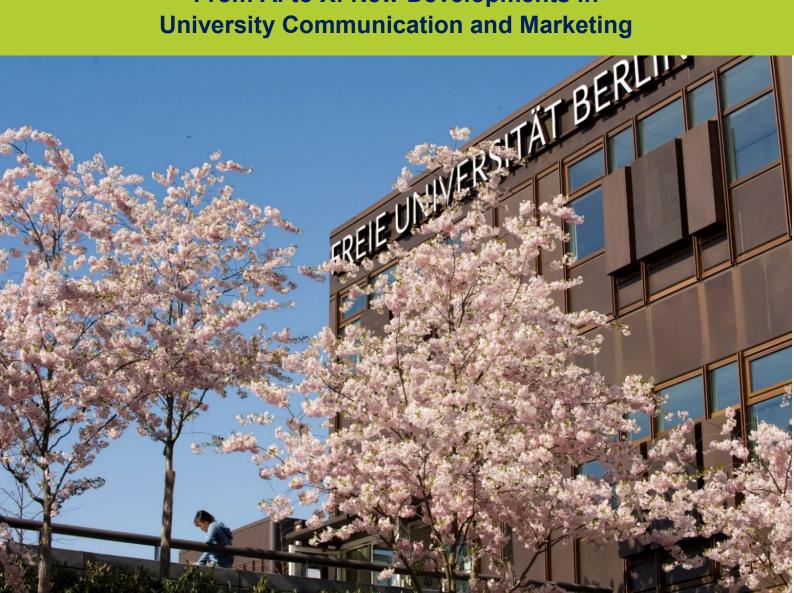


FUB International Staff Training Week 2024

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	
11:00	Arrival of participants and registration
12:00	Official Welcome by Vice President International Affairs
	Prof. Dr. Verena Blechinger-Talcott
	Welcome and presentation of Freie Universität Berlin
	Dr. Herbert Grieshop, Head of International Affairs Division
13:00	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
11.55	Cartenge: Hant on Fost campus
17:00	End of Welcome Day

	Tuesday, June 11
9:30	Welcome and Introduction to the Communication and Marketing Program
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
12:15	Lunch
13:30	Session 2 Communication in Times of Crisis: Strategy, Challenges and Good Practice
15:00	Break

15:30	Session 3 Instagram, X and Co. Advantages and Disadvantages of University Communication via Social Media Channels
17:00	End of program

Wednesday, June 12	
9:30	Session 1 The Trans-Forming Role of (Foreign) Language Services at Universities – The Central Translation Office at Freie Universität Berlin
10:30	Break
10:45	Session 2 Al Tools in Communication and Marketing – A Blessing and a Curse? Input and discussion
12:00	Lunch
12:45	Session 2 University Events: Finding the Balance between Expectations and Reality
14:00	End of program – free afternoon for individual appointments and activities
17:00	Optional Event: Berlin Boat Trip

Thursday, June 13	
9:30	Session 1 (Re-)Building a University Brand: Lessons Learned from the Process at Freie Universität Berlin Input and discussion
10.45	Break
11.00	Session 2 Planning and Implementing a Website Relaunch – A Dream or a Nightmare? Input and discussion
12.30	Lunch
13.30	Session 3 Stakeholder Management and the Student Lifecycle as a strategic Approach: • Student Recruitment: How to reach your audience and how to engage current

students and alumni?

- Alumni Engagement: How to use alumni engagement to enhance the student experience and to build a community to strengthen the university brand and reputation
- Building Relationships with Donors: How to use the university brand for making a difference in fundraising activities

14.30	Break
14.45	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
18:00	optional social activity

Friday, June 14

Team Event at FUB's Aquatic 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