

**Seminar programme**  
**Regional Seminar on University Lifelong Learning**  
**Batumi 15-20 June 2011**

<b>16.06.2011</b>		
10:00 – 11:30	<ul style="list-style-type: none"> <li>– Welcome and opening of Summer School 2011</li> <li>– Introducing with each-other</li> <li>– Housekeeping announcements, rules and responsibilities</li> </ul> <p><b>ULLL meaning and content</b></p> <ul style="list-style-type: none"> <li>– General presentations of ULLL in South Caucasia (approximately 10 minutes per country)</li> <li>– Introduction of Tallinn University ULLL organisation</li> </ul>	<p>Lika Glonti, NTO Georgia</p> <p>Varduhi Vorskanyan (AM), Nigar Sultanova (AZ), Irine Darchia (GEO)</p> <p>Kadri Kiigema, Head of Open University Office, Tallinn University</p>
<i>11:30 – 11:45</i>	<i>Coffee break</i>	
11:45 – 13:15	<p><b>ULLL meaning and content</b></p> <ul style="list-style-type: none"> <li>– How do define ULLL and how is it delivered?</li> <li>– What is the purpose and value of ULLL?</li> </ul>	Kadri Kiigema, Head of Open University Office, Tallinn University
<i>13:15 – 14:15</i>	<i>Lunch</i>	
14:15 – 15:45	<p><b>ULLL organisation</b></p> <ul style="list-style-type: none"> <li>– What kind of ULLL organisation and management models to choose?</li> <li>– Who are involved with providing different ULLL opportunities and what kind of competences they need (academic personnel and experts / training managers, assistants)?</li> <li>– How to support staff development?</li> <li>– Quality assurance of ULLL organisation</li> </ul>	Kadri Kiigema, Head of Open University Office, Tallinn University
<i>15:45 – 16:00</i>	<i>Coffee break</i>	
16:00 – 17:30	<p><b>ULLL opportunities</b></p> <ul style="list-style-type: none"> <li>– What to offer and who is our target group?</li> <li>– How to design different ULLL opportunities (inc. continuing education courses – public courses and tailor-made trainings, qualification courses, e-courses, Studia Generalia, preparatory courses, open university courses, Summer and Winter Universities, consultancy, supervision etc)?</li> <li>– How to develop regional co-operation and partnership?</li> </ul>	Kadri Kiigema, Head of Open University Office, Tallinn University

<b>17.06.2011</b>		
10:00 – 11:30	<b>University Lifelong Learning in Europe</b> – EUCEN presentation	Dr. Andrea Waxenegger, President of EUCEN
<i>11:30 – 11:45</i>	<i>Coffee break</i>	
11:45 – 13:15	<b>University Lifelong Learning in Europe</b> – Recognition of non-formal education – challenges and tendencies – Funding of LLL programs	Dr. Andrea Waxenegger, President of EUCEN
<i>13:15 – 14:15</i>	<i>Lunch</i>	
14:15 – 15:45	<b>Adult learning and teaching</b> 1. Adult learner – What are the main characteristics of adult learner? – How does the age effect learning in adulthood? 2. Adults teacher – How can teacher support adults learning? – What are different adults teacher styles and competences?	Kadri Kiigema, Head of Open University Office, Tallinn University
<i>15:45 – 16:00</i>	<i>Coffee break</i>	
16:00 – 17:30	<b>Adult learning and teaching</b> 3. Training as a learning process – How to build up training based on learning process? – What methods a trainer could use to support learning?	Kadri Kiigema, Head of Open University Office, Tallinn University
<b>18.06.2011</b>		
10:00 – 11:30	<b>Public relations and marketing</b> <b>Marketing of ULLL</b> – How to build up effective marketing plan for ULLL opportunities? – How to mark the market? – What kind of marketing tools to use (inc. advertising, events, face-to-face, Web 2.0 etc)?	Kadri Kiigema, Head of Open University Office, Tallinn University; Kristi Helme, Journalist of Teachers Newspaper
<i>11:30 – 11:45</i>	<i>Coffee break</i>	
11:45 – 13:15	<b>Public relations and marketing</b> <b>Developing effective PR of ULLL</b> – What are the main rules of PR (public relations)? – How to communicate your message through public media? – How to co-operate with journalists?	Kadri Kiigema, Head of Open University Office, Tallinn University; Kristi Helme, Journalist of Teachers Newspaper
<i>13:15 – 14:15</i>	<i>Lunch</i>	
14:15 – 15:45	<b>Closing session</b>	
<i>15:45 – 16:00</i>	<i>Coffee break</i>	