



# INTELLECTUAL OUTPUT – IO4

## WORKSHOP GUIDELINES

Organizing & running an effective workshop on  
maximizing mobility-related KSAs for Erasmus+ Students

**LEADING ORGANISATION:** Expertise In Labour Mobility.

**PARTICIPATING ORGANISATIONS:** Universidad Autónoma de Madrid (Spain), Aristotle University of Thessaloniki (Greece), Erasmus Student Network, European University Foundation, Ghent University (Belgium).





# Table of Contents

1. General Information.....	3
2. Preparation .....	3
2.1. Defining the goal & learning objectives.....	3
2.2 Learning objectives .....	4
2.3 Promoting the Workshop .....	5
3. Delivery .....	8
3.1 Format & Design.....	8
3.2 Interaction.....	9
4. Following-up .....	10
4.1 Evaluation.....	10
4.2 Handouts and useful resources.....	11





# 1. General Information

Delivering a webinar such as the Erasmus+ Online Training is a great way to convey important information on KSAs learning outcomes, while also reaching a wider population of students without any geospatial restrictions. However, on-campus workshops promise a more in-depth and individualized training experience. The [Erasmus Skills](#) Workshop Guidelines are designed to support university staff, by providing useful information on how to prepare workshops and training sessions tailored to Erasmus+ students for a more conscious acquisition of mobility-related knowledge, skills and attitudes by facilitating their preparation for an experience abroad, but also helping them unpack the skills gained when returning to their home country.

These workshop guidelines offer the information, examples and advice needed to prepare and deliver effective workshops at your higher institution and support Erasmus students in maximizing the benefits of their learning mobility. The guide is divided into three phases: **preparation, delivery** and **following-up**.

Firstly, we will discuss the process of outlining the workshop fundamentals and the preparation of the resources needed to create an effective workshop that will engage students to participate. The second part will focus on the delivery of the workshop, providing useful information and tips on how to convey important information and get students involved. Lastly, we will look into planning the workshop follow-up, asking participants for feedback and offering additional information and assistance to ensure that students get out the most of the workshop.

## 2. Preparation

### 2.1. Defining the goal & learning objectives

Every workshop should have a clear goal to keep at the centre of the discussion. For the Erasmus Skills project, we aim to support university staff in creating workshops with the following goal: help students realize the benefits of Erasmus+ mobility and translate the competences (skills, attitudes & knowledge) gained abroad into personal and professional development.



## 2.2 Learning objectives

Apart from addressing a specific goal, a workshop should also lead to specific learning objectives. The Erasmus Skills workshop guidelines are particularly focusing on the intercultural understanding and employability skills as integral benefits of the mobility period for students. The learning objectives that define the scope of the workshop are:

- Understanding the positive impact of an Erasmus+ experience on a personal & societal level;
- Learning how to reflect on the experience and acknowledge the professional skills gained abroad;
- Applying career advice and job hunting tips for maximizing the impact of the study abroad experience on a professional level.

The Erasmus Skills workshop guidelines underline two main topics that address the aforementioned learning objectives: a) EU values and culture and b) integration in the EU labour market.

### 2.2.1 EU values and culture

For the first part on EU values and culture, the trainer emphasizes the positive impact of an Erasmus+ experience on strengthening students' European identity and provides an insight on collective European values and culture. Topics to include in this part of the workshop:

- European integration and European identity
- European identity formation
- Impact of Erasmus mobility
- Moving forward: Erasmus+ and international youth mobility

### 2.2.2 Erasmus+ and employability

For the second part on integration, the trainer underlines the skills, knowledge and attitudes that an Erasmus+ experience strengthens (drawing information from the Erasmus Skills competences framework) and explains the process of translating those competences into (international) career development i.e. facilitating their integration in the European job market. Topics to include in this part of the workshop:





- A brief overview of the current EU labour market
- Listing current skills in demand
- The value of study abroad in professional development
- Translating study abroad into career success using examples
- Job hunting in Europe – cultural differences in finding employment around Europe

## 2.3 Promoting the Workshop

### 2.3.1 Workshop Implementation Plan

Setting up a document with important workshop information and logistics is essential before moving to the promotion of the workshop. A **'Workshop Implementation Plan'**, will help you organize and define your implementation and promotion strategy and it is important for ensuring that steps are completed before the actual delivery of the workshop. The implementation plan should include the following:

