



**Universitat**  
de les Illes Balears

## **International week 2016**

### **“International mobility and personal and university branding development”**

#### **Call for Presentations**

It is our pleasure to announce that the Faculty of Tourism at the *Universitat de les Illes Balears*, jointly with the Faculty of Economics and Business, will host an International Week from 1<sup>st</sup> to 3<sup>rd</sup> June. The main topic of the week will be “International mobility and personal and university branding development”. We are convinced that international mobility provides students with a unique intercultural experience that will leave an imprint on their professional future, creating a personal brand. Therefore, our international week proposes a two-day programme of workshops and plenary sessions that we hope will nurture the role our universities plays in developing the student’s international brand. On the third day we will organize a Student’s day, where you will have the opportunity to present your university to our potential exchange students, and also to meet our applicants for the 2016-2017 academic year. There will also be some activities for students.

We welcome presentations addressing how international programmes can contribute to enhancing the personal brand of future professionals. We welcome proposals from an academic perspective, but also all those extracurricular activities that help students to reinforce their skills, and ultimately to improve their opportunities in the labour market. Presentations could deal with any of, but are not limited to, the following

#### TOPICS:

- General curricula development.
- Specialized curricula.
- Languages assessment and recognition.
- Management of incoming and outgoing students.
- Student’s information tracking while abroad.
- Integration activities, both curricular and extracurricular
- Support services: psychological help, coaching, medical services, housing, etc.
- Research in mobility programmes.
- The balance between management and academic concerns.
- Achievements and pitfalls in implementing international programmes.
- Intercultural and multicultural adaptation
- ECTS credits recognition and programme overlapping.

The tentative programme is as follows:

Wednesday June 1 <sup>st</sup>		
9:00 – 9:30	Registration	
9:30 – 9:45	Welcome from the Deans	
9:45 – 11:00	Plenary Session I: International Live Project Experiences- TBC	
11:00 – 11:15	Coffee Break	
11:15 – 13:00	Workshop I	
13:00 – 14:00	Lunch Break	
14:00 – 15:45	Workshop II	
15:45 – 16:00	Coffee Break	
16:00 – 17:00	Plenary Session II: Turistec: University-industry partnership. TBC.	
Thursday June 2 <sup>nd</sup>		
9:00 – 10:45	Workshop III	
11:00 – 11:15	Coffee Break	
11:15 – 13:00	Plenary Session III – TBD	
13:00 – 14:00	Lunch Break	
14:00 – 15:45	Workshop IV	
15:45 – 16:00	Coffee Break	
16:00 – 17:00	Plenary Session IV- TBD	
Friday June 3 <sup>rd</sup> : Student's day		
9:00 – 10:00	University Presentations Session I	
10:00 – 11:00	University Presentations Session II	
11:00 – 11:15	Coffee Break	
11:15 – 12:15	Writing your international résumé	Meetings with UIB Erasmus Applicants
12:15 – 13:15	Personal branding through social networks	
13:15 – 14:45	Show cooking – TBC	
14:45 – 15:00	Workshop wrap up and Farewell	

Participation can be as presenters, but also as attendees. If you are interested in participating, please fill in the following [google form](#). For those interested in making a presentation, please include a title and a short (100-200 words) abstract. We would appreciate it if you could confirm your participation at your earliest convenience.

There are no fees for participating and we will provide coffee breaks and lunches. Nonetheless, participants must arrange their own accommodation and travel expenses. For further inquiries, do not hesitate to contact me.

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