

**Erasmus+ International
Staff Training Week 2021**

June 14 - June 18, 2021



**Alumni Networks: Learning from the
International Experience**

Brandenburger Tor © visitBerlin, Foto: Philip Koschel

**The Alumni Relations Track is jointly run by the partners of the Berlin University Alliance:
Freie Universität Berlin, Humboldt-Universität zu Berlin, Technische Universität Berlin and
Charité - Universitätsmedizin Berlin**

Times mentioned correspond to the Central European Summer Time (CEST)

Monday, June 14

noon FUB [Lunch-time Debate](#): “Watersheds of Internationalization. Debating the Future of Internationalization Strategies”

Official Welcome to Berlin

1:00 Welcome by *Professor Dr. Verena Blechinger-Talcott, Vice President for International Affairs*

1:05 Welcome by *Dr. Herbert Grieshop, Director International Affairs*
Introduction to Freie Universität Berlin

1:35 Introduction to 1st Virtual Staff Training Week - Introduction to the four different tracks – short words of welcome by the different organizers

1:55	Group Photo with Brandenburg Gate
2:00-2:15	Sportive Intervention / Active Break, Sylvia Ndoye
2:15-2:30	Break
Meet & Greet in Sub-Groups	
2:30-3:15	Who is Who? Speed Dating in Breakout Rooms
3:15-4:00	Exchange of Experiences / backgrounds and expectations for the days to come

Tuesday, June 15

1:00-1:20	Welcome by Hosts & Introduction to the Program <i>Franca Brand and Lydia Tetzner, Alumni Office, Freie Universität Berlin (FU)</i> <i>Mira Schön, Alumni Office, Humboldt-Universität zu Berlin (HU)</i> <i>Bettina Klotz and Juliane Wilhelm, Alumni Program, Technische Universität Berlin (TU)</i> <i>Tine Hassert, Christian Buschkow and Michelle Wahler, Charité Alumni, Charité - Universitätsmedizin Berlin</i>
1:20-2:20	Thinking Global: International Alumni Relations <u>Inputs & Discussion</u> 1) 1:15-1:25 Freie Universität's Research Alumni Program - Forming Lasting Bonds with International Researchers (Franca Brand, FU) 2) 1:30-1:40 Sustainable Alumni Relations in Changing Times (Jan Hansen, HU) 3) 1:45-1:55 International Alumni Relations @KU – international chapters and programs for international alumni (Martine Torfs, KU Leuven) 4) 2:00-2:10 The Alumni Global Agent Program (Susanna Ritala, Aalto University)
2:15-2:30	Break
2:30-4:00	Encouraging International Alumni Engagement <u>Workshop</u> 2:30-2:45 Formation of Groups (4-5 groups) 2:45-3:30 Group Work 3:30-3:50 Group Presentation 3:50-4:00 Wrap Up
4:30	Berlin Bingo As playing games is only half the fun if there is nothing to win, our lucky winners will receive a present from Berlin!

Wednesday, June 16

1:00-1:45 **Welcome & Introduction**

Staying Connected: The Future of Alumni Communications

Inputs & Discussion

- 1) 1:00-1:10 *Alumni Podcasts for Student Recruitment and Outreach (Bettina Klotz & Juliane Wilhelm, TU)*
- 2) 1:15-1:25 *Meet me at the Fireside (Tine Hassert, Charité)*
- 3) 1:30-1:40 *The University of Antwerp's alumni strategy with a focus on marketing and communication (Celine Kuysters, University of Antwerp)*

1:45-3:30 **Turning your Ideas into Action: Plan and Implement your Alumni Communications Measures**

Workshop, part I

1:45-2:45 – Group Work

2:45-3:00 – Short Break

Workshop, part II

3:00-3:30 – Working Group Presentations

Thursday, June 17

1:00-1:45 **Welcome & Introduction**

Alumni Fundraising

Inputs & Discussion

- 1) 1:00-1:10 *Micro-donation Campaigns (Mira Schön, HU)*
- 2) 1:15-1:25 *The CEU Alumni Fund (Szilvia Molnar, Central European University, Budapest)*
- 3) 1:30-1:40 *Community fundraising from a university perspective, and alignment with alumni relations engagement - Case study: The Cardiff Half Marathon (Hannah Sterritt, Cardiff University)*

1:45-2:00 **Short Break**

2:00-2:30 **Strategies and Structures of Alumni Organization(s) – And How to Fill them with Life**

Inputs & Discussion

- 1) 2:00-2:10 *Chances and Challenges (Tine Hassert, Charité)*
- 2) 2:15-2:25 *Rebranding Alumni Relations in Alignment with the Overall University Strategy (Tiina Naskali, University of Helsinki)*

2:30-3:00 **World Café**

1) Online Events

Host: Szilvia Molnar, CEU Budapest

II) Alumni as Key Stakeholders of the University

Host: Barry Sullivan, Cardiff University

III) Career-Related Offers

Hosts: Dr. Piotr Rapciak and Olga Jando, JU Kraków

- 3:00-3:15 **Short Break**
- 3:15-4:00 **Wrap-up from the World Café session |
Lessons Learned from this Staff Week: Take-Aways & Feedback**

Friday, June 18

Visit Berlin, Say Goodbye – See you next time!

- 1:00 Virtual Berlin Walking Tour – [Essential Berlin](#)
Tour guide: Nick Jackson
- Ask your questions live in the chat!**
- 2:45 Feedback and Farewell