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Supporting SMEs through VET students' assignments  
in the field of Informatics, Design and Audiovisual Sectors

# VET TRAINERS HANDBOOK

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# INTRO: CONTEXT

The Erasmus+ project called “VET Marketplace” is a strategic partnership initiative in the field of Vocational Education and Training (VET). The aim is to create a modern, student-centred VET environment, bridging the gap between education and industry and promoting student employability. The project is based on the idea of a “VET Marketplace”, which acts as a digital platform to connect VET students with Small and Medium-sized Enterprises (SMEs), enabling students to work on real assignments and projects (Project Based Learning - PBL) provided by companies.

Addressing the skills mismatch by ensuring that VET programmes are aligned with the rapidly changing needs of the labour market, particularly in key sectors such as IT and digital. On the other hand, small and medium-sized enterprises (SMEs) often lack the resources to access specialist skills or to set up complex apprenticeship programmes. The project therefore seeks to provide a concrete solution to these challenges by creating a dynamic platform that facilitates PBL, transforming the gap between education and industry into an opportunity for mutual collaboration.

# INTRO: ABOUT THE PROJECT

The following organizations are collaborating on the project:



**BK-CONSULT**



**DELTA PARTNER**



**EVBB**



**IFOA**



**METROPOLITAN COLLEGE**



**UC LEUVEN**

The main results to be achieved at the end of the project are:

- Development of an Operational Framework for the VET Marketplace.
- Creation of micro-courses (on entrepreneurial and communication skills).
- Implementation of the VET Marketplace digital platform itself.
- Development of manuals for VET trainers and for Employers for an effective mentoring system.

# CONTENTS: METHODOLOGY AND STRUCTURE

## Chosen Approach:

The Learning Outcomes approach was chosen, as it is designed to ensure clear and measurable results, where the focus is on what learners should be able to know, understand, and do by the end of the course. It facilitates clear expectations across diverse EU countries, is adaptable to various educational contexts, and it aligns with the European Qualifications Framework to ensure uniform standards across the project's partnership.

## Course Format

Asynchronous learning which allows learners to engage with content at their own pace, stop at any time and resume from the same point when they return

## Course Duration

- Total duration: 20 hours of asynchronous online training
- Unit duration: Units range from 90 minutes to 110 minutes
- Pacing: Estimated 2-3 minutes per slide

## Model Structure

- Units within a module are sequential but learners can choose the order in which they tackle modules, allowing for some flexibility.
- Each unit is self-contained, ensuring learners can start at any unit, though the suggested order follows a logical progression of topics.

## Introduction to the Unit:

- Brief overview introducing the topic
- Engaging the concise, up to 80 words

## Learning objectives

- List of 3-4 key objectives outlining what learners should achieve by the end of the unit
- Key terms/Definitions
- Highlight up to 4-5 key concepts or terminology, explained briefly to set the foundation.

## Final elements

- Additional resources
- References
- Closing session

## Core content of the Units

- Table of contents
- Main body of the unit
  - *Theory*: Key concepts and theoretical foundations relevant to the topic
  - *Case studies/Best practices*: Real-life examples that demonstrate the application of the theory
  - *Practical applications*: How learners can apply the knowledge to their own work or industry
  - *Activities and self-reflections*: Interactive elements or reflection prompts to engage learners actively
- Unit summary

