

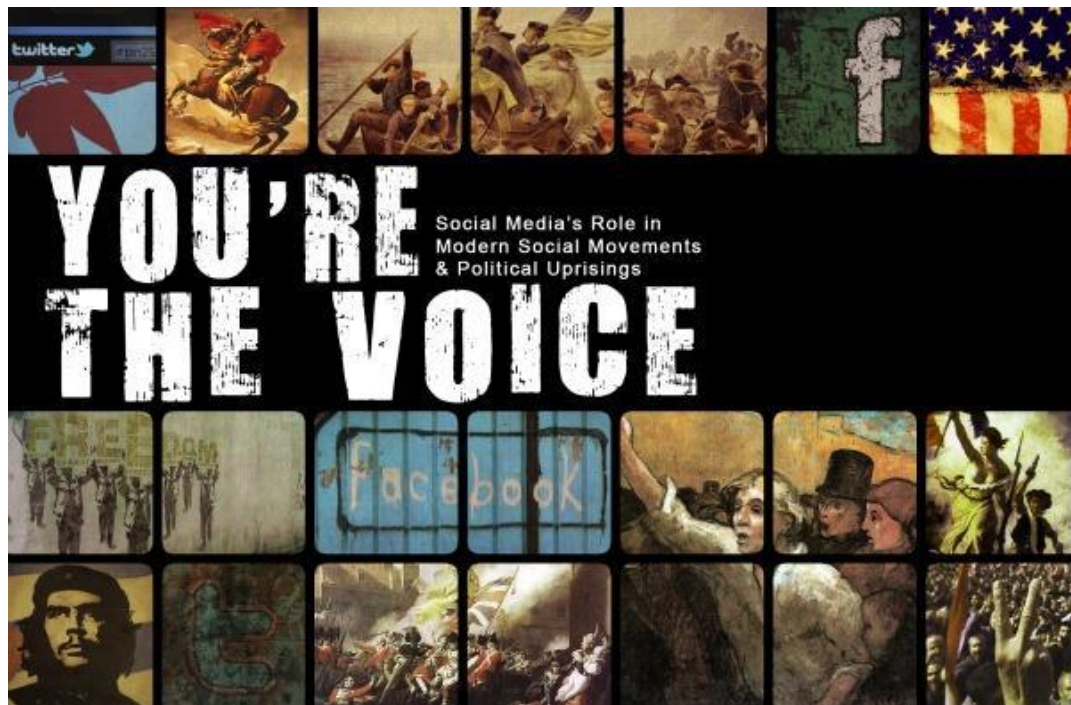
The Training Course is supported  
by EU Youth in Action programme

# “Youth are the Voice”

TRAINING COURSE ON HOW TO USE SOCIAL MEDIA  
FOR EFFECTIVE PARTICIPATION

**13.-21.8.2018**

**Lapua & Seinäjoki, Finland**



## WELCOME!

You are a participant in the Training Course *"Youth are the Voice"* and you are among the 25 participants from 12 countries that will take part at the training. There will be 2 participants per country from Austria, Czech Republic, Estonia, Germany, Greece, Italy, Poland, Portugal, Slovakia, Slovenia, Spain and 3 from Finland.

## MAIN ORGANIZER

The main organizer of the training is Youth Work Services of Seinäjoki. Training course is co-operation project in Seinäjoki region. International youth work has been in low level in our region and easiest way to open "international highway" is do first projects together. In Seinäjoki region, there are 5 municipalities: Ilmajoki, Lapua, Kauhava, Kurikka and Seinäjoki.

Training will take place in Lapua. Lapua is city next to Seinäjoki, about 25 kilometers from Seinäjoki.

## WHAT LANGUAGE WE WILL USE?

The official training language will be English.

## DESCRIPTION OF THE TRAINING

*"Youth are the Voice"* training course is based partly on non-formal education and partly on the principle of apprenticeship and hands-on. Nowadays it is vital for youth and youth based civil society organizations to grasp how social media works, not only because it is a free promotional tool for one's activities and projects, but also because it is today the most powerful existing tool for activating communities behind a cause.

