



European Academy
of Innovation

+40 721 305 948

hello@erasmus-training.eu

www.erasmus-training.eu

More than library

The preliminary training plan

Day 1 – Defining the library

09:00 – 10:30	<ul style="list-style-type: none">- Presentation of the trainer- Presentation of the participants- Expectations- Presentation of the training program- Administrative aspects
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- Presentation of the participants' universities and libraries
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none">- What is the role of the library?- Key positions within the library- Individual activity: Design a campaign to promote your library

* Afternoon Walking City Tour

Day 2 – Library management

09:00 – 10:30	<ul style="list-style-type: none">- Activities management- Processes & non-value-add activities management
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- Stakeholders analysis- Communication management
12:00-13:00	International Buffet
13:00-15:00	<ul style="list-style-type: none">- Group activity: OPERA – an instrument for more efficient meetings

* Evening recommendation: Traditional Romanian music from Banat region at Berăria 700



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Day 3 – Re-defining the Library UX

09:00 – 10:30	<ul style="list-style-type: none">- Understand your challenge- Empathize with users
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- Define & reframe the challenge
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none">- Ideate & Prototype- Test planning

Day 4 – Library marketing and PR

09:00 – 10:30	<ul style="list-style-type: none">- Visual identity of the library- Cobranding- Events that bring people in- Successful campaigns
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- Online Marketing- Facebook, Twitter, Google ads, Instagram- Influencers and their power- The future trends in professional communication
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none">- Influencers and their power- The future trends in professional communication

* Traditional Romanian Dinner at Miorița Restaurant

Day 5 – Grant writing and Crowdfunding for libraries

09:00 – 10:30	<ul style="list-style-type: none">- Developing a project proposal- Goals, activities, resources- Financial plan
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- Gantt chart
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none">- Visiting the Library of Politehnica University- Graduation



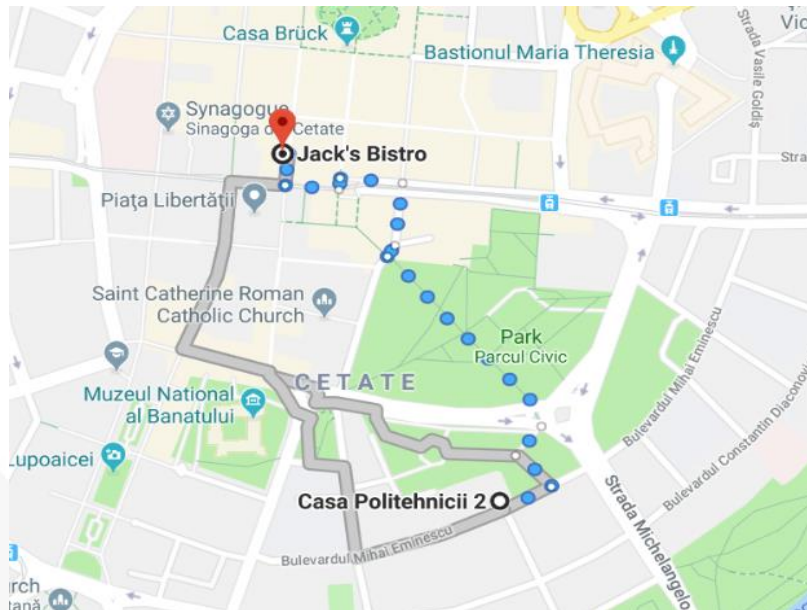
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Dinners except from the one on **Thursday** night will be @ **Jack's Bistro** at 7 p.m.



Don't miss:

- the Museum of the Communist Consumer
- the Art Museum
- the Village Museum
- a Spa day
- Kayaking on Bega river
- Visiting Recas Winery
- Gelato di Bruno ice cream
- Iulius Town

- The training plan is subject to change based on the needs and expectations of the participants.
- The social activities recommended for each day are optional and will be updated one week before the start of the training.