

Swim the Language

Promoting Language Learning through swimming



The Project

Swim the language
is a language
competition on line

www.swimthelanguage.org



The Challenge

The Challenge is open to all EU citizens

Starting October 1st 2007

Ends in May 2008

Target languages are

Finnish Hungarian

Italian Slovenian



The Relay

The Challenge is a relay race
divided into four legs

It covers the language needs
of a potential swimmer to the
European Championship



The legs of the relay race

Leg 1: Arriving in the country

Leg 2: Socialising with other swimmers

Leg 3: Talking about swimming

Leg 4: Meeting the culture of the country



The start

participants register
choose their “swim” language
go to the training sessions
do the exercises
get feed back from the coach



The race

when language swimmers feel
they are ready
they go for the race (a language test)
the test gives scores and access
to the following training sessions



The prize

the first 4 best “language swimmers”
are invited to the
Swim the language finals
in Malaga
July 2008



Be part of only win

Plus 4 participants taken from a draw

To reward motivation to learn

not only to win



The dissemination strategy

Dissemination strategy started
since the very start of the project
taking into account
the specific characteristics of
the partnership
the marketing tools
the schedule



The partnership

- Len Ligue Europeenne de Natation
It is an umbrella organisation coordinating all European water sports federations
- Leader – Comunicare Inter Culture
- University of Budapest
- University of Koper – Language Department
- Transdemica – e-learning and software development



The marketing tools

- Press and Public Relations Unit
- “Language pool” stand at European Swimming Championships
- Promotional material
- Events



The Public Relations Unit

- Swim the language web site
- Len web site
- Partners web sites
- Press releases
- Communication with swimming federations
- Communication with education authorities



Promotional Material

- LEAFLET
 - project presentation in 5 languages
- MEMO WORD booklet
 - words and pictures in 5 languages
- WORD labels
 - “nice” words to remember in 5 languages



“Swim the Language Pool” stand

it is a colourful, appealing structure
equipped with interactive
computer postings
where participants
can dip into
the Language Challenge



The schedule 2006

- September project presented at Len Congress
- October project start up
- November logo was developed
- December project presented at Europea Championship in Helsinkj



The schedule 2007

- January web site was launched
- March demo language pool on line
- April The Challenge presented on Len Magazine
- May Promotional material developed
- June Letter to European Swimming Federations

Communication Event

July 2007

Communication Event
at European Masters Championships

Language race open to visitors

Meet the culture corner

Taste the culture time

Meet your idols



Results

- 8000 people at Master Championship
- 600 visited the stand
- 6 news in the media
- Invitation to International Master Championship in Australia



The Challenge

Now ...

let's go to the language swimming pool

choose your avatar

start the Challenge



The Challenge

Swim the relay

Learn the language

... And maybe win...



The Challenge

.... See you in Beijing !