The course itself will present to participants the basics of communication, public communication, influence, persuasion and rhetoric and how this applies to social media and communicating one's messages and values to the wider public. Will look into the sociology and psychology of mass-communication, as well as analyzing the most recent existing movements which widely used social media and how it proved to be essential for its success. Taking a look at the Pro-Democracy movement of Hong Kong, Tahrir Square in Egypt, Euromaidan in Ukraine (Also analyzing how opponents to these movements in turn learnt to use social media).

Most important of all this course includes a very strong elements of practice and hands-on where everything that was learnt during the sessions can be put into practice, developing a social media strategy and implementing it under the support and coaching of two international trainers.

This is why we are looking for youth workers, young activists, and members of youth organizations who may be having difficulties putting their work and values on the agenda of the wider public and would like to learn.

## NUMBER OF PARTICIPANTS

Youth are the Voice will gather 25 participants from 12 different countries. Finland will be represented by 3 participants, check below to discover how many placements your organization have.

## TRAVEL BUDGET

According the rules of Erasmus + Programme and the budget that was financed in the Finnish National Agency, we have earlier sent you the information what is the maximum amount that each participant can use for the travel to Finland and back. All these amount based on the EU's Distance Calculator

We will make the reimbursement to participants by bank transfer after the training. So please take all necessary bank details with you. We will NOT reimburse the amounts that get over the maximum budget for each participant.

According the rules of Erasmus + Programme and the budget that was financed in the Finnish National Agency, here is the maximum amount that each participant can use for the travel to Finland and back:

Organisations	Country	Number of Participants	Travel costs / participant
InfoEck	Austria	2	275 €
European Youth Centre Breclav	Czech Republic	2	275 €
NÜH – Noored Ühiskonna Heaks	Estonia	2	180 €
JuBuK – Jugend, Bildung und Kultur	Germany	2	275 €
PRAXIS	Greece	2	360 €
CEIPES	Italy	2	360 €
INPRO	Poland	2	275 €
Cruz Vermelha Portuguese	Portugal	2	530 €
A.D.E.L -	Slovakia	2	275 €
Drustvo Lojtra	Slovenia	2	275 €
IMAGINA	Spain	2	530 €
Youth Work Services of Seinäjoki	Finland	3	
		25	

## COSTS

There is not any participation fee. Accommodation, meals, programme and travel costs will be provided and paid 100% by grant from the Finnish National Agency. But it is recommended to have a disposal for drinks, small shopping, etc. According to the restrictions of the Erasmus+ Programme we can only refund up to some of the travel cost, if the following points are fulfilled:

- Your travel route is from your home town to the venue in Finland. You have chosen reasonable and economic means of transportation (e.g. APEX or student fares for flight tickets, cheap airlines, 2nd class trains).

- Your travel dates are according to the programme (one day plus or minus is O.K., if you can prove that this transfer is cheaper)
- We ask you to **save all documents (flight tickets bus and train tickets, boarding passes, invoices or bills with the price of ticket)** which are related to your travel, the documental background is obligatory for reimbursement.

If possible, we ask you to buy all the tickets beforehand for the both ways, two-way ticket (train tickets, bus tickets, etc...), because we will be able to reimburse only real expenses, and have to have document for payment. We reimburse only 2. Class airplane and train tickets.

If you have booked your tickets, please, send us the Application Form and the following details as soon as possible:

- Name of the Participant
- Date and Time of the Arrival and Departure
- Price of the ticket(s)

## INTERCULTURAL EVENING

During the training course we plan to arrange an Intercultural Evening. You will present your own cultures – national, regional, personal or any kind of culture you feel you belong to. These presentations, should not be a “lecture” but should be done in the creative way. This means that all options are possible. A culture may be presented by a song, a story, a poem, a dance, some drink or food, etc. You may bring pictures, music or anything which you consider to be most appropriate to present your culture. There be as well dvd/video/audio player and data projector within the time limits. However we appreciate if you find more creative way to present your culture. We have kitchen in the Youth House, but we don’t have time to prepare any meals, so we suggest that if you want to bring something to eat, it should be “Easy Food” like snacks, sweets, drinks etc. We also have a refrigerator, if necessary.