# CONTENTS: LEARNING PATH

## Communication skills for designers & developers

UNIT	TITLE	DESCRIPTION
1.1	Effective communication & public speaking for creatives	<ul style="list-style-type: none"><li>• Improve clarity, confidence, and persuasion in presentations</li><li>• Learn effective communication and storytelling techniques and strategies for creative professionals</li></ul>
1.2	Professional communication in the design & tech industry	<ul style="list-style-type: none"><li>• Master writing professional emails, offers and proposals</li><li>• Develop active listening and networking strategies</li></ul>
1.3	Client relationship management & negotiation	<ul style="list-style-type: none"><li>• Understand and manage client expectations</li><li>• Practise negotiation techniques for pricing and contracts</li></ul>
1.4	Conflict resolution & collaboration in creative teams	<ul style="list-style-type: none"><li>• Learn strategies for handling workplace conflicts</li><li>• Improve teamwork in multidisciplinary projects</li></ul>
1.5	Personal branding & portfolio development	<ul style="list-style-type: none"><li>• Build a strong presence both online and offline through branding</li><li>• Develop a compelling portfolio showcasing skills and projects</li></ul>
1.6	Digital marketing & self-promotion for creatives	<ul style="list-style-type: none"><li>• Use digital marketing (social media marketing, email marketing, etc.) and SEO to attract clients</li><li>• Design and implement marketing strategies tailored for designers and developers</li></ul>

## Entrepreneurial skills for designers & developers

UNIT	TITLE	DESCRIPTION
2.1	Freelancing essentials: managing clients & projects	<ul style="list-style-type: none"><li>• Learn project management basics for freelancers</li><li>• Set pricing and contracts for sustainable work</li></ul>
2.2	Business model canvas & planning for creative entrepreneurs	<ul style="list-style-type: none"><li>• Understand the key components of a business model canvas</li><li>• Learn how to develop a structured plan based on the business model canvas for a creative business</li></ul>
2.3	Pitching ideas & services effectively	<ul style="list-style-type: none"><li>• Learn how to pitch a business idea through mastering creative storytelling techniques</li><li>• Learn how to present your proposals/services confidently to clients and investors</li></ul>
2.4	Problem-solving & decision-making in the creative industry	<ul style="list-style-type: none"><li>• Apply critical thinking to real-world design and tech challenges</li><li>• Develop strategies for making effective business decisions</li></ul>
2.5	Time & project management for creative professionals	<ul style="list-style-type: none"><li>• Organise tasks, meet deadlines and manage multiple projects effectively</li><li>• Use project management tools tailored for designers and developers</li></ul>
2.6	Integrity, self-confidence & professional ethics in creative work	<ul style="list-style-type: none"><li>• Build a strong professional reputation and client trust</li><li>• Understand ethical considerations in creative industries</li></ul>

# PLATFORM

1. Go to project webpage at:  
[vetmarketplace.eu](https://vetmarketplace.eu)

2. Click on  
“Learning Platform”



[About](#) | [Objectives](#) | [Results](#) | [Partnership](#) | [Learning Platform](#)

 EN ^

## VET Marketplace Online Learning Platform

### Welcome to the VET Marketplace Online Learning Platform

This platform is your gateway to a comprehensive learning experience, tailored to bridge the gap between education and industry. Here, you'll find a variety of resources designed to empower students, educators, and businesses alike. Explore course materials, mentorship resources, and collaboration tools that foster real-world skills and connections. Dive into project results to see the transformative impact of our initiative, all in one dynamic and user-friendly space.

