



Adult Learners' Week

20-26 September 2021



Your invitation to join Adult Learners' Week 2021

Adult Learners' Week plays a major role in promoting opportunities for individuals to learn new skills, find resources to support health and wellbeing, start new hobbies or to open conversations about retraining and making a fresh start.

The [Adult Learners' Week platform](#) has been developed to host information, courses, and special events to connect people to partners and stakeholders across Wales and beyond.

Last year, we hosted over 500 online courses from a wide range of organisations including The Open University, BT, Harding Evans Solicitors, the National Museum Wales, Sport Wales, Head 4 Arts and Swansea Lifelong Learning Service. Working in partnership with the Welsh Government, we successfully launched the platform as part of a multi-media campaign to promote adult learning at the height of the COVID-19 pandemic. Watch [this video](#) to find out more.

This year, as part of the Adult Learners' Week campaign we are planning for a mix of online, live and in-person events and courses, taster sessions, open days, and outreach events, that will be promoted to people across Wales throughout **August and September**.

To make 2021 even more successful, we need your support!

We need you to be part of Adult Learners' Week and use the platform to promote your courses, open events, online tasters and learning resources to help engage and inspire people to learn something new in way that suits them.

We are looking for partners to deliver live taster classes and special events for Adult Learners' Week and we'll promote any courses and resources that are available and listed on the site from August through to September.

Learning and Work Institute is continuing its partnership with the Welsh Government to build a network of campaign partners and to support this year's multi-media campaign with awareness raising, promotion and advertising across press, radio, social and digital media. Help us spread the word to get as many partners as possible on board – you can use [these social media assets](#) to promote this invitation to your networks.

The coronavirus pandemic has impacted the lives of many in our communities and has reinforced many inequalities. We need to enable many more people across Wales to engage with lifelong learning. Developing new skills provides a vital stepping-stone to improving life chances, choices, and opportunity.

[Click here to see the events already accessible on the platform.](#)



Working Wales

#changeyourstory



Gyfra Cymru
Careers Wales



Cronfa Gymdeithasol Ewrop
European Social Fund



Why should I take part?

- It's an opportunity to engage with new and existing audiences (there were over 130,000 searches on the site last year).
- You'll be part of a major partnership in Wales that aims to promote lifelong learning.
- You'll have a profile on the Adult Learners' Week platform, to encourage more awareness of your provision.
- You'll be playing a key role in connecting people in Wales to get support with health & wellbeing, learning and employment opportunities.
- You'll be part of a Wales-wide campaign to share positive, aspirational stories to inspire others to consider learning, developing new skills and make a fresh start.

What you'll need to provide...

We're looking for high quality free digital / in-person resources, courses and taster sessions that will help adults learn a new skill. If these are available in both English and Welsh, that's even better.

Content could include:

1. One-off / taster courses
2. Introductory courses
3. Masterclasses
4. Work sheets
5. Ongoing courses
6. Open days (virtual or in-person)
7. Community events
8. Webinars
9. Conferences
10. Links to careers advice and information

Next Steps ...

You may already be a campaign partner.

You can access your Provider Profile on the platform by logging into your account – this will allow you to update your provider information and upload your learning content.

- Check you are registered on the platform <https://adultlearnersweek.wales/en/providers/>
- If you have your log in details then please log in to your account (<https://adultlearnersweek.wales/en/my-account/>) and start adding your course/event/resources listings onto the platform (*please note, all content must be uploaded bilingually*)
- If you cannot remember or locate your login, please email alwevents@learningandwork.org.uk or call 07920 040653 to ask for assistance to reset your login details

You can save your information at any time and come back to the page before publishing. You can upload and edit your content any time before and during Adult Learners' Week, however we highly recommend that all content is uploaded before 1 September 2021 to ensure your content is considered within the marketing communications.

If you are new to the campaign – it's great to have you on board!

- To create a Provider Profile, its quick and easy and the benefits are endless. Please complete the short form below and send back to: alwevents@learningandwork.org.uk or call 07920 040653 if you need any assistance.

Name	
Organisation/ business name	
What does your organisation do – a brief overview	
Email address	
Contact number	
Web address	
Brief description of online/tutorial session/s you can provide <i>Max 250 words</i>	
Credentials/ qualifications – please outline qualifications or experience of the tutor/organisation	

- A member of the Learning and Work Institute team will review your form and set up your account. Once complete they will provide you with all the information you need so you can update your provider profile
- Please log in to your account (<https://adultlearnersweek.wales/en/my-account/>) and start adding your course/event/resources listings onto the platform (*please note, content must be uploaded bilingually*)

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I've uploaded my content, what are the next steps?

Please keep your eyes peeled for more information coming to you within the next few weeks and in the meantime, let your social following know that you are taking part and encourage them to do the same!