



brand new you

Are you a trainer, coach, youth worker, social worker or teacher, who would like to enhance your professional development and image, as well as personal growth and communication with various target groups? Are you resident of Latvia, Slovenia, Germany, Estonia, Macedonia, Cyprus, Slovakia, Hungary, France, Italy, Poland, Portugal or Lithuania? Are you at least 22 years old? Available from May 27 to June 5, 2017? Then this might be a training course for you! Read this information pack and - if interested - submit [application form](#) until March 15!

Despite all the efforts, there is still lack of understanding what non-formal learning is. With this project we intend to explore how approaches and techniques coming from business world could be applied to foster professional and personal growth and to increase understanding about youth work and non-formal education among different stakeholders.

Main aim of this training course gathering 30 educators is to facilitate professional growth of the participants using personal branding techniques and provide them competences needed to promote their work and their organizations. You will discover how working with yourself as a brand can help to reinvent your work, life and self.

During the course you will develop your personal brand. Various branding techniques will help you to promote your activities, ideas and causes better but also contribute to clarifying your professional vision, mission, increase awareness of your strengths and advantages, as well

as characteristics and habits that should be changed. Participants will improve their presentation and networking skills thus gaining new career and cooperation opportunities as employees, freelancers or social entrepreneurs in national and international level.

Personal branding techniques will be mixed with with somatic learning methods, storytelling, reflective and creative writing techniques, creative problem solving techniques, group and pair work, brief presentations and case studies, thus offering an innovative methodological approach. Team building activities and interactive reflection and evaluation exercises will be used to establish and maintain safe and supportive working environment. Work with social and digital media will be integrated in some of the sessions developing content creation skills of the participants and providing them time and support in producing materials that can be used for self-promotion right after the course.



Objectives

The training course has been designed with following learning objectives:

- To introduce participants with various personal branding techniques and explore how these could be used for their professional and personal development and also in the work with their target groups.
- To assist participants in defining their professional mission and vision and understanding their existing competences and competences needed to reach their professional vision and goals.
- To help participants to become more aware of their strengths and weaknesses and combine their characteristics, competences and experiences to create unique professional identity and value proposition.
- To improve participants' communication and presentation skills and explore how brand communication techniques might help to communicate with various target groups about non-formal education and increase recognition of non-formal education.
- To increase participants' job satisfaction and motivation preventing possible burnouts and facilitate idea generation for new professional activities.
- To expand participants' professional opportunities at international level through enhancing their networking skills and providing a space and framework for establishing new professional contacts.
- To enhance participants' creative thinking and sense of initiative and entrepreneurship.

preparation

It is essential that as a participant you will be able to commit to pre-course learning and spend few hours introducing yourself with resources about [Erasmus+ Programme](#), various competence models and basics of personal branding. Different materials for exploring and few exercises will be given one month before the training course. In order to access them, please, join project group on [Facebook](#) and [Google Drive](#) folder for sharing resources. We also invite you to be fully present during all the course dates: engaging in activities, being on time for sessions and committing fully to learning, sharing and exploring the topic.

spreading the message

We hope that you will enjoy this course, and we will do our best to make it great. To give a chance to even more people to learn and benefit from the project, we invite you to spread a word about this event and its outcomes. Use hashtags [#BrandNewYouLV](#)

and [#ErasmusPlusLV](#) and share on social media how do you prepare for the training, your insights, learning points and feedback before, during and after the course. Extra texts and visuals that can be used for the promotion will also be shared on Google Drive.

venues and meals

You will be accommodated in shared room with private bathroom - up to 3 persons per room. Towels and free wireless internet will be provided. Please, contact us at least two weeks in advance if you have special requests regarding sharing rooms, for instance, if you wish to share room with a specific person.

Please, note that the training course takes place in two different venues, and second of them is far from shops. You can find out more on the websites of both hotels: [Airport Hotel ABC](#) and [Chill Inn](#).

Don't forget to note down address of the meeting point in Riga:

Riga Airport Hotel ABC
Sampetera iela 139A
Riga, LV-1046, Latvia

Working space and meals will be provided at the same hotels. Sometimes we will go for activities and meals out. There will be three meals offered each day, and participants will be invited to prepare intercultural coffee breaks sharing some delicacies and traditions from their countries.



how to get there!

