

DISCOVER EM-ACE

Final Conference

Rome, 22 May 2015



ACE | ACTIVATE
Erasmus Mundus | COMMUNICATE
ENGAGE



INTRODUCTION

Welcome to the EM-ACE Final Conference. We are delighted that you have travelled Europe and the globe to participate in this conference.

We hope that you will be inspired by the beautiful surroundings in which you find yourselves here at Sapienza University of Rome, the oldest university in Rome and the largest university in Europe.

Joint Master Degrees are proliferating in a competitive world, providing many students with an international and high quality academic experience. Erasmus Mundus has just begun a new phase under the Erasmus+ programme, and it remains at the heart of European policy to encourage the best students to study outside their home environment. However, institutions sometimes fail to attract the best students, make the most of scholarships, or fill courses. Often, lack of marketing and promotion means students do not ever discover the opportunities or support at hand. During this one day event in Rome, the EM-ACE team will explore these issues and provide fresh solutions as well as present its marketing toolkit which aims at attracting students to Erasmus Mundus and other joint master programmes.

With the support of the European Commission, the Marketing Toolkit has been created by experts from Sapienza University of Rome, Campus France, Ghent University, The Knowledge Partnership, UNICA network, the University of Melbourne, and University of Belgrade, and is a free resource for all universities. We hope that this conference will be an opportunity for joint programme coordinators, international and marketing officers to discuss, debate and develop new approaches, strategies and tools towards Erasmus Mundus and joint programme marketing.

Your expertise, be it internationalisation, communications, marketing, joint programme management, is integral to the success not only of this event, but also of the marketing toolkit and materials. We therefore encourage you to network, to share and to get involved. Conference social activities have been designed to give delegates the opportunity to network informally while experiencing the best of Rome and Sapienza.



THE EM-ACE PROJECT

EM-ACE - Promoting Erasmus Mundus Towards European Students: Activate, Communicate, Engage is a project funded by the European Commission within the framework of the Erasmus Mundus Action 3 programme focusing on the promotion of Erasmus Mundus towards European students.

It aims at addressing one of the main barriers to European students' participation in the Erasmus Mundus programme, i.e. visibility, by **improving marketing in the specific areas of information, promotion, and training**.

With the support of the European Commission, the EM-ACE Team has developed a comprehensive Marketing Toolkit, a free resource for all universities wishing to improve the marketing and promotion of Erasmus Mundus and other joint programmes.

The EM-ACE project team

- Sapienza University of Rome (coordinator)
- Campus France, France
- Ghent University, Belgium
- ICUnet.AG, on behalf of the Erasmus Mundus Association
- The Knowledge Partnership, UK
- UNICA Network, Belgium
- University of Belgrade, Serbia
- University of Melbourne, Australia



SAPIENZA
UNIVERSITÀ DI ROMA

CAMPUS
FRANCE



CONFERENCE HOST: SAPIENZA UNIVERSITY OF ROME

Sapienza University of Rome, founded in 1303 by Pope Boniface VIII, is one of the oldest universities in the world and a high performer among the largest universities in international rankings.

Since its founding over 700 years ago, Sapienza has played an important role in Italian history and has been directly involved in key changes and developments in society, economics and politics. It has contributed to the development of Italian and European science and culture in all areas of knowledge.

The main campus, designed by Marcello Piacentini, was opened in 1935. It is located close to Rome city centre, and is the largest in Europe - a real city within a city where teaching activities are integrated with libraries, museums as well as comprehensive student services. Faculties and Departments also carry out their activities in decentralized locations in different parts of the city.

Sapienza offers its 130,000 students a vast array of courses including degree programmes, PhD courses, one to two year professional courses and Specialization Schools in many disciplines, run by 63 Departments and 11 Faculties. Some 8,000 foreign students are regularly enrolled at Sapienza. In addition to this, Sapienza encourages international exchange: there are over 1,100 incoming and outgoing exchange students per year, thanks to several mobility programmes. Sapienza has extensively participated in the Erasmus Mundus programme, coordinating 3 projects and being a partner in over 20 international partnerships and 5 Erasmus Mundus joint programmes.



