

# TOPIC & INVITATION

## WHAT YOU SHOULD CONSIDER

1

A significant factor in whether parents come to a parents' evening depends on the way the event is invited. The cover letter should be appealing and the topic should arouse interest. Possible options here are, for example, an appropriate design of the invitation, that is matching the topic and has a clear structure.

It should contain: Date, time (start and end), location and a rough schedule (roughly outline the topic and procedure). You can build interest in the topic, for example, with a question or graphic that makes the parents think about it. Humour also arouses interest. Try using a joke or comic strip as an introduction to draw attention to your event.

2

Talk in advance to a responsible person at the institution where you would like to hold the parents' evening. Clarify which media education topic seems to be particularly important at the moment and which ideas should be taken into account when implementing the content of the evening.

You can also conduct a small survey among the parents beforehand to see which media education topics are of particular interest. Our MediaParents courses/parents' evenings offer a wide variety of topics, which you are welcome to suggest to the institution and parents in advance.

3

You can then propose an agenda in consultation with the institution. On this basis, the invitation to the parents is formulated. Make it clear in the invitation that the parents' evening serves as an exchange on the topic and sets a positive mood for the topic. There is no such thing as the "right" media education at home and it is a sensitive topic where the moralistic pointing finger should not be raised.

4

Include a feedback option in the invitation. This way you can plan better in advance and organise a larger room or more chairs if necessary.

You don't have to do it all by yourself. We will help you! At the end of each course you will find ready-made invitation letters which you are welcome to modify and use yourself (after successful completion). Have fun with them!