

## LEI Skype Meeting – Communication – 6 March

- **Participants:** Andrew (ELE - Rome), Muriel (PG – Calais), Romain (HP – Valence), Nataliya (LEL – London), Veronika (BMP – Budapest)

### **Best practices – How to promote a Language Exchange event**

Communication is key to organizing a successful language exchange event. A good and efficient communication, using the right channels, can attract a lot of participants to the event. By writing a clear and focused invitation, you can attract participants that are in line with the philosophy of the language exchange groups. However, a confused or miss understandable invitation can attract annoying participants to the events. Communication is also a lot of efforts and energy; this is why it is important to focus on efficient tools and channels.

1. Presentation
2. Channels of communication

Below the list of communication's channels per LEi group:

#### Budapest Melting Pot

- [Facebook](#)
- Mailing list
- Invites
- [Timeout Magazine \(English\)](#)
- Flyer
- Press
- [British Council website](#)
- [Couchsurfing](#)

#### Extreme Language Exchange

- [Facebook](#)
- [Internations](#)
- [A Small world](#)
- [Couchsurfing](#)
- Local radio
- [Video \(Europocket.tv\)](#)
- Flyer
- Contact with american university
- Contact ambassade

#### Cafés Polyglottes du Nord de France

- Sortir
- Magazine chaque mois
- [Calais Mag](#)
- [Café polyglot on the net](#)
- No facebook

#### Happy People 26



- [Facebook page](#)
- [Happy People 26 website](#)
- [Couchsurfing](#)
- Local press
- City newspaper

#### Language Exchange London

- [Facebook](#)
- [Gumtree](#)
- [Twitter](#)
- Specific websites related to specific countries
- Classifieds

### 3. Invitation

In order to attract and inform participants about the events, an invitation is needed. An invitation requires at least the topic of the event, with the date and location. The other information in the invitation can be customized according to the image of the group.

Below the way the LEi groups are customizing their invitations:

#### BMP

- 6 lines (On the topic, venue, date)
- Colourful
- Inspiring
- In English

#### ELE

- In English (to find English natives, Italian natives are easy to find in Rome).

#### Happy People 26

- Bilingual (in French for the locals and in English for internationals)
- Focus on Language exchange and Social connexion

#### Cafés Polyglottes du Nord

- A general information our the website

#### Language Exchange London

- One sentence of introduction (different every week)
- Description how the language event works
- One different discussion topic per week

### 4. Motivations

How to motivate the participants to attend the events? Here are different approaches:

- Focus on the language praxis / language exchange
- Focus on the culture



- Focus on the social link
- Organize a special meetings

#### 6 – Relationship with the press

Internet and social medias are a new way to communicate. However, the traditional press and medias are still very important to reach people and advertise the meeting and group activities. Below are some medias that the LEi groups have worked with:

- Local press + Radio
- Europocket.tv (Rome)
- TV – Difficult to reach sometimes, but a good way to reach many people

Other:

If some people are interested in online language exchange, here are some websites:

- [Café Polyglotte on the net](#)
- [Lang8](#)
- [Livemocha](#)