- Workshop Title
- Workshop Date & Time
- Workshop Venue
- Workshop Provider(s)
- Workshop audience and size
- Link to the event & registration page
- Link to the online evaluation form
- Description of the workshop
- Purpose of the workshop (learning objectives)
- The speakers (bios, photos, emails & social media handles) & their approach on the workshop topics
- Workshop hashtag
- Workshop Assistants & their roles (e.g. the person responsible for the workshop promotion, the person responsible for keeping track of the registrations, etc.)
- Milestones  
E.g. 10/03 - have the workshop presentation slides ready
- Promotion Schedule – a table with dates, tasks & roles





## 2.3.2 Workshop promotion & increasing student participation

### The audience

A compelling part of the implementation plan is defining the audience. Some important questions to ask:

- Inbound or outbound Erasmus+ students? Or both?
- At which stage are they; before, during or after their mobility experience?
- What are some other responsibilities they have around the time of the event?
- Where do they look for information?
- What is the best way to pass a message across?
- Number of participants?

### The workshop invitation

After defining the audience and including this information on the implementation plan, it is time to create the workshop invitation. The three components for creating a successful workshop invitation are:

- An attention grabbing headline
- A tailored and personalized message
- The right channel(s) of communication

The workshop invitation must include the following information:

- The workshop's title
- (A picture/image)
- Registration information and step-to-step guidance if needed
- The place, date and time of the event
- A brief description of the workshop and its value (a list of key takeaways for participants)
- Information of a contact person in case of questions

You can also create a downloadable workshop program with important event information to include at the end of the invitation (see image below). Once the above details are ready, it is important to set up **an event page** on your institution's website offering information about the workshop, where you will always direct your students through other promotion activities.





## Social Media Promotion

Now that the event page is complete, it is time to expand the reach through social media channels to boost awareness and student engagement. Some ideas for an effective social media promotion of your workshop:

- Start by creating pictures with the workshop pre-announcement to share across relevant social media platforms and groups.
- Ideally, the social media content should be 'share-worthy' and the branding should be consistent throughout the workshop promotion.
- Share blogs written by former Erasmus+ students that talk about their experience and include a link to the workshop page.
- Use a special hashtag for the workshop and encourage registrants to share it with their network.



## E-mails

Another way to promote the workshop is to send a tailored email to a group of students, with information and a link to the workshop event page. The Erasmus Skills team recommends sending an email to students via your institution's Erasmus Office or another official department, as this proved to be the most effective way to promote the Erasmus Skills webinars to students. Encourage students to share the message and forward the email on to classmates they think would also be interested.

Don't forget to prepare reminder e-mails with important information and updates to send to registrants a week and a day before the workshop takes place.

## 3. Delivery

There are plenty of methods and format variations for delivering a workshop and choosing the right workshop delivery style is equally important to defining the workshop content. The Erasmus Skills workshop guidelines recommend the following practices of workshop design and delivery, which could best address the needs of Erasmus+ students in understanding and leveraging the benefits of their learning mobility.

### 3.1 Format & Design

#### Workshop duration

Workshops can run from as little as an hour to as much as a full day. For a workshop that addresses the goal and learning objectives in question, Erasmus Skills partners consider **60 to 90 minutes** enough time to go through key concepts, but also allow time for questions and group interaction. It is also important to keep in mind that prospective and returning Erasmus+ students are usually occupied with other administrative and study responsibilities and therefore, it might be less likely to engage them in a longer workshop.







### Number of Participants

We recommend trying and keeping the number of workshop participants to a maximum of twenty people, to facilitate group activities and interaction and to give everyone in the room the opportunity to have an active role.

### Style and outline of the presentation:

The goal of a workshop is to introduce participants with a particular concept, provide practical examples and then invite active participation through group discussions, activities etc. The workshop should not resemble a lecture but should provide hands-on approaches to the topic and allow time for discussion and interaction.

The beginning of the workshop is dedicated to providing background information about the topic(s) and describing ideas and examples that will help attendees participate in the interactive activities that will follow. Here is a proposed workshop outline:

- Welcome note and agenda
- Erasmus+ mobility benefits on society and students' development
- Skills in demand
- Translating Erasmus+ mobility into professional development: examples and interaction

## 3.2 Interaction

People in general, but especially students, need to talk about and work with new ideas in order to fully grasp them. There are various ways to involve participants in activities and interaction with others. Tailor the activities to these specific goals.

- Ask an engaging question e.g. Why do you want to go/why did you participate in an Erasmus+ experience?
- Role play: create a scenario that students need to follow e.g. how to deal with a particular situation that requires a specific skill.
- Invite participants to relate the workshop examples to their reality e.g. how specific skills are demonstrated in a real-life example.





