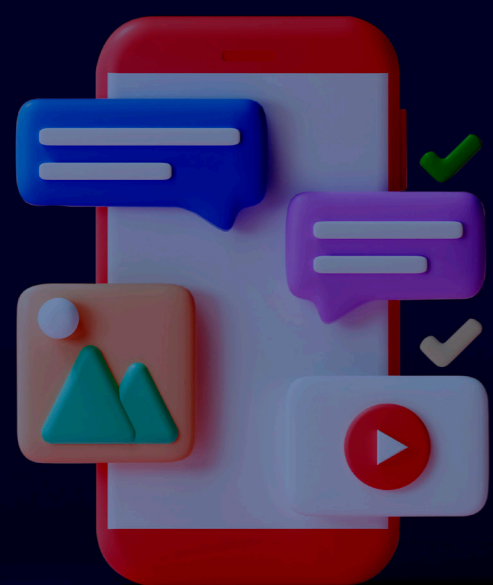




PORTO

COMMUNICATION

Higher Education Staff Week



[GLOBAL ENGAGEMENT]

15 to 19 May 2023 - Porto, Portugal

MAY 15th (Monday)

10:00 am Registration - Main Entrance

10:30 am Networking Brunch and Presentation Session

02:30 pm **Diana Aguiar Vieira** (ISCAP)

Why are Alumni important to HEI's? Inspiring stories and the "ICARE Community and Alumni engagement"

04:00 pm Coffee Break

04:30 pm FEUP Campus visit

MAY 16th (Tuesday)

09:00 am **Brian Campbell and Kristina Benova** (The University of Edinburgh)

Podcast "Sharing Things" and Storytelling - The Importance of Giving Back

10:30 am Coffee Break

11:00 am **Madalena Borges de Sousa** (Nova School of Business and Economics)

Bridging the Gap: A discussion on fostering meaningful relationships with Alumni

12:30 pm Lunch time

02:30 pm Workshop at Casa do Vinho Verde - **Marisa Macedo** (Communication

Manager - Youth Foundation) *How to make a short video to social media*
Wine Tasting and visit to Casa do Vinho Verde

04:00 pm Coffee Break

04:30 pm Workshop at Casa do Vinho Verde - **Marisa Macedo** (Communication

Manager - Youth Foundation) *How to make a short video to social media*
Wine Tasting and visit to Casa do Vinho Verde

06:30 pm Cocktail and Dinner at Casa do Vinho Verde

MAY 17th (Wednesday)

Parallel sessions at "Circulo Universitário do Porto"

9:00 am **Cristiane Lazoti Kafajian** (EduPortugal)

How to attract international students to universities: the experience of EduPortugal

09:00 am **Neil Mason** (coach/mentor/trainer/intercultural and leadership specialist)

Intercultural Communication: How to bond

10:15 am Coffee Break

10:45 am **Cristiane Lazoti Kafajian** (EduPortugal)

How to attract international students to universities: the experience of EduPortugal

10:45 am **Neil Mason** (coach/mentor/trainer/intercultural and leadership specialist)

Intercultural Communication: How to bond

12:00 pm Lunch time

02:30 pm Visit to the U.Porto Rectory

04:00 pm Climb to the Clérigos Tower

05:30 pm Visit to Mercado do Bolhão and city center

07:00 pm Douro River Cruise at Sunset

MAY 18th (Thursday)

9:00 am Engaging communities

(places to be confirmed - There are a limited number of places for each site. Each participant should choose one of the three sites for the visit)

INESC-TEC - On the track of Researchers and Innovation

MNSR - Strengthen ties with the University

Porto Planetarium - How to challenge people to reach the stars - the connection with the public

12:00 am Final Considerations /Lunch Time

MAY 19th (Friday)

Optional programme and paid separately

Sightseeing tour to the city of Guimarães, in the north of Portugal, with visit to the Castle (birthplace of the first king of Portugal), lunch in the city centre (World Heritage Site) in a traditional restaurant and climb to the Penha Sanctuary to visit and contemplate the landscape.

Departure from Oporto at 9 a.m.

Estimated time of arrival in Porto at 5 p.m.

The trip can only take place with a minimum of 20 participants