**YOUNG EUSAIR COMMUNICATION ACADEMY**

A **3-part communication capacity building programme for young people** interested in the [EU Strategy for the Adriatic and Ionian Region (EUSAIR)](https://www.adriatic-ionian.eu) and macro-regional cooperation in general.

**In a nutshell**

The following promotional kit has been prepared to promote the call for applications for Young EUSAIR Communication Academy.

Young EUSAIR Communication Academy is a part of the [EUSAIR Communication Academy](https://www.adriatic-ionian.eu/media-centre/eusair-communication-academy/) organised by the [EUSAIR Facility Point Lead Partner](https://www.adriatic-ionian.eu/about-eusair/facility-point/) (Government Office for Development and European Cohesion Policy of the Republic of Slovenia) and [Centre for European Perspective (CEP)](https://www.cep.si/). Effective communication benefits every individual that exercises it. It helps us convince others, raise awareness, and even influence behaviour. Learning about communication – its main principles as well as how to use different tools and acquiring new skills can help us in this endeavour. This is one of the main goals of EUSAIR Communication Academy. Moreover, by facilitating the Academy, we aim to build the foundation for further inclusion of young people in the EUSAIR.

By participating at the Academy the participants will get hands-on knowledge about communication, especially digital communication. Through the programme, they will also get in-depth knowledge about the role of EUSAIR and macro-regional cooperation in general.

The training programme is designed in an interactive, interconnected, and applicable way. It is composed of three interlinked parts that will take place in April, June and October 2022. While the first two will be held online, the last one will be organised in-person in Slovenia.

More information on the Academy is available in the introductory brochure [here](https://www.adriatic-ionian.eu/wp-content/uploads/2022/03/EUSAIR-Communication-Academy_capacity-building-programme.pdf).

Participation is possible for youth participants (aged between 18 – 35) interested in EUSAIR and macro-regional cooperation. There is no participation fee. Costs of in-person participation (accommodation, food, and transportation) for selected participants will be covered by the organisers.

Registration is possible [here](https://www.adriatic-ionian.eu/media-centre/eusair-communication-academy/registration/). The applications close on 11 April 2022.

**Suggested posts for social media and other communication**

We kindly ask you to promote the call for application via your channels, as relevant to your audience.

DRAFT EMAIL FOR EMAILING LISTS OF ORGANISATIONS

To whom it may concern,

you are kindly invited to apply to join Young EUSAIR Communication Academy – a **3-part communication capacity building programme** for young people interested in the [EU Strategy for the Adriatic and Ionian Region (EUSAIR)](https://www.adriatic-ionian.eu/) and macro-regional cooperation.

Do you want to learn about the benefits of digital communication, how to use various online tools for more effective communication? Learn more about the role and benefits of EUSAIR and macro-regional cooperation in general? Learn how to improve the visibility of your work and your brand? Learn how to recognise disinformation? Learn how to develop your digital campaign? Perfect your photography skills using your smartphone? Improve communication with your colleagues and other people you work with? And much, much more. Join Young EUSAIR Communication Academy and perfect your skills and knowledge on communication.

The 3-part learning course will take place online (21 – 22 April 2022 and 2 – 3 June 2022) as well as in-person (in October 2022 in Slovenia). It is an interlinked, in-depth, and hands-on course on communication with a special emphasis on digital communication organised by [EUSAIR Facility Point Lead Partner](https://www.adriatic-ionian.eu/about-eusair/facility-point/) (Government Office for Development and European Cohesion Policy of the Republic of Slovenia) and [Centre for European Perspective](https://www.cep.si/). There is no participation fee. Costs of in-person participation (accommodation, food, and transportation) for selected participants will be covered by the organisers.

For more information take a look at the Introductory brochure [here](https://www.adriatic-ionian.eu/wp-content/uploads/2022/03/EUSAIR-Communication-Academy_capacity-building-programme.pdf).

If you are aged between 18 and 35, are interested in EUSAIR or macro-regional cooperation in general and want to gain essential and advanced communication knowledge – do not hesitate:

Register [HERE](https://www.adriatic-ionian.eu/media-centre/eusair-communication-academy/registration/).

Registrations are open until 11 April 2022.

For any additional questions, feel free to contact organisers at eusair.point.svrk@gov.si

DRAFT TWEET #1

📢 EUSAIR Communication Academy 📢

Are you

✅ eager to improve your communication skills?

✅ interested in macro-regional cooperation?

➡ Apply here: https://bit.ly/3KZrLnd

Deadline: 11 April

*\*gif or video attached to the post\**

DRAFT TWEET #2

❗ Youth participants wanted ❗

Join EUSAIR Communication Academy and learn all you need to know about:

✅ fundamentals of communication, including digital communication,

✅ the role of EUSAIR and macro-regional cooperation in general.

➡ Apply here: https://bit.ly/3KZrLnd

*\*gif or video attached to the post\**

DRAFT FACEBOOK POST

📢 Join EUSAIR Communication Academy 📢

✅ improve your communication skills – especially digital skills,

✅ learn about the role of EUSAIR and macro-regional cooperation in general.

➡ Apply here: https://bit.ly/3KZrLnd

📅 Applications are open until 11 April.

For more information visit: <https://bit.ly/3qlO3ry>

*\* gif or video attached to the post\**