EDUCATION CENTER



## IN RABKA-ZDRÓJ

When you are in Rabka-Zdroj: from the main bus station to the accommodation there is 1200 meters distance - 23 minute walk. Use your maps application to get there the easiest way. Once you climb the Cicha street, at the top of it you'll see Jesus statue - turn left before that gate :) Our building is on the left side of the road - go straight to the reception.



If you don't want to walk, you can take a taxi, **but we cannot reimburse it!**

In case you can't walk, please contact us.

Taxi companies in Rabka in case of emergency:

NeoTaxi: +48694682555

Taxi24h: +48516700485

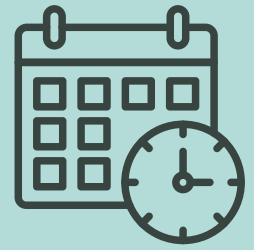
Most probably the driver won't speak English. When you call them you can ask to pick you up in, depending where you are: „Rabka-Zabornia” (phonetic <zaborneua>) or main station „Dworzec Busów” (phonetic <dvozzec boosoov>). When the taxi arrives, show the driver this sentence:

**„Poproszę na ulicę Cichą 12”.**

It should cost 25-30 PLN depending if it's day or evening.



# TIMETABLE



Arrival Day

Arrival AFTER 15:00

## Day 1 (Thursday)

10:00  
11:30 Introduction, Setting the Conditions, Social Contract

12:00  
13:30 Getting to know each other

15:00  
16:30 Team-building activities

17:00  
18:30 Getting to know our organizations and youth work we do

## Day 2 (Friday)

Why youth workers need content creation skills?

Strategising content creation for our organizations. Getting in the eyes of target groups

Rules of content creation – big picture

Different forms of expression – conditions and characteristics

## Day 3 (Saturday)

Exploring copywriting

Theory into practice

Exploring visuals and photography

Theory into practice

## Day 4 (Sunday)

10:00  
11:30 Exploring audio forms

12:00  
13:30 Theory into practice

15:00  
16:30 Exploring video forms

17:00  
18:30 Theory into practice

## Day 5 (Monday)

Parade of cases – recommendations

Practice and feedback

Developing own materials

Developing own materials

## Day 6 (Tuesday)

Accessibility and reachout

Preparing dissemination plans.  
Putting together recommendations

Youthpass

Evaluation

## Meal hours

08:30  
09:30

Breakfast

13:30  
14:30

Lunch

18:00  
19:00

Dinner

Departure BEFORE 10:00

Arrival Day

# OTHER REMARKS



- Polish food - dinners in Poland are simple and in our venue eaten at 19:00. Lunch is the biggest and most important meal of the day,
- lunches will be diverse and healthy, there are also 2-3 days without meat,
- if you have a demanding diet, please be ready to help yourself by getting from the shop whatever you need that is not accessible by us,
- check the weather forecast in Poland before packing! May be tricky.
- in the venue we don't have a cleaning service (the place isn't a hotel) - please be ready to take care of the tidiness around you,
- we provide towels and bed-linen,
- the venue requires quiet hours from 22:00 till 6:00 but ... noone can hear you in the basement - this is where we party. Don't worry! The basement is elegant and adapted for parties, not creepy and with blood stains on the walls :-)
- you will have a common fridge and a small kitchen to use if you need to prepare something for the intercultural evening (room nr 17) - there is no oven though, so no baking possible. We don't provide ingredients.
- the town has a beautiful park with outdoor gym, river with nice boulevards and a lot of outdoor spaces to use for activities and free time,
- closest pharmacy is 30 min walking - ask for a map or address at the reception,
- the closest shop called Adaś is 5 minutes away from the venue by walking. It closes at 21:00, besides Sundays, when it's closed the whole day.
- Don't forget to bring something traditional to eat or drink from your country for the Intercultural night! Anything that is easy to transport and prepare.



## Hosting Organization

info@europe4youth.eu  
@Europe4Youth  
+48799905090



## Contact Person

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