WORKSHOP

A. How to develop a marketing strategy for my joint programme - Louise Simpson & Andries Verspeeten

An interactive session exploring ways to create a marketing strategy for a joint master's programme. It will cover target markets, market research, pricing, and partners, as well as the downstream activities of marketing and publicity. Ideas for benchmarking success and evaluation will also be covered.

B. Attracting students to joint masters through additional sources of funding - Philippe Gourbesville

The EU-sponsored scholarships have provided a great asset in attracting the brightest students to the Erasmus Mundus Joint Masters.

However, since 2009 the Erasmus Mundus programme has put 'sustainability' high on its agenda and the EU-sponsored scholarship numbers started to decrease ever since. But isn't the provision of alternative funding to complement or replace the EU scholarships easier said than done? Where and how to start the search in a practical way? Hear all about it from an experienced programme coordinator.

C. Creating an Erasmus Mundus power brand: Selecting the partners, profiling the programme and personalizing the recruitment strategies - Bettina Andersen

Branding a university programme is difficult at the best of times, but successful EM marketing requires different universities to agree a central 'brand offer' spanning countries and cultures, and engaging students from a broad range of backgrounds and languages. Such marketing is both a hard and soft science, requiring strategic thinking, excellent communications and a programme that people really value. Bettina Andersen will talk about how the Mundus Journalism consortium has met these challenges.

D. How to use alumni to attract the best students - Gyorgyi Puruczky

They will come back: with a network in the professional field and eternal gratitude for the competences acquired. Alumni are expected to be indirect recruiters, motivating potential applicants and/or pointing to additional resources. But how to bring them beyond the staging of an online reunion and to effectively deploy their potential? And if alumni are like wine – the more the merrier, the older the better – aren't we expecting too much of the alumni of relatively young Erasmus Mundus joint study programmes?

E. How to plan a successful online & social media campaign - Janina Satzer

When the Erasmus Mundus programme started in 2004, the role of social media was still close to non-existent, promotion being largely website and paper-based.

Have study programmes since geared up and jumped onto the social media bandwagon to lure young social media-maniacs into their globe-spanning nets? How to go about when combining web and social media based promotion, and are there any pitfalls which need to be avoided at all cost?

SPEAKER PROFILES (in order of appearance)



Adrian Veale, Policy Officer, European Commission, DG Education and Culture

Adrian Veale works in the European Commission's Directorate-General for Education & Culture. He forms part of the unit that manages the international dimension of EU higher education policy, as well as programmes that focus on HE cooperation and mobility between the EU and the rest of the world. He works mainly on promoting the EU-funded opportunities under Erasmus+, and working with national organisations to help promote Europe's higher education offer in countries throughout the world. Adrian - a UK national - has also worked in other parts of the European Commission, including EuropeAid - where he worked on programmes for higher education cooperation and mobility with Asia - and DG Employment. He has also worked as an editor in the private sector.



Alessandra Gallerano, Project Manager, Sapienza University of Rome

Alessandra Gallerano is a project manager at Sapienza University of Rome, International Office, where she is currently in charge of the management of the EM-ACE project, as well as other EU-funded projects (former Erasmus Mundus and Erasmus+ credit mobility). Before joining Sapienza, Alessandra obtained an Erasmus Mundus multiple degree in European Studies, and soon after started working as a project manager first for the Directorate General of Higher Education (Portugal), then for the Council of Europe (France), and later for a private consulting company in Rome. More recently, she has served as external evaluator of EU-funded projects coordinated by different universities across Europe. From 2011 to 2013 she also acted as Vice-President and later President of the European Chapter, Erasmus Mundus Student & Alumni Association, putting a strong focus on improving Erasmus Mundus promotion towards European students.



