



Publicity

Here are a few tips for advertising your Language Café by using the press, events, personal contacts and other agencies. These are followed by some advice on supporting other people to set up a Language Café.

A) How to use the press

- Create a recyclable press release (see 'How to write a press release' www.linguconnections.eu/STWritingPress.htm)
- Contact:
 - Press officer of newspapers, etc
 - Webmasters of online publications
 - Journalists of your local paper
 - Online journals relating to language learning
- Send pictures (but get permission from subjects first)
- Find someone who has a contact in the press
- Use your institution's press office
- Use your institution's newsletter
- Find something of media interest to tell the press (an attractive story to make your project look 'real')
- Start local when approaching TV and radio
- Use special interest newsletters, e.g. local government, schools
- Use events listings
- Create a podcast or mini video to send to websites, etc.
- Link to press coverage you have had on your website
- Use special event publicity relating to languages/education, e.g. European Day of Languages
- Use specialised press like women's or children's magazines
- Have a clear message and be innovative – tell a personal story, think of a catchphrase
- Health warning. Be careful of:
 - The press misreporting you
 - More interesting events may displace you from the news
 - Using photos/podcasts without permission
 - Not always saying the same thing
 - Not targeting your press release to the publication
 - The press is good for spreading information and the idea but possibly not for recruitment
 - Your institution press office can let you down

B) Using events, e.g. dissemination conferences and language fairs

- Use different kinds of publicity at different stages of the Language Café
- Use language learning conferences (your approach will depend on the type of conference, e.g. informal/research)



- Before Language Cafes are set up, use conferences as a means of:
 - Looking for venues/sponsors
 - Looking for partners
 - Market research
- After Language Cafes have been running for a while, use conferences to present:
 - Successes and failures
 - Dos and don'ts (useful tips)
 - Poster presentations
 - "Live" workshop version of the Language Café
- Give out postcards at events
- Consider cost issues
- Examples of events to look out for:
 - Professional events (e.g. police)
 - Company "open houses"
 - Market days (local)
 - European Day of Languages
 - Book fairs (small)
 - Education fairs
 - Christmas markets
 - Olympics or any other sporting events
 - Festivals (music, culture, art, etc)

C) The personal touch / using personal contacts

- Use "useful" contacts, e.g. institutions that can be useful to your Language Cafe, and personal contacts
- Instead of sending emails to a mailing list use a selective approach and contact people who are potentially interested or who can be an asset to your Language Café
- Keep people updated, e.g. through an email every now and then or a newsletter, even if they are not in a Language Café group
- Add the website URL and your blog address to your email signature to raise awareness of the Language Cafe
- Enhance the Language Café group coherence by organising activities like a dinner together or watching a movie – this may help to keep the Café running and might convince people to join
- Use friends for dissemination (tell them what you have been doing and for recruitment (ask them to join your group)
- Also friends might be useful for expanding the network of Language Cafes (see section E below), both to let people know about your Language Café or to find other people who are potentially interested
- It is sometimes a good idea to talk to people face-to-face instead of sending an email



D) Involving other agencies

- Involvement from other agencies may take the form of financial involvement, e.g. paying for a native speaker or some other form of sponsorship, e.g. providing a space/venue for free
- Find out about the aims of the agency and make sure that you link to these aims when approaching them
- Examples of agencies:
 - Local authorities, e.g. district council
 - Cultural organisations, e.g. British Council
 - Embassy/cultural departments
 - Language schools and university language centres/departments
 - Schools (may be interested in a Language Café as an extra curricular activity)
 - Non-governmental organisations (NGOs)
 - Bookstores/chains and publishers
 - Libraries
 - Charities/refugee organisations
 - Employment offices
 - Community centres in your area

E) How to extend the network of Language Cafes / supporting other people to set up their own Language Cafes

- Make it easy to access information such as the start-up Guide
- Provide marketing tools/publicity pack, e.g. posters, postcards
- Give your contact details in all publicity
- Be ready to offer support and guidance
- Go to the first meeting of the Language Cafe if possible
- Make sure your website is easily accessible and regularly updated
- Link to other websites
- Use your own organisation's resources, e.g. mailing lists
- Contact organisations outside your own, e.g. libraries, supermarkets, farmers' markets
- Be aware of existing networks and use them
- Go in person to potential venues (but possibly phone first)