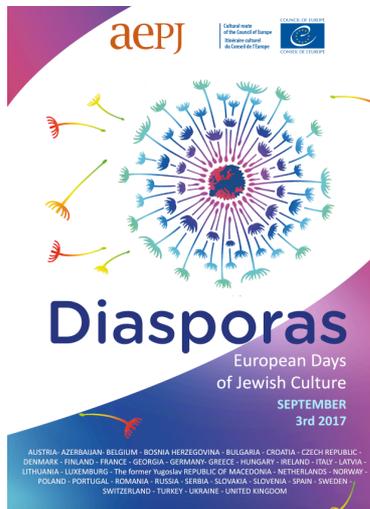


An easy preparation guide for the EDJC



The European Day of Jewish Culture in four steps

The main goal of this pan-European project is to offer the broader public the possibility to discover several aspects of Jewish heritage and get acquainted with Jewish culture and traditions. Each year the event has a particular theme, a subject which encourages an in-depth look into particular aspects of Jewish Culture. This year's subject is "Diasporas", a theme which invites us to make a historical look at the past, but gives great relevance to the present.

Who can participate?

Both on national and local level, everyone can participate in the European Day of Jewish Culture: Jewish communities, associations, museums, municipalities...

First time in the EDJC?

We will be happy to help you prepare this day. Write to edjc@jewishheritage.org, and we'll offer you advice in order to join and be part of this project. We will put you in touch with the national coordinator, where applicable.

Step 1: Getting started

We already have the theme and date, it's time for planning. There is a great variety of opportunities to carry out activities around the chosen theme, such as conferences, open doors, lectures, guided tours and visits, concerts and much more.

Thanks to the collaboration with the National Library of Israel, we also offer a complete exhibition on the proposed theme, videos, and related activities, carried out by the NLI. The contents are offered in English, but we can send you the texts to translate them into other languages. On our web you will be able to find all the related contents, ready to download: <http://www.jewishheritage.org/web/edjc/2017>, such as the official poster of the day, the logos, the panels of the exhibitions, and much more information.

Step 2: Promotion

Once the activity is programmed, it is time to promote it! We all know that much of the success will depend on the promotion we make of the activity. In this section, it is important to send the program to edjc@jewishheritage.org so that we can publish it on our website and EDJC communication channels.

Information of the program should include:

- Country
- City
- Brief description of the activity
- Place and time of the event
- Related photos
- Website or appropriate links, if applicable .

You can find on our website a press release about the day, to be completed with the specific national, regional or local information.

Do not forget to use the logos of the AEPJ and the Council of Europe, which are obligatory, in order to guarantee an overall European image of the event. You can edit the title and other text, as well as complementing with other elements, such as a list of participating cities, organizations, logos, etc.

Step 3: The event

Alea jacta est! Surely it will be a success!

Do not forget to collect the following information:

- Number of visitors
- Photos and / or videos of the event high resolution
- Economic figures (such as production cost, communication fees etc)



Step 4: Follow up- The report

After the event, the European coordination will prepare a general program report including all organized activities, with information, photos and other graphic material received from each country. In case we do not receive the information within the established period we cannot guarantee to include it in the report, and we don't want that!

We will ask you to fill out a very brief form where you must include:

- Activity,
- number of visitors,
- cost of the activity,
- photos and / or videos,
- logos of all the organizations involved in the EDJC in your country.

It's important to reward organizations that are supporting us, showing their logos on our European report is a sign of appreciation, as well as a good mean of promotion, for everyone. A program of programs will be send to you!

Last but no least!

We are thankful and proud of our collaborators, the work of every single one of you makes the difference. Together, we form something that in 2016 involved 33 countries, 324 cities, 887 activities, and the enormous participation of more than 169048 visitors! With these numbers in mind, you can imagine the importance of EDJC for the present and future of Europe...

In a few words, we are all part of a fantastic program having a huge impact, and all this wouldn't be possible without your continuous work.

With this, we are happy to close this preparation guide addressing you with the most meaningful words we can say:

THANK YOU.