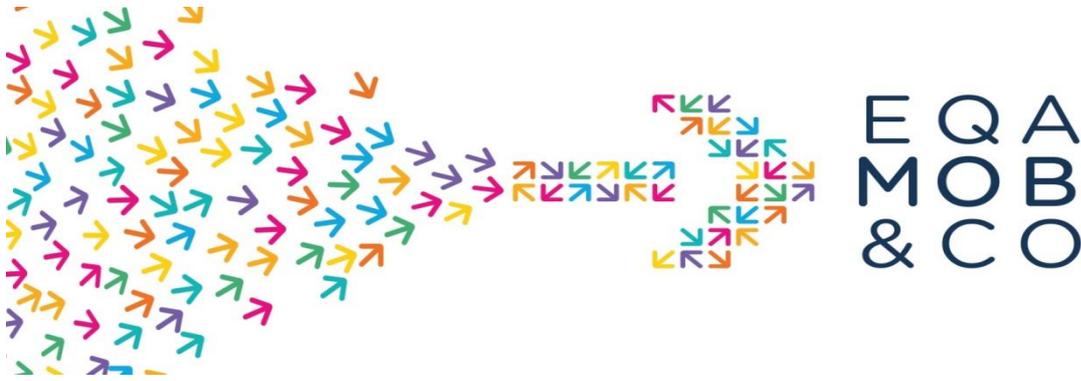


PRACTICAL SHEET

Communicate to a journalist

EQAMOB partners are aware that parties involved are not necessarily marketing experts. For this purpose, some practical sheets have been realised to support, by giving key advices and recommendations.

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- **Be prepared**

Being prepared guarantees an 80% successful interview. Mentioning that may seem trivial but preparation is essential. Some key points to succeed an interview:

- ✓ Inquire on interview format :

- **TV/radio** : it's important to remember that a twenty minute interview sometimes only represents ten seconds of broadcasting → Selecting the message you want to convey is necessary
- **Print media** : the delivered message can be broader → prepare a plan and prioritize which information to provide

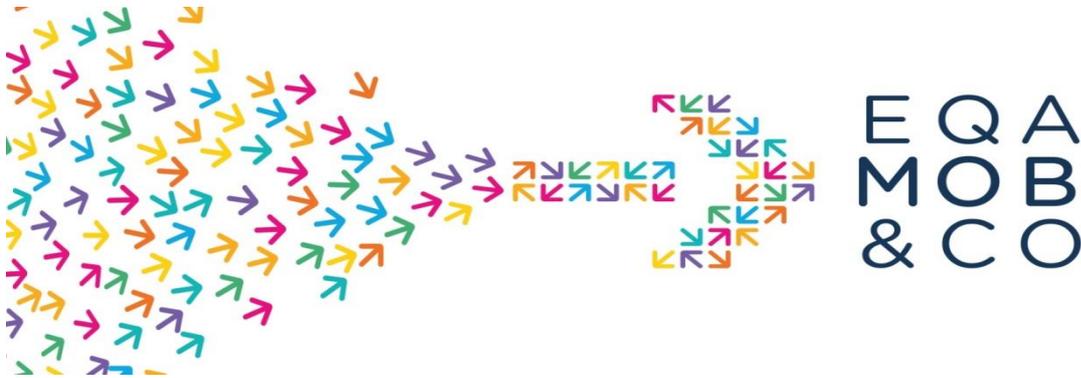
- ✓ Ask the interview context :

- The subject report is dedicated to EQAMOB: for instance, speak about the aim of the project, how the label emerged (purpose, actor, process...)
- The journalist reports on an existing labelling system : they may insist on discussing EQAMOB&Co label advantages for hosting/sending companies, or its differences from others labels.
- The topic deals with learning mobility in general : insist on advantages for the trainee in companies labelled EQAMOB&Co for example

- **Some practical advice**

- ✓ Pay attention to gestures
- ✓ Rank information, beginning by the strongest idea
- ✓ Ask yourself "What do I want the journalist remember?" and not "What do I want to say?"
- ✓ Come with notes_– avoid learning everything by heart
- ✓ Take documentation for the journalist such as the manifesto, the certificate, or the press release
- ✓ If it can be relevant, make connection with daily news (about Learning Mobility for instance)

Main topics to master for an interview:



- **Define EQAMOB project**

- ✓ Erasmus+ partnership project, started in 2014, led by the most active members of the EAS network (Euro Apprenticeship network) and founding partners
- ✓ European Quality Assurance for in-company Learning Mobility for apprenticeship
- ✓ Aims at the design, implementation and dissemination of a coherent framework of actions for high quality “in-company learning mobility pathways” and a label called EQAMOBb&Co was created to recognize companies in their investment and their quality for learning mobility

- **Explain the reason of the project, especially the EQAMOB&Co label**

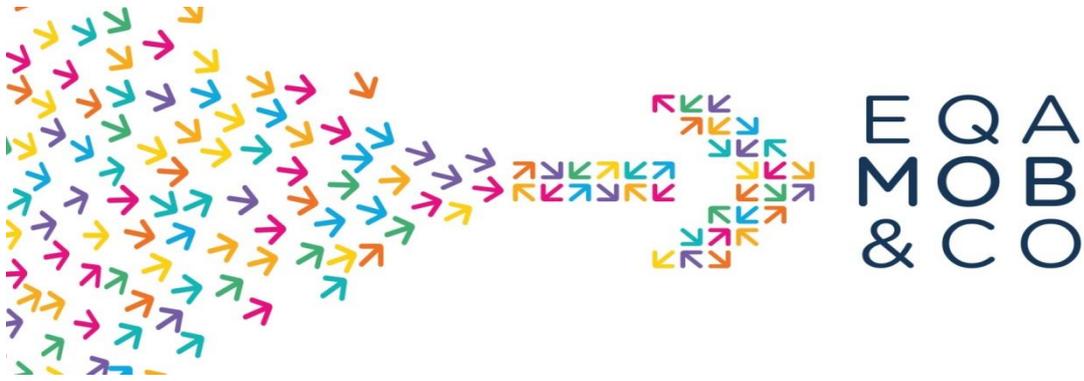
- ✓ Develop mutual trust among hosting and sending organizations
- ✓ Inform companies about learning mobility opportunities
- ✓ Provide an internationally recognized label
- ✓ Support training centres and companies

- **Why companies should be labelled EQAMOB&Co?**

- ✓ Label for recognition : valorise and enhance the role and commitment of companies

- **What are differences from other labels?**

- ✓ Overall framework providing quality assurance, marketing and labelling criteria that build sense at an institutional level
- ✓ Large range of expertise and experience of the partners and EAS network
- ✓ Improve the organisation, experience and benefits of learning mobility programmes
- ✓ Communication toolbox provided to support companies



● **What are EQAMOB&Co guarantees for apprentices?**

- ✓ Sending companies to follow criterion to ensure its commitment (agree on learning goals, assessment process of the mobility period...)
- ✓ Hosting companies asked to offer suitable/high learning and work environments matching previous identified goals or learner's profile – tutor for the learner's follow-up
- ✓ Hosting/sending companies should participate in the evaluation and assessment of acquired competences and the learner's progress