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SMART OUTREACH BY INFORMING,  
INSPIRING AND ENGAGING ADULT  
LEARNERS



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Erasmus+ Programme  
of the European Union

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## Main objectives of IN4MARE

- 1) *designing methods for adult education institutions and provide knowledge to participant organisations staff on how to inform, inspire and engage adult learners in communication process;*
- 2) *testing innovative communication and marketing tools within project partnership and demonstrate the best practice to adult education sector;*
- 3) *promoting smart outreach.*

## Activities carried out

- 1) *three short-term training events to exchange experience, learn on how to engage adult learners in communication process and learn how to build up a smart outreach campaign;*
- 2) *piloting of the outreach campaign to test tools and methods and find innovative solutions;*
- 3) *share the lessons learned and compile 2 intellectual outputs: publication "Instruction package on how to involve adult learners" and webinar "Smart outreach: practical tools and tips".*
- 4) *promote the smart outreach approach via dissemination and 5 national multiplier events.*

**"The most important attitude that can be found is the desire to go on learning."**



## Instruction package on how to involve adult learners

A set of theoretical approaches and practical methods answering questions "how to" as well as practical tools and proven methods examples used (in partner countries) to instruct users on how to involve adult learners into communication and outreach activities.

Thus the instruction package is a useful material to all adult education institutions, a set of clear and applicable tools from practitioners to practitioners what could be easily used by specialists in those organisations.

## "Smart outreach: practical tools and tips" Webinar

A digital educational material in a form of webinar what gives practical tools, tips and hints on how to plan and implement communication activities efficiently.

It gives tools and tips from partners trainings but also the pilot activities. It shares best practices and gives practical suggestions on how to plan, develop and implement communication activities and campaigns, how to set up goals and strategies suitable to target groups, timing and expected results; how to measure results and efficiency of communication activities.