



## Staff Week 10-14 June 2024

Programme: **Creating your own brand. Marketing in an academic environment\***

### DAY 1: MONDAY 10 June 2024

- 09:00-10:00 Registration and coffee
- 10:00-10:30 Welcome **by His Magnificence, Rector Prof. Konrad Janowski**
- 10:30-10:45 Presentation of the programme
- 10:45-11:30 Presentation of the UEHS and tour around the campus
- 13:00-14:00 Lunch
- 14:00-15:30 Icebreaker activities: sharing experiences and discussion

### DAY 2: TUESDAY 11 June 2024

- 09:00-10:30 Lecture by **Joanna Jaszczuk** (Marketing and Communication Director, Head of Marketing, Marketing Manager with experience in international companies - education, health, B2C and B2B, coach): **Creating your own brand. Marketing in an academic environment.**
- 10:30-11:00 Coffee break
- 11:00-12:30 Workshops by **Viktoriiia Malysh** (Welcome Office Coordinator): **Creating a positive image of the university** through activities aimed at students and academic staff (various ways to help international academic staff and students adapt to new academic reality, integration games, promotion of the university, organisation of welcome days, orientation days, welcoming a new employee and onboarding etc.).
- 13:00-14:00 Lunch
- 14:15-17:00 Company visit (**Tigers** - a modern organization and a top digital marketing agency built on a culture of values).

### DAY 3: WEDNESDAY 12 June 2024

- 09:00-10:30 Lecture by **Jacqueline Kacprzak, PhD** (Counsellor, CSR Unit, Ministry of Development Funds and Regional Policy, Polish OECD National Contact Point for Responsible Business Conduct): **Corporate Social Responsibility in the context of personal branding and marketing in an academic environment.**
- 10:30-11:00 Coffee break

- 11:00-12:30 Workshops by **Piotr Kabaj** (experienced CEO, leader, lecturer and expert of the International Academic and Business Council at the UEHS): **Personal brand ethics: building trust and connections**
- 13:00-14:00 Lunch
- 14:00-16:00 Sightseeing Warsaw

#### **DAY 4: THURSDAY 13 June 2024**

- 09:00-10:30 Lecture by **Marcin Domagała**, PhD (lecturer, political scientist, expert on media communication, journalist, political campaigner, former advisor to Minister of Labour and Social Policy): **Communicating with media and increasing the university's prestige and positive personal image**
- 10:30-11:00 Coffee break
- 11:00-12:30 Workshop by **Angelika Chimkowska** (strong personal and corporate brands strategist - SILNA MARKA, personal branding expert, lecturer, coach): **Image in media**
- 12:30-13:00 Coffee break
- 13:00-14:00 Brainstorming session by **Aleksandra Krowicka** (Marketing and PR director – UEHS in Warsaw): **Conclusions, group discussion**
- 17:00-19:00 Networking dinner (in picnic form under good weather conditions)

#### **DAY 5: FRIDAY 14 June 2024**

- 09:00-10:15 Farewell breakfast/presentation of certificates
- 12:00 Check-out

\* The UEHS reserves the right to change the programme of the event for important reasons beyond its control.