

New Initiative „International Communication“

Itinerary of the first Meeting of the Expert Community

Location and Date: Leipzig from 29th - 30th of October, 2018

Participants:

- Barbara Schneeberger, Head of International Public Relations - University of Graz, Austria
- Violeta Osouchová, Head of Strategy and International Marketing Division - Masaryk University, Czech Republic
- Darja Lisjak, Head of Public Relations - University of Ljubljana, Slovenia
- Lina Hörügel, Head of International Public Relations - Leipzig University, Germany
- Svend Poller, Director of the International Centre - Leipzig University, Germany

29 ^h of October - Monday			
When?	What?	Who?	Where?
11:45 am	Pick-up at the Hotel by Lina and Svend	Barbara Schneeberger Violeta Osouchová Darja Lisjak Lina Hörügel Svend Poller	Vienna House City Leipzig Hotel Lobby Goethestraße 