

Certi.MenTu

Certification of Mentors and Tutors

MARKETING STRATEGY



CERTI-MENTU

Certification of Mentors and Tutors

2012

MARKETING STRATEGY

Project LLP-LDV-TOI-12-AT-0015

Project coordinator:

Schulungszentrum Fohnsdorf



Partners:

University of Gothenburg



GÖTEBORGS UNIVERSITET

Municipality of Tjörn



MMC Management Centre Ltd



Instytut Technologii Eksploatacji – PIB



Dimitra Institute



Vocational Rehabilitation Consultants Ltd



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The aim of the marketing strategy

According to **work package 5** the description of the marketing strategy is to develop a strategy for attracting participants to the training course and for the certification. The marketing strategy is the expected result no. 22 and the defined target groups mentioned are: the project partnership, external stakeholders, interested learners (teachers, trainers, advisers, supervisors) VET-providers, certifying bodies, political decisions makers.

The marketing strategy will be translated into; German, Greek, Swedish and Polish.

1. Defining the target group for pilot seminars

The marketing strategy is primarily focusing the task of attracting learners to take part in educational activities and certification activities related to the project.

A second aim is to draw attention of external stakeholders, VET-providers, certifying bodies, political decision makers in the educational field etc. to the project

The definition of a **tutor** in this project is as follows:

The tutor is a teacher or trainer (usually from outside the learner's immediate work environment) who has a curriculum that belongs more to the learner's personal skill set, to support individuals or small groups to learn at work. The purpose of tutoring is to help, assist and guide people to develop their knowledge and skills and to improve their abilities as independent learners in the workplace, and where relevant their employability and transition into work. The tutor is not necessarily related to the profession of the learner, so this should not be his/her role.

The definition of a **mentor** in this project is as follows:

The mentor is a person (usually in a company) who has a plan of action (that responds to the environment or work setting) to help the learner to develop his or her knowledge, skills, abilities and contextual awareness through time-limited, confidential, one-to-one conversations and other learning activities. Mentors are normally experienced and skilled in the learner's area of work and usually work in the same setting as the learner, though mentors for some professional programs may be drawn from a different organization. Additionally, a mentor may have as an action plan to help the mentee acquire the social and generic employment skills.

2. Marketing Methods

The target group will be suitable persons to participate in the piloting of the training course modules described in work package 7. As specified in work package 8 these participants will be offered the possibility to participate in the certification. If a partner realises that there are persons who already might have reached the learning outcomes provided by the training course, the partner will contact them and offer them to participate in the certification only.

Methods for attracting the participants for the seminars:

1. Each partner organisation should identify organisations which represent the **tutor** category and by e-mail (recommended) send:
 - a. Invitation letters to VET-provider (or equivalent) concerning both training courses and certification
 - b. A seminar programme for the Certi.MenTu pilot seminars
 - c. The application form
2. It is recommended to phone the organisations who received invitations, discuss with them who will attend the courses and clear any misunderstandings.
3. Each partner organisation should identify organisations which represent the **mentor** category and by e-mail (recommended) send:
 - a. Invitation letters to mentor companies (or equivalent) concerning both training courses and certification
 - b. a seminar programme for the Certi.MenTu pilot seminars
 - c. The application form
4. It is recommended to phone the organisations who received invitations, discuss with them who will attend the courses and clear any misunderstandings.

Alternatively each organisation is free to undertake any other or additional activities considered as required in order to reach and attract the target groups for the training courses.

3. The marketing instruments

The main instruments that have been designed in order to reach and attract the target groups are:

1. An invitation letter

The aim of this specific instrument is to provide a general information regarding the training courses to the invited participants and a request to contact the partner organisation.

2. A seminar programme for Certi.MenTu training courses

This document has been designed in order to formally invite the people of the proper target groups providing information regarding:

- The content and duration of the training courses
- Specification of the education material of the training courses.
- Information on place, date and time as well as trainers

3. An application form for the training courses

The application form contains information regarding:

An application form to be filled in for participation and registration to the Certi.MenTu training courses.

4. An application form for the certification

An application form to be filled in for participation and registration to the Certi.MenTu certification.

4. Timeframe

At least one month before the start of the course, each organisation should apply the marketing strategy in order to reach and attract the proper target group (tutors / mentors) for each module.