To go to the Riga Airport Hotel ABC from the airport or main bus station take bus 22 and get out in the bus stop Zolitudes iela. Hotel is in around 5 minutes walking distance. If bad in orientation, text us to come to meet you at the bus stop! Purchase ticket from the ticket machine or at the Narvessen kiosk. It costs EUR 1,15.

Please, note that you will return to Riga using public transportation from our second venue Chill Inn in Bernati - it is up to 4 hours drive thus if possible don't book flights or buses leaving before 13:00.

You will need to take a local bus from bus stop called Eglites to Liepaja and then from Liepaja

to Riga. You can check timetables and fares [here](#).

Make sure that you arrive in Riga no later than 17:00 on MAY 27 and depart from Liepaja no earlier than 0:00 on JUN 5. If you can not find suitable transport connections, get lost or face other troubles, contact us!

Please, note that program of this course doesn't include excursions. Therefore, if you wish to visit surroundings we suggest to arrive a day in advance or leave later. In general, it is easy to find budget accommodation in Latvia and also local transport is cheap.

who are the trainers?



Inese Priedite, also coordinator of this project, focuses on trainings about personal growth, entrepreneurship and innovation and prefers unconventional learning approaches, including work with visual expression, embodied learning and creative writing tools. Inese has MA in Media and Communication, and she has been designing and coordinating training programs since 2008. She has lived in Latvia, Macedonia, Estonia and France, and in her free time enjoys activities such as trekking, photographing and discovering various corners of the world.

Reka Livits from Hungary calls herself a trainer, youth worker, author, dancer, artist, storyteller and designer. Her path started with volunteering at NGOs, creative activism, media and communication studies and youth work. Reka has coordinated and facilitated international trainings, seminars and workshops on finding authentic vocation, social change, developing entrepreneurial competences, creativity and arts. Her topics of focus are sustainability, community building, and vocational counselling.

Markus Engelberger from Austria has been supporting individuals, groups, teams and organizations in their development for more than 15 years. He combines his skills and experiences as organization developer, leadership consultant, teambuilding trainer, social-pedagogue and illustrator. In addition to words, letters and numbers, Markus uses pen and paper to build communication-bridges, overcome communication barriers, reduce complexity and increase mutual understanding. He also helps accelerate social entrepreneurship ventures at the Impact Hub Vienna.

Lukas Wallrich after some years with a management consultancy in Berlin, where he focused on leadership development, now is studying in London for an MA in Educational Psychology and further building up his NGO - emPOWER Training. Some of his topics of interest are reflective leadership, resilience, dialogue and diversity. Lukas frequently works as a trainer and coach on short programs run by the United World Colleges and in other international contexts.

financial conditions

This project is possible thanks to financial support from the [Erasmus+: Youth Programme](#). You are welcome to ask trainers more information about project development within this programme!

Costs for accommodation, food and activities during the training course will be covered from the project budget. In order to be able to offer you several additional exciting activities there is a participation fee in amount of 30 EUR. You will be requested to pay this fee via bank transfer 5 weeks before the training course starts. Approved participants who are facing difficult financial situation are welcome to contact us and ask for participation fee waiver.

Travel and travel insurance costs will be covered in amount up to 180 EUR for Latvians, Estonians and Lithuanians, up to 360 EUR for participants from Portugal and Cyprus and up to 275 EUR for others. Taxi and first class tickets will not be reimbursed, unless there was no other transport option available.

Stay in Latvia outside the official program of the course is at your own expense.

Travel and travel insurance costs will be reimbursed within two months after the end of

the training course via bank transfer on condition that you have used cheapest means of transportation and submitted original invoices, tickets and boarding passes, and have participated in all the activities, have completed the participants report and final evaluation of form of the course, and have contributed to promotion and follow-up activities of the project - each national delegation will have to provide that at least one article about the project is published on their local or organisational media or personal blog and that at least one follow-up event has been organised. During the course time and support will be provided for planning this action. Within two months after end of the training course you will have to submit a short follow-up report providing textual and visual documentation of these activities.

Also, as a participant of the learning event organized with support from this programme you are entitled to receive YouthPass Certificate. Check out links to learn more about the [YouthPass](#) and [life-long learning competences](#).

what to pack!

Travel insurance, EHIC and passport. Please, obtain your travel insurance for the period of the training course.