**Let's shape the future of vocational education and training!**



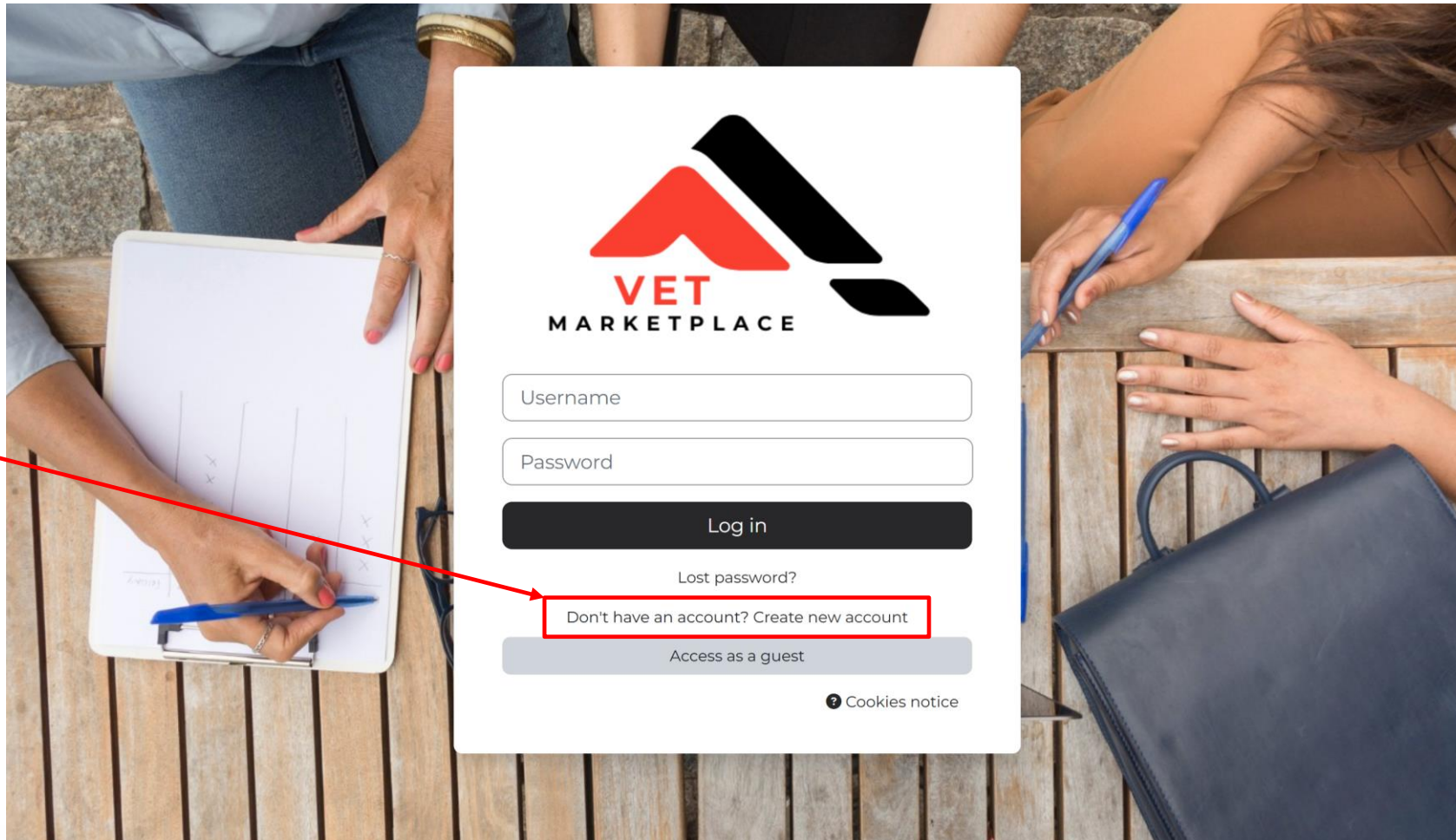
Course Materials



Mentorship Resources

# PLATFORM: CREATE AN ACCOUNT


I. Click here to register.




The image shows a white login and registration modal window centered over a background photograph of people sitting at a wooden table. The modal window features the VET Marketplace logo at the top, which consists of a red and black stylized 'M' shape above the text 'VET MARKETPLACE'. Below the logo are two input fields: 'Username' and 'Password'. Underneath these fields is a black 'Log in' button. Below the 'Log in' button are three links: 'Lost password?', 'Don't have an account? Create new account' (which is highlighted with a red box and a red arrow from the text on the left), and 'Access as a guest'. At the bottom right of the modal is a 'Cookies notice' link with a question mark icon.


