

# 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
- 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 AI 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: <ul style="list-style-type: none"> <li>• Student Recruitment: How to reach your audience and how to engage current students and alumni?</li> </ul>

- 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