Louise Simpson, Director, The Knowledge Partnership

Louise Simpson is Director of The World 100 Reputation Network, and The Knowledge Partnership UK. She is an expert in higher education communications and branding, leading research for many universities and government bodies in the UK, Japan and Europe. Before becoming a communications consultant, she was Director of Communications at the University of Cambridge, and a commissioning editor for Reed Elsevier. A graduate of Cambridge University and Manchester Business School, she is an expert in developing messages and brand propositions for organizations and managing and auditing institutional reputation. She was the marketing advisor on the Study in Europe brand for the Europe Commission, writing the case for a more cohesive approach to marketing higher education in Europe. She lives in Cambridge, with children and chickens.



Andrew Hockley, Director of External Relations, University of Melbourne

Andrew is Director of External Relations at the University of Melbourne, Australia's Number 1 ranked University and 33rd in world in the Times Higher Education rankings.

Andrew is trained in Economics and Statistics and has had a diverse career in government and the private sector. Prior to joining the University of Melbourne, he was a special adviser in the Department of the Australian Prime Minister in Canberra. Before that he was General Manager of Sales and Marketing for the Melbourne operations of News Corporation. His role as Head of External Relations oversees the University's work in marketing, market research, media relations, publishing, social media, the Internet and student recruitment both within Australia and in offshore markets. The University's offshore recruitment efforts are concentrated in the growth markets of China, Indonesia, Malaysia, Singapore, India, the USA and Latin America



Lucia Lopusova, President, Erasmus Mundus Student & Alumni Association - European Chapter

Ms Lucia Lopusova (Slovakia) is alumni of the EMTM - European Master in Tourism Management from which she graduated in the 2012. During her studies she lived and studied in Denmark, Slovenia and Catalonia, Spain and was actively involved in promotion of program, social media presence and community development. Lucia was also actively involved with the Erasmus Mundus Students & Alumni Association first as EMA Country Representative for Slovakia and currently as the European Chapter President.

Throughout her studies and recent years she has participated in various projects aiming at increasing of visibility for Erasmus Mundus programs, one of them being the EM-ACE project.

Lucia's background brought her to the South East Asia where she has been working from 2013 in marketing and events first in Singapore followed by Yangon, Myanmar.



Andries Verspeeten, Policy Advisor International Relations, Ghent University

Andries Verspeeten is a Policy Advisor for International Relations at Ghent University's central International Relations Office, where a large part of his activities are devoted to EC's funding programmes for higher education. Within the framework of the Erasmus Mundus programme, he provides follow-up to the operational Joint Master and PhD programmes at Ghent University (up to 11 projects were awarded in the past years) and acts as a liaison towards other entities involved, both internal and external to the University.

Applying the experience gained in the operational programmes, he advises candidate Erasmus Mundus promoters during the development of their project proposal.

He participated as a speaker in various conferences and projects workshops and was active in two Erasmus Mundus Action 3 projects. The position of secretary to the UGent Expert Group on Internationalisation brings him into touch with the wider aspects of internationalisation policy and operations.



Philippe Gourbesville, Professor and Director of Polytech Nice Sophia, University Nice Sophia Antipolis

Prof. Dr. Philippe Gourbesville is, since 2007, the Director of Polytech Nice Sophia, the engineering school of Nice Sophia University and member of the Polytech Group which is the first group of engineering schools in France.

Philippe is a professor for Hydroinformatics and Water Engineering at Polytech Nice Sophia. Since 2004 and under the Erasmus Mundus, Philippe has developed the first joint master degree EuroAqua focused on Hydroinformatics and water management with 5 European leading universities. This program has then been extended to 11 partners covering all continents. In parallel, the EuroAqua research group, strong of more than 70 researchers, is developing innovation in close partnership with industrials from the water domain.



Laura Macfadyen, Marketing Manager, University of Glasgow

With over 15 years' expertise in higher education marketing and international study, Laura Macfadyen is Marketing Manager at the University of Glasgow's College of Social Science, where she is currently advising on two further new bids for their highly successful Erasmus Mundus International Masters.