ANNEXES Invitation letters

ANNEX 1 – Invitation letter for the Certi.MenTu training course – tutor

Dear Sir/Madam,

***Are you involved in vocational training as a trainer or tutor employed by a VET –provider?
Do you have the wish to extend your competencies and have them certified?***

We invite you to participate in training courses that will be implemented within the European Certi.MenTu project. The training courses focus on developing competences of tutors and mentors involved in VET trainings (or equivalent) which are conducted e.g. as in-house-trainings by VET-providers, as on – the - job trainings in the form of apprenticeships or the like.

Training courses for tutors and mentors will take place in your country and in your language. In(country) the specific training programs will be piloted in(location) and in organisation with homepage <http://www>.

For further information and registration please do not hesitate to contact(organization), and(contact person) (tel., e-mail)

The registration and participation in the training courses is free of charge. Please note that places are limited and will be allocated on a first come, first served basis!

For more information on the Certi.MenTu project, please visit the project website http://www.certimentu.eu/certimentu/web.nsf/home_en.xsp

ANNEX 2 – Invitation letter for the Certi.MenTu certification – tutor

Dear Sir/Madam,

Are you involved in vocational training as a trainer or tutor employed by a VET –provider?

Do you have the wish to extend your competencies and have them certified?

We invite you to participate in training courses that will be implemented within the European Certi.MenTu project. The training courses focus on developing competences of tutors and mentors involved in VET trainings (or equivalent) which are conducted e.g. as in-house-trainings by VET-providers, as on – the - job trainings in the form of apprenticeships or the like.

Training courses for tutors and mentors will take place in your country and in your language. In(country) the specific training programs will be piloted in(location) and in organisation with homepage <http://www>.

For further information and registration please do not hesitate to contact(organization), and(contact person) (tel., e-mail)

The registration and participation in the training courses is free of charge. Please note that places are limited and will be allocated on a first come, first served basis!

For more information on the Certi.MenTu project, please visit the project website http://www.certimentu.eu/certimentu/web.nsf/home_en.xsp

ANNEX 3 – Invitation letter for the Certi.MenTu training course -mentor

Dear sir/madam

Are you involved in vocational training as a mentor at a work place? Do you take students, apprentices, trainees or the like from VET-providers or equivalent, where vocational learning is seen as a joint responsibility by the training organization and the work place provider where you are active?

We invite you to participate in training courses that will be implemented within the European Certi.MenTu project. The training courses focus on developing competences of tutors and mentors involved in VET trainings (or equivalent) which are conducted e.g. as in-house-trainings by VET-providers, as on – the - job trainings in the form of apprenticeships or the like.

Training courses for tutors and mentors will take place in your country and in your language. In(country) the specific training programs will be piloted in(location) and in organisation with homepage <http://www>.

For further information and registration please do not hesitate to contact(organization), and(contact person) (tel., e-mail)

The registration and participation in the training courses is free of charge. Please note that places are limited and will be allocated on a first come, first served basis!

For more information on the Certi.MenTu project, please visit the project website http://www.certimentu.eu/certimentu/web.nsf/home_en.xsp

ANNEX 4 – Invitation letter for the certimentu certification - mentor

Dear Sir/Madam,

Are you involved in vocational training as a mentor at a work place?

Do you take students, apprentices, trainees or the like from VET-providers or equivalent, where vocational learning is seen as a joint responsibility by the training organization and the work place provider where you are active?

Have you participated in the Certi.MenTu training courses or have you – after discussions with the Certi.MenTu partner in your country – agreed on the level of your knowledge and experience being in level with the learning outcomes of the training courses?

We invite you to participate in the certification process that will be implemented within the European Certi.MenTu project. The certification will focus on certifying competences of tutors and mentors, as specified by Certi.MenTu.

If you have had a discussion with the Certi.MenTu partner and agreed to be qualified to participate you can register yourself to us (se details at the bottom).

Certification for tutors and mentors take place in your country and in your language.

In(country) the specific certification will take place in(location) and in organization with homepage <http://www>.

For further information and registration please do not hesitate to contact(organization), and(contact person) (tel., e-mail)

The registration and participation in the certification is free of charge.

In this phase of the Certi.MenTu project you will be able to participate in a certification process that cover two of the six modules.

For more information on the Certi.MenTu project, please visit the project website http://www.certimentu.eu/certimentu/web.nsf/home_en.xsp