2. Complete all the fields with your details.


3. Click on “Create my account”


Username 


The password must have at least 8 characters, at least 1 digit(s), at least 1 lower case letter(s), at least 1 upper case letter(s), at least 1 special character(s) such as \*, -, or #

Password 

Email address 


Email (again) 

First name 

Last name 

City/town

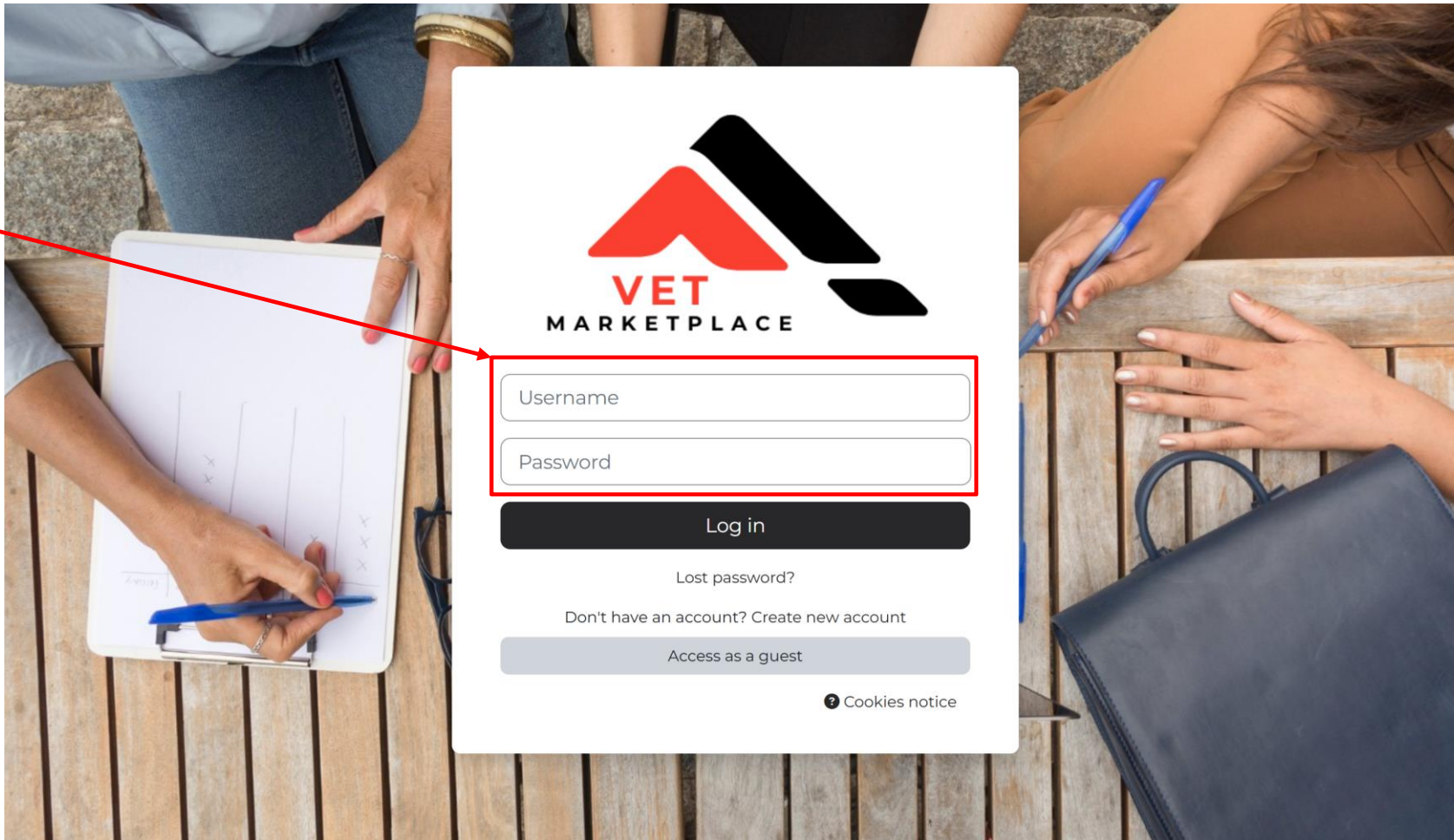
Country

Select a country 

**Create my new account** Cancel

# PLATFORM: LOGIN

4. Write down  
your  
“username” and  
“password”





1.1 - Effective Communicati...