**So in short it should be actually presentation, it should be an activity or something and it is up to you to replace the word something.**

## MARKET OF ORGANIZATIONS

One of the nice side effects of international training is the opportunity to meet new nice and interesting people from different organizations all over Europe. Bring you promo materials and use your chance to meet future partners.

## VENUE

The training course will take place in **Youth House of Lapua**. Address of the Youth House is: Oskarinkatu 11, 62100 Lapua, and it is located in the center of Lapua, just across the road from **Railway Station**. In the Youth House we usually eat breakfast, lunch and dinner. There is big hall for training and room (Youth Club) for brakes. There’s also free Wi-Fi. Here you can find more info about Lapua: [www.lapua.fi](http://www.lapua.fi).





## ACCOMMODATION

The place of accommodation, is a hotel Lapuahovi in the center of Lapua, address: Puistotie 2. It is located around 100 meters from Youth House. There will be 2-3 people's rooms. Breakfast will also be in the hotel.

Each room has its own bathroom (shower, toilet), and they are all smoke free rooms. In the hotel is free Wi-Fi.

Here you can find more info about the hotel:

<http://www.lapuahovi.fi/>



Because we have uneven number and gender of participants from some countries, we maybe need to accommodate few rooms with people from different countries. We hope on that everybody understands that.

## IMPORTANT:

If you and another participant from your country are couple and you want to share the room in the hotel, you should inform that immediately to the organizers. Otherwise we cannot guarantee that you will get common room from the hotel.



## ARRIVING TO LAPUA

Lapua is situated in the middle and western part in Finland. Easiest way to come here is to take flight to Helsinki and then train either to Seinäjoki or Lapua. You can also take connecting flight to Vaasa, where is the nearest airport, but usually price of the flight tickets to Vaasa are more expensive. Vaasa is situated 80 kilometers away from Lapua and there is three connecting flight from Helsinki every day.

There's also airport in Tampere (200 kilometers from Lapua), and every train from Helsinki stops in Tampere too.

- **HELSINKI-VANTAA Airport**

Easiest way from Helsinki Airport to go to Lapua or Seinäjoki is take a **local train P to Tikkurila**. From the Airport, Tikkurila is 3<sup>rd</sup> stop in P-train. In Tikkurila you need to change train to **Lapua or Seinäjoki**.

All trains don't stop in Lapua, but all trains from Helsinki stops in Seinäjoki, which is city before Lapua (25 kilometers). **If your train comes to Seinäjoki, we'll pick you up from there.**

You can book train tickets beforehand here: <https://www.vr.fi/cs/vr/en/frontpage>. Choose train from Helsinki Airport to Lapua or Seinäjoki. We recommend to book the train tickets beforehand from online service. (As early as you book them that cheaper they are. If you order them less than one week before the one way ticket is about 60 €).

There are sometimes also cheaper train tickets available. To get those ticket, you need to go the train company's web site: <https://www.vr.fi/cs/vr/en/frontpage>, then choose "Veturi" and sign up there as costumer. Then you can maybe find cheaper tickets. Buying tickets from "Veturi", you need to find ticket to Seinäjoki, not to Lapua. It might be the same train that comes to Lapua, but then you can buy a ticket from Seinäjoki to Lapua from the train. It costs about 4 €. It might sound little bit strange, but our train company system is sometimes strange and difficult even to Finnish, sorry.

- **TAMPERE- PIKKALA Airport**

Bus number 1 goes from Airport (Lentoasema, Pirkkala) to Railway Station (Rautatieasema, Tampere) Travelling time is about 35 minutes. Information about buses you'll find here: <http://aikataulut.tampere.fi/?lang=en&line=1> <http://joukkoliikenne.tampere.fi/en/home.html>

- **VAASA airport**

Vaasa airport is the nearest airport from Lapua. If you take the flight to Vaasa, organizers will pick you up from Vaasa. Vaasa is situated 80 kilometers away from Lapua and there is 2-3 connecting flight from Helsinki every day.