Comfortable clothes and shoes for physical activities indoors and outdoors, including hiking longer distances. Swimming suite. Rainproof jacket.

Exercise mat or blanket. Additional big towel can be also useful for beach and activities.

Spray against mosquitos and ticks - there are a lot of them and some can be infected.

Snacks and drinks for intercultural coffee breaks. There will not be presentations of countries - just tasting and sharing favorite national specialties.

If you want to have an extra creative expression time: music instruments, games and art tools.

contact for inquiries

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partners in this project

Mladinski center Zagorje ob Savi
www.mczos.si
Zagorje ob Savi, Slovenia

emPOWER Training e.V.
www.empower-training.de
Saarbrücken, Germany

Estonian UNESCO Youth Association
www.euya.ee
Tartu, Estonia

ZDRUZHENIE NA ALUMNISTI NA
PROGRAMATA SVT SKOPJE
www.swtalumnimk.com
Skopje, Macedonia

Cyprus Youth Clubs Organisation
www.cyprusyouth.org
Strovolos, Cyprus

Mladiinfo Slovensko
www.mladiinfo.sk
Bratislava, Slovakia

GYIÖT
www.gyiot.hu
Hodmezovasarhely, Hungary

AMSED
www.amsed.fr
Strasbourg, France

YouNet
www.you-net.eu
Bologna, Italy

Kobiety.lodz.pl
www.kobiety.lodz.pl
Lodz, Poland

Associação Spin
www.a-spin.pt
Lisboa, Portugal

Wroclaw Youth Club
Wroclaw, Poland

Verslauk
www.verslauk.lt
Vilnius, Lithuania

Pandora Association
www.pandora.org.hu
Budapest, Hungary

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DRAFT PROGRAMME - SUBJECT TO CHANGE

May 27, arrivals

14:00-16:00

Optional Exploration of Local Coworking and Youth Places

17:00-19:00

Getting to Know Each Other

May 28, creating safe environment

9:30-10:30

Review of the Program, Expectations, Needs and Aims

11:00-13:00

Teambuilding

15:30-17:30

Intro to Entrepreneurial Thinking and Personal Branding

18:00-23:00

Learning Buddies and Sunset Canoe Trip

May 29, journey in yourself

9:30-10:30

Harvesting Circle

11:00-13:00

Authentic Personal Branding. Self-Awareness Lunch Out

15:30-17:30

Labyrinth of Yourself

18:00-19:00

Understanding Your Strengths

21:00-23:00

Self-Discovery Through Dance

May 30, your mission and vision

9:30-10:30

Harvesting Circle

11:00-13:00

Work With Your Self-Image

14:00-16:00

Formulating Your Vision and Mission

16:30-20:00

Transfer to Bernati

May 31, creating your personal brand

9:30-10:30

Harvesting Circle

11:00-13:00

Work With Business Model Generator

15:30-17:30

Elaborating Your Personal Brand

18:00-19:00

Presenting Work Done

19:00-22:00

Intercultural Dinner



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DRAFT PROGRAMME - SUBJECT TO CHANGE

June 1, brand communication

9:30-10:30

Harvesting Circle

11:00-13:00

Effective Communication in Social and Digital Media

15:30-16:30

Storytelling Techniques for Personal Branding

17:00-19:00

Charismatic Communication

21:00-24:00

Exploring Latvian Sauna Traditions

June 2, content creation

9:30-10:30

Harvesting Circle

11:00-13:00

Creating Materials for Presenting Yourself and Your Work

15:30-17:30

Creating Materials for Presenting Yourself and Your Work

18:00-19:00

Creating Materials for Presenting Yourself and Your Work

June 3, planning follow up events

9:30-10:30

Harvesting Circle

11:00-13:00

Developing Your Networking Skills

15:30-17:30

Basics of Design Thinking

18:00-19:00

Planning Follow-up Actions

20:00-24:00

Optional Night Hiking

June 4, evaluation and conclusion

9:30-11:30

Communicating Value of Non-formal Learning

12:00-13:00

Defining Next Steps. Elaborating Professional Development Plan.

14:00-16:00

Evaluation and Conclusion

18:00-24:00

Self-organized Dinner in the Nature

June 5, departures

FROM 7:00

Last Farewell Words and Departures