

FUB International Staff Training Week 2024

June 10 – June 14, 2024

**From AI to X: New Developments in
University Communication and Marketing**



Monday, June 10

Welcome to Freie Universität Berlin's 12th International Staff Training Week

Location: Henry-Ford-Building, Garystraße 35, 14195 Berlin, first floor, lecture hall C

- 11:30 Arrival of participants and registration
- 12:00 **Welcome address and presentation of Freie Universität Berlin**
Dr. Herbert Grieshop, Head of International Affairs Division
- 12:45 FUB's International Staff Training Week and its different tracks
Meet the organizing team(s)
- 13:15 **Group Picture**
- 13:30 Lunch
- 14:30 **Scavenger Hunt** on FUB Campus
- 16:30 **Our Climate and the Global Responsibility of Universities**
Keynote by Dr. Stefanie Kaboth-Bahr followed by Q&A with the audience
Welcome and Opening Words by Vice President International Affairs
Prof. Dr. Verena Blechinger-Talcott
- 18:00 **Reception**

Tuesday, June 11

Location: Van't-Hoff-Str. 6, 14195 Berlin, Mensa Building, first floor, Room 102A

- 9:30 Welcome and Introduction to the Communication and Marketing Program
Karin Bauer-Leppin
- 9:45 Icebreaker
- 11:00 Break
- 11:15 Session 1
Input: The Freie Universität Berlin Office of Communication and Marketing:
Structure, Tasks, Channels, and Challenges
Discussion: Introducing various organization models, main tasks and topics
Karin Bauer-Leppin
- 12:15 Lunch

13:30	<p>Session 2 (Re-)Building a University Brand: Lessons Learned from the Process at Freie Universität Berlin Input and discussion <i>Karin Bauer-Leppin</i></p>
15:00	Break
15:30	<p>Session 3 Communication in Times of Crisis: Strategy, Challenges and Good Practice Input and discussion <i>Julia Wandt, Consultant, Member of the Board of Scicomm-Support</i> Introduction: <i>Carsten Wette</i></p>
17:00	End of program
18:00	Optional Event: Walking Tour Historical Berlin: Brandenburg Gate to Potsdamer Platz (for a limited number of participants, upon prior registration)

Wednesday, June 12

Location: Van't-Hoff-Str. 6, 14195 Berlin, Mensa Building, first floor, Room 102A

9:30	<p>Session 1 University Events: Finding the Balance between Expectations and Reality <i>Sophie Bahrs</i></p>
10:30	Break
10:45	<p>Session 2 The Transforming Role of (Foreign) Language Services at Universities – The Central Translation Office at Freie Universität Berlin <i>Dr. Japhet Johnstone, Eleanor Cruickshank, Sonja Rohan</i></p>
12:00	Lunch
12:45	<p>Session 3 AI Tools in Communication and Marketing – A Blessing and a Curse? Input and discussion <i>Jörg Weiss, con gressa Agency for Science Communication</i> Introduction: <i>Dr. Japhet Johnstone</i></p>
14:00	End of program – free afternoon for individual appointments and activities
14-15:30	Optional Event Afternoon: regional get-togethers

Meet with FUB's regional officers / heads of liaison offices for India, North America, Eastern Europe/Central Asia, East Asia, Near East, Israel and the Una Europa Alliance – more information to follow

17:00 Optional Event Evening: River Cruise: "Historic Berlin City Cruise" (prior registration required)

18:00 Alternative (!) Optional Event Evening:
"Ukraine's Recovery in times of war"
Lecture by Jaco Cilliers, Resident Representative of the United Nations Development Programme (UNDP) in Ukraine, followed by Q&A and reception
Henry-Ford-Building, Lecture Hall B, Garystraße 35, 14195 Berlin

Thursday, June 13

Location: Van't-Hoff-Str. 6, 14195 Berlin, Mensa Building, first floor, Room 102A

9:30 Session 1
Instagram, X and Co.
Advantages and Disadvantages of University Communication via Social Media Channels
Annika Middeldorf, Katrin Plank-Sabha

10.45 Break

11.00 Session 2
Planning and Implementing a Website Relaunch – A Dream or a Nightmare?
Input and discussion
Stephan Töpfer

12.30 Lunch

13.30 Session 3
Stakeholder Management and the Student Lifecycle as a strategic Approach
Introduction: *Franca Brand*

- Student Recruitment: How to reach your audience and how to engage current students and alumni?
Miriam Schartner, Friederike Grasse
- Alumni Engagement: How to use alumni engagement to enhance the student experience and to build a community to strengthen the university brand and reputation
Anna Meißner, Franca Brand
- Building Relationships with Donors: How to use the university brand for making a difference in fundraising activities
Dagmar Minnich, Viola Neukam

14.45	Break
15.00	Session 3 continues Stakeholder Management and the Student Lifecycle as a Strategic Approach
15.45	Break
16.00	Reflecting back on this year's staff week – Takeaways & feedback
17.00	End of program
17:30	Optional Event 1: Join Freie Universität's Queer Staff Network for an evening out. Advanced registration recommended. Details to follow. Allies welcome!
18:00	Optional Event 2: Walking Tour Alternative Berlin – Clubbing culture and cultural free spaces (for a limited number of participants, upon prior registration)

Friday, June 14

Team Event at FUB's Water Sports Center & Farewell

Location: FUB Water Sports Center, Badeweg 3, 14129 Berlin

9:30	Meeting at the FUB Aquatic Sports Center, welcome, introduction, preparation of team (and individual) activities: pedal boat, kayak, stand-up-paddling, sailing, surfing, wingfoil as well as many activities on land
10-12:30	2 rounds of activities
12:30	Wrap-up & Award of Certificates
13:00	Lunch and End of program

* events marked in grey are joint events for the whole group / participants of all tracks