1.1 - Effective Communicatio...

Video

1.2 - Professional Communi...

1.2 - Professional Communic...

Best Practices

1.3 - Client Relationship Ma...

1.3 - Client Relationship Man...

Video (copy)

1.4 - Conflict Resolution & C...

1.4 - Conflict Resolution & Col...

Video

1.5 - Personal Branding & Po...

1.5 - Personal Branding & Por...

Quiz Assessment

Quiz Assessment

# 1.1 - Effective Communication & Public Speaking for Creatives

Communication Skills for Designers and Developers

> 1.1 - Effective Communication & Public Speaking for Creatives

🔗 1.1 - Effective Communication & Public Speaking for Creatives

✓ Done ▾

Glossary

## Pitch

Is a short, compelling, and persuasive presentation of an idea, project, or product.

It doesn't provide an exhaustive explanation  
but instead **highlights the value** of the proposal.



# PLATFORM: USE THE PLATFORM

1. Go to project webpage at:  
[vetmarketplace.eu](https://vetmarketplace.eu)

The screenshot shows the VET Marketplace Online Learning Platform website. At the top left is the VET Marketplace logo. The navigation menu includes 'About', 'Objectives', 'Results', 'Partnership', and 'Learning Platform' (which is highlighted with a red box and a red arrow pointing to the '2. Click on...' instruction). A language selector shows 'EN' with a flag icon. Below the navigation is a large black banner with the text 'VET Marketplace Online Learning Platform'. Underneath is a red heading 'Welcome to the VET Marketplace Online Learning Platform' followed by a paragraph of text: 'This platform is your gateway to a comprehensive learning experience, tailored to bridge the gap between education and industry. Here, you'll find a variety of resources designed to empower students, educators, and businesses alike. Explore course materials, mentorship resources, and collaboration tools that foster real-world skills and connections. Dive into project results to see the transformative impact of our initiative, all in one dynamic and user-friendly space.' Below this is a bold statement: 'Let's shape the future of vocational education and training!'. At the bottom are two red buttons: 'Course Materials' with a book icon and 'Mentorship Resources' with a speech bubble icon.

2. Click on  
“Learning  
Platform”  
and login with  
your credentials



(TPMs).

skills through student collaboration.