- Include practice of a particular technique (e.g. using the STAR – Situation, Task, Action, Results - technique to help students reflect on an experience).

## 4. Following-up

After the workshop has ended it is important to follow up with participants as soon as possible. Send an e-mail with a thank you note and leverage this opportunity to include relevant material, a handout with important information, a link to the evaluation form etc. Don't forget to include the information of a contact person in case of additional questions.

As part of the general follow-up, consider reposting photos and quotes that participants shared on their social media to acknowledge their active involvement and also increase awareness for future workshops.

### 4.1 Evaluation

Consider following-up with an online survey, where participants will get the opportunity to complete a questionnaire, evaluate the workshop and provide feedback to the speakers. Ensure that the evaluation form is not too long, so people can fill it out quickly at the end of the workshop.

Examples of questions to ask:

- General questions: Field of Study, Mobility Status, Mobility Purpose (study, internship, research) & Destination Country
- Overall, how would you rate the quality of this workshop?
- What did you think about the duration of the workshop?
- How interesting & helpful was the content presented at this workshop?
- Did the workshop slides provide sufficient information?
- How engaging were workshop speakers?
- What is your overall rating of the design and delivery of the workshop?
- How could the workshop be improved for the future?
- Would you recommend this workshop to your colleagues?





After collecting the responses you can create a document to analyse workshop participation and performance, by leveraging details from both the registration and evaluation procedures to measure objectives and to improve the organizing of future workshops.

## 4.2 Handouts and useful resources

We recommend ensuring that participants receive a handout including some of the presentation slides that contain important information, a summary of the workshop's key takeaways, contact details of the workshop trainer and/or the office responsible for the training, as well as anything else you think might be important. This handout will help them to remember what the workshop was about, and will also be a great resource to come back to later for reflection.

HANDOUT

**ERASMUS SKILLS** Discovering the benefits of studying in the EU

European integration, European identity and the Erasmus experience

**ENTER 'ERASMUS'**

Adopted in 1987

*"It should help to reinforce the spirit of European identity by clearing the way for students to spend part of their study time in a Community Member State other than their own"*

Through:

- cooperation between Universities
- funding of students
- recognition of course credits

**ERASMUS SKILLS**

---

'Unpacking' your Erasmus experience: maximizing the impact

**TRANSLATING YOUR ACQUIRED SKILLS INTO CAREER DEVELOPMENT**

- ↗ Job hunt strategy
- ↗ CV Writing
- ↗ Application Letter
- ↗ Elevator Pitch
- ↗ Interview
- ↗ Online Presence

**ERASMUS SKILLS**

---

The Organizers

Co-funded by the Erasmus+ Programme of the European Union

HANDOUT

**ERASMUS SKILLS** Discovering the benefits of studying in the EU

---

**Useful links & Resources**

Erasmus Student Network  
<https://esn.org/>

Erasmus+ App:  
<https://erasmusapp.eu/>

ELM Guides | Looking for work around the globe:  
[careerprofessor.works/5-things-wish-knew-returning-home-country/](https://careerprofessor.works/5-things-wish-knew-returning-home-country/)

**5 things to keep in mind**

Before starting searching for jobs:  
[careerprofessor.works/5-things-wish-knew-starting-job-hunt/](https://careerprofessor.works/5-things-wish-knew-starting-job-hunt/)

Before choosing an internship:  
[careerprofessor.works/5-things-wish-knew-choosing-internship/](https://careerprofessor.works/5-things-wish-knew-choosing-internship/)

Before sending your CV:  
[careerprofessor.works/5-things-wish-knew-cv-writing/](https://careerprofessor.works/5-things-wish-knew-cv-writing/)

Before writing a cover letter:  
[careerprofessor.works/5-things-wish-knew-before-writing-my-cover-letter/](https://careerprofessor.works/5-things-wish-knew-before-writing-my-cover-letter/)

Before having a Skype Interview:  
[careerprofessor.works/5-things-wish-knew-skype-interview/](https://careerprofessor.works/5-things-wish-knew-skype-interview/)

Before returning to your home country:  
[careerprofessor.works/5-things-wish-knew-returning-home-country/](https://careerprofessor.works/5-things-wish-knew-returning-home-country/)

Co-funded by the Erasmus+ Programme of the European Union

The goal of the Erasmus Skills workshop guidelines is to provide effective tips to help you gain greater results from workshops and help students realize and leverage the benefits of Erasmus+ mobility for their personal and professional developments. These strategies can be effective in both on-campus and online events.