



Short description of EU-Day Activities

1. Telephone-Hotline

• Name of activity	telephone-hotline (nation-wide or regional)
• short description	some colleagues, specialized in the issue of the EU-day, are sitting at their telephones, at home or at work. There is 1 telephone-number, published on posters or in press releases, to reach the specialists (in the background there is a connection between the hotline-number and the specialists)
• how many people are involved in preparation	1-2 persons organizing the telephone connection; The hotline has to be published by press-releases, poster or newsletter (and other media). This might need extra persons.
• how many people are involved in realization	1-2 (for regional) or 3 - 8 (for nation wide-hotlines) specialists in the issue of the EU-day
• target-group	the public (they can direct their questions to the specialists)
• what is needed	a hotline telephone-number a connection to the specialists announcement of the hotline budget includes hotline expenses and salary for consultation
• countries which could share organising experience (contact persons)	Croatia Germany (Mrs M. Feit - public relations officer in the DBL) Estonia (Veronika Raudsalu)

2. Accompanying press work

• Name of activity	press work
• short description	accompanying the hotline
• how many people are involved in preparation	1 person (public relations officer) has to prepare the press releases and additional background information
• how many people are involved in realization	1 person (public relations officer) has to arrange contacts between the journalists and the specialists on request (for interviews...)
• target-group	media and press (the public indirectly)
• what is needed	connections to the press.

<ul style="list-style-type: none"> counties which could share organising experience 	Bulgaria, Croatia, Cyprus, Finland, Italy, Germany (Mrs M. Feit - public relations officer in the DBL).
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3. poster

<ul style="list-style-type: none"> Name of activity 	poster
<ul style="list-style-type: none"> short description 	poster contains the topic and the slogan of the EU-day, clues to CPLOL and to the national association and in the best case to the telephone hotline
<ul style="list-style-type: none"> how many people are involved in preparation 	1 person coordinating the work of a professional graphic-designer and the association (what is a appropriate picture/ graphic for the topic and the slogan? Which information is most important on the poster?)
<ul style="list-style-type: none"> how many people are involved in realization 	the poster has to be printed and to be disseminate by SLTs or/and other cooperation partners
<ul style="list-style-type: none"> target-group 	the target-group of the activity announced on the poster (e.g. the telephone hotline)
<ul style="list-style-type: none"> what is needed 	some money for developing and printing the poster (look for special offers in the worldwideweb)
<ul style="list-style-type: none"> counties which could share organising experience 	Croatia, Cyprus, Greece, Germany (Mrs M. Feit - public relations officer in the DBL), Malta

4. source of ideas

<ul style="list-style-type: none"> Name of activity 	source of ideas
<ul style="list-style-type: none"> short description 	for members of dbl there is information on the dbl-website (internal area) about possible acitivities on the EU-day
<ul style="list-style-type: none"> how many people are involved in preparation 	1 person has to collect the information about acitivities in the previous year and prepare an interesting report on these activities (just to inspire others to get new ideas an new motivation)
<ul style="list-style-type: none"> how many people are involved in realization 	to put the report on the association's website
<ul style="list-style-type: none"> target-group 	members of the association; colleagues
<ul style="list-style-type: none"> what is needed 	website
<ul style="list-style-type: none"> contact-person in dbl 	Germany (Mrs M. Feit - public relations officer in the DBL)

5. open day

<ul style="list-style-type: none"> Name of activity 	open day
<ul style="list-style-type: none"> short description 	SLTs open their office to the public to show their rooms, materials and some aspects of their work. Idea of "borrow a SLT" If the aim is also to give visitors handouts, then SLT-s should find materials (poster, postcards, balloons, etc) from the assotiation website

• how many people are involved in preparation	the SLT can announce the day of open office in local newspapers or via internet; it is easier to organize this on regional or federal state level
• how many people are involved in realization	every SLT, who wants to open his or her office
• target-group	the public; other professionals on invitation
• what is needed	announcements, invitations, some information brochures and flyers on the topic of the EU-day
• counties which could share organising experience	Bulgaria Germany (Mrs M. Feit - public relations officer in the DBL) Sweden Switzerland

6. lecture on the topic of the EU-Day

• Name of activity	lecture(s) on the topic of the EU-Day
• short description	SLTs organize a lecture on the topic of the EU-day in their own rooms or at conferences
• how many people are involved in preparation	1 person: to prepare the lecture or find a lecturer; to prepare an invitation list, invitations, announcements on the website or in newspapers...
• how many people are involved in realization	depends on the number of participants
• target-group	mostly other professionals ; sometimes the public
• what is needed	a room large enough; a well-known lecturer or a very interesting topic of the lecture; announcements and invitations
• counties which could share organising experience	Bulgaria, Cyprus, Estonia, Greece, Latvia, Malta, Slovenia Germany

7. public desk on the market

• Name of activity	public information desk, kiosk
• short description	SLTs (on the regional or federal state level) organize an information desk on a public place
• how many people are involved in preparation	1-2 persons organizing the information and the accompanying press work
• how many people are involved in realization	4-8 colleagues who spend one or two hours at the information desk
• target-group	the public
• what is needed	announcements of the action (accompanying press work); flyers concerned with the topic of the EU-day
• counties which could share organising experience	Cyprus Germany (Mrs M. Feit - public relations officer in the DBL)

9. presentation for SLT students

• Name of activity	presentation for SLT students
• short description	to encourage groups of students to undertake activities on this date in future years
• how many people are involved in preparation	1 person/lecturer
• how many people are involved in realization	
• target-group	SLT students at the university
• what is needed	cooperation with university teaching staff
• counties which could share organising experience	United Kingdom (Hazel Roddam)

Reusable design element/ideas

- Use of the poster

The digital file (tif, jpg) of poster can be used to produce post-cards, smaller posters or information-leaflets to spread information about some other activities

- Publiced handouts, souvenirs with logos could be: postcards, poster, bookmarks, list of professionals in target groups, flyers, balloons, pencils, leaflets