**O7:** Leverage digitalization to enrich VET experiences and adaptability.

### Available courses



Communication Skills for Designers and Developers



Entrepreneurial Skills for Designers and Developers



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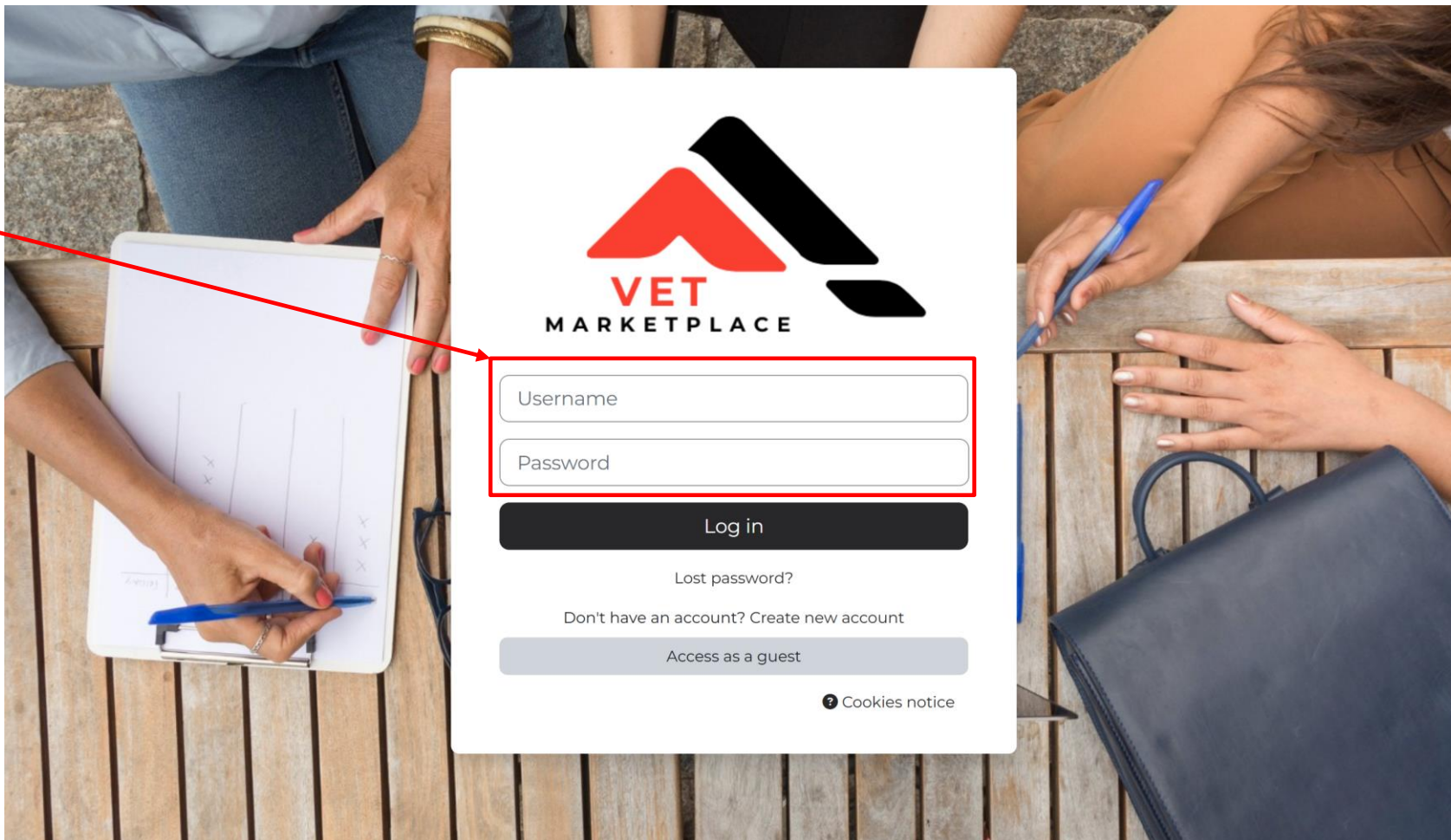


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3. Select the Course you are interested in

4. Write down  
your  
“username” and  
“password”





## Communication Skills for Designers and Developers

- 1.1 - Effective Communicat...  
Video
- 1.2 - Professional Commun...
- 1.2 - Professional Communi...
- Best Practices
- 1.3 - Client Relationship M...
- 1.3 - Client Relationship Ma...
- Video (copy)
- 1.4 - Conflict Resolution & ...
- 1.4 - Conflict Resolution & C...
- Video
- 1.5 - Personal Branding & ...
- 1.5 - Personal Branding & P...
- Quiz Assessment

### 1.1 - Effective Communication & Public Speaking for Creatives

Collapse all

1.1 - Effective Communication & Public Speaking for Creatives

Done

Glossary

#### Pitch

Is a short, compelling, and persuasive presentation of an idea, project, or product.