With a degree in Business & Marketing, and extensive global travel, Laura is well-versed in recruitment for multi-partner collaborations, implementing marketing strategies to engage top students. In this session she will share her tips for impactful branding, digital marketing and the Erasmus Mundus recruitment, whilst providing words of wisdom on how to collaborate effectively with different partners as well as the central university.



Gyorgyi Puruczky, MESPOM administrator, Central European University

Gyorgyi Puruczky of Central European University (Hungary) has led administrative, recruitment and alumni activities at the joint Masters Course in Environmental Sciences, Policy and Management (MESPOM), which started in 2005 and is operated by six Universities in Europe and North America. As an administrator, she coordinated finances and supported academic quality assurance processes.

As a recruiter she led the work on the website, social media and other communication channels as well as was the focal point for communication with prospective candidates.

She has also supported the building of alumni networks and connecting alumni to current and prospective students. Before joining MESPOM she worked with higher education programs at the Open Society Foundation and doctoral education at CEU.



Janina Satzer, Head of Programme Coordination at ILE, Hamburg University

Janina Satzer is the Head of the Programme Coordination at the Institute of Law & Economics (ILE) at Hamburg University.

She's an economist and responsible for several master's and doctoral programmes, all of them run by the ILE and co-funded by national and/or European research funding organisations like the EC, DFG (German Research Foundation), and DAAD (German Academic Exchange Service).

Regarding the Erasmus+ programme 'European Master in Law and Economics' (EMLE) she's also responsible for advertising and marketing.

Her previous positions include research fellow positions with several European universities, including the Universities of Southern Denmark Esbjerg, Marburg, Kassel, and Ruhr-University Bochum.

She also has a broad teaching experience. Her research focuses on the law & economics of sports.

AGENDA

9:00 - 9:30

Registration

9:30 - 10:00

Welcome speech

10:00 - 10:30

New strategies to promote European Higher Education within the new Erasmus+ programme
Adrian Veale, European Commission

10:30 - 11:00

The EM-ACE Marketing Toolkit: How to make the most of it
Alessandra Gallerano, Sapienza University of Rome

11:00 - 11:30

Coffee break

11:30 - 12:00

How well are you marketing your joint programmes?
Introducing the EMQA and EM-ACE online self-assessment tool
Louise Simpson, The Knowledge Partnership

12:00 - 12:30

An international perspective to joint programme marketing: the University of Melbourne's experience
Andrew Hockley, University of Melbourne

12:30 - 13:00

How to improve the marketing of joint programmes from a student point of view
Lucia Loposova, Erasmus Mundus Students & Alumni Association

13:00 - 14:15

Networking lunch

14:15 - 16:45

Parallel workshops (repeated):

- A. How to develop a marketing strategy for my joint programme, *Louise Simpson, The Knowledge Partnership & Andries Verspeeten, Ghent University (EM-ACE Team)*
- B. Attracting students to join joint masters through additional sources of funding, *Philippe Gourbesville, Nice Sophia Antipolis University*
- C. Creating an Erasmus Mundus power brand: Selecting the partners, profiling the programme and personalizing the recruitment strategies, *Laura Macfadyen, University of Glasgow*
- D. How to use alumni to attract the best students, *Gyorgyi Puruczky, Central European University*
- E. How to plan a successful online and social media campaign, *Janina Satzer, University of Hamburg*

16:45 - 18:00

Workshops results & conclusions

18:00 - 19:00

Concert by EtnoMusa Sapienza & Aperitivo



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USEFUL INFORMATION

Contact:
Alessandra Gallerano
em-ace@uniroma1.it
ph. +39 06 49910206

Conference venue:
Casa dell'Aviatore Conference Centre
Viale dell'Università 20, 00185 Rome, Italy
(5 min walk from Sapienza Main Campus)

How to get there:
Bus n. 310 from Termini main station
Metro: B line, stop 'Policlinico'



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With the support of the Erasmus Mundus
programme of the European Union

For further information, visit the conference webpage:
www.em-ace.eu/en/News-Events/EM-ACE-Final-Conference-Rome-22-May-2015