### **Cheapest way from Helsinki to Seinäjoki**

There is also possibility to take a cheap bus, OnniBus, from Helsinki to Seinäjoki. There's three bus a day (Times: 07.20, 16.20, 23.00) and travelling time is around 5-6 hours. If you book ticket early, price could be between 1-15 €. You can book tickets only online here: <http://www.onnibus.com/en/index.htm>. First you

need to go to Helsinki Centre and then to Kamppi Bus Station, which is 300 metres from Railway Station. If you choose to take OnniBus, we'll pick you up from Seinäjoki.

***If you find questions about train tickets or other piece of advice about travelling to Lapua or Seinäjoki, don't hesitate to contact us.***

## WHAT TO BRING:

- Clothes: we don't have any dressing code at our training. So feel free to take whatever clothes make you feel comfortable but remember, that Finland is a cold country. Clothing depends on weather, and in August usually at the daytime it could be about 20-25 plus degree Celsius. Evenings and night are colder, maybe 10-20 plus degree Celsius. We recommend you to bring warm clothes enough, but suitable and light clothes to inside too. It might be also rain, so we suggest you to take raincoat or umbrella with you. Pack also comfortable clothes in order to enjoy being outdoors.
- Promo materials with main information to present your Organization during the evening of Organization Market.
- Ideas, music you like, especially music in your own language, snacks, drinks etc. to present your country and culture in the Intercultural Evening!
- Medicaments - if you'll need them (anti-allergy pills, painkillers, aspirin etc.)
- European health insurance card
- Camera, toilet things, etc.
- Slippers, we'll spend lots of time indoors
- Swimsuit if you want to go to sauna and swimming
- Backpack or (shoulder)bag to carry things from and to accommodation
- Open mind

If you want to check how weather in Finland is you'll see it here:

[http://www.yr.no/place/Finland/Western\\_Finland/Lapua/](http://www.yr.no/place/Finland/Western_Finland/Lapua/)

## PRELIMINARY PROGRAMM

### International Training Course "YOUth Are The Voice"

13<sup>th</sup> – 21<sup>st</sup> August 2018 Lapua, Finland

Time / Date	Monday 13.8.2018	Tuesday 14.8.2018 Day 1	Wednesday 15.8.2018 Day 2	Thursday 16.8.2018 Day 3	Friday 17.8.2018 Day 4	Saturday 18.8.2018 Day 5	Sunday 19.8.2018 Day 6	Monday 20.8.2018 Day 7	Tuesday 21.8.2018	
8:00 - 9:00	ARRIVALS	BREAKFAST								
Morning <i>Module 1</i> 9:00 - 11:00		Introduction to the TC	Interpersonal Communication and Public Communication	Public Communication and Social Psychology	Youth pass as a tool for self-assessment	The Power of Images -video and photography	Lessons to be learnt from marketing, branding and positioning	Case Study 1: Hong Kong democracy movement Case Study 2: Tahrir Square	DEPARTURES	
11:00 - 11:15		Coffee Break								
Morning <i>Module 2</i> 11:15 - 12:30		Getting to know each other	Rules of Rhetoric and Persuasion	Working with Stereotypes and Symbols	Round Table with Activist	Creating Visual content open space	Lessons to be learnt from political communication	Case Study 3: Maidan and Anti-Maidan		
12:30 - 14:00		LUNCH								
Afternoon <i>Module 3</i> 14:00 - 16:30		Learn to work within the group	Introducing Media Labs	Media Labs 2	Erasmus+	Media Lab 4	Media Lab 6	Media Lab 8		
16:30 - 17:00		Coffee Break				Trip to Seinäjoki and Free Time	Coffee Break			
Afternoon <i>Module 4</i> 17:00 - 18:30		Introduction to the topic	Media Labs 1	Media Labs 3		Media Lab 5	Media Lab 7	Closing and Eveluation		
18:30 - 19:00		Reflection groups								
19:00 - 20:30		DINNER								
Evening 20:30->	Welcome Evening	Intercultural Evening	Market of Organisations	Social Evening	Seinäjoki Evening	Sauna Evening	Free Evening	Farewell Evening		