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5. On the left side you can see all the content included in the course



- ×
- ▾ 1.1 - Effective Communicat...
- 1.1 - Effective Communicati...
- Video
- ▾ 1.2 - Professional Commun...
- 1.2 - Professional Communi...
- Best Practices
- ▾ 1.3 - Client Relationship M...
- 1.3 - Client Relationship Ma...
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- ▾ 1.4 - Conflict Resolution & ...
- 1.4 - Conflict Resolution & C...
- Video
- ▾ 1.5 - Personal Branding & ...
- 1.5 - Personal Branding & P...
- ▾ Quiz Assessment

## Communication Skills for Designers and Developers

### ▾ 1.1 - Effective Communication & Public Speaking for Creatives

Collapse all

🔗 1.1 - Effective Communication & Public Speaking for Creatives

✓ Done ▾

Glossary

#### Pitch

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It doesn't provide an exhaustive explanation  
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6. When you finish a Unit, a green circle will appear next to it.

7. At the end you a questionnaire to complete.

Home My courses

VET MARKETPLACE

Communication Skills for Designers and Developers > Quiz Assessment > Quiz Assessment

## Quiz Assessment

✓ Done: View To do: Receive a grade

**Continue your attempt**

Grading method: Highest grade

Grade to pass: 6.00 out of 10.00

### Your attempts

Attempt 1	
Status	In progress
Started	Friday, 19 September 2025, 10:24 AM



Home My courses



Hi, Demo! 🙌

### Available courses



English  
Communication Skills for Designers and Developers

75% complete



English  
Entrepreneurial Skills for Designers and Developers

81% complete



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8. You can check your progress from your home screen.

# STRATEGIES FOR AN EFFICIENT MENTORSHIP

## Role of the VET Trainer as Mentor:

- Facilitate a supportive learning environment that promotes autonomy and confidence.
- Provide clear expectations, milestones and constructive feedback during PBL activities.
- Encourage self-reflection to help students recognise strengths and areas for improvement.
- Use a coaching approach: ask guiding questions, not only provide answers.

## Key Practices:

- Establish regular check-ins adapted to students' pace. (e.g.: Every Monday send a progress check message to students who are moving more slowly, while those who are more autonomous receive a biweekly check-in)
- Model professional behaviours relevant to workplace contexts. (e.g.: Respond to students' questions with formal and punctual language, as they would in a work email)
- Promote peer-to-peer support and collaborative learning. (e.g.: Ask students to work in pairs and explain a concept they just learned to each other)

## Communication Strategies:

- Use simple, structured and consistent messages across the pilot activities.
- Combine synchronous and asynchronous channels to match students' needs.
- Employ active listening techniques to ensure students feel heard and understood.
- Provide timely, targeted feedback with clear action points.

## Problem-Solving Support:

- Break problems into manageable steps and guide students through each stage.
- Encourage evidence-based decision-making (data, examples, best practices).
- Promote creative thinking and alternative solutions when facing obstacles.
- Facilitate reflective discussions after challenges to consolidate learning.

# SUPPORT FOR ADDRESSING STUDENT NEEDS DURING THE PILOT

## Monitoring and Early Detection:

- Track student engagement through the platform's progress indicators.
- Use periodic check-ins to detect difficulties early (technical, motivational or skills-related).
- Encourage students to self-report challenges without fear of judgement.

## Tailored Support Measures:

- Provide differentiated learning resources when skill gaps emerge.
- Offer alternative explanations or micro-activities to reinforce key concepts.
- Adapt the workload when necessary to avoid overload.

## **Academic and Technical Support:**

- Tutorials on platform navigation and assignment submission.
- Short guides or videos on core communication and entrepreneurial skills.
- Personalized additional resources to strengthen specific skills when difficulties arise.

## **Motivational & Emotional Support:**

- Recognition of progress and achievements to boost confidence.
- Creating a safe space where students feel comfortable asking for help.

## **Coordination with SMEs:**

- Use of a clear and structured communication between trainer, learner and company to align tasks and expectations.



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**THANK YOU FOR THE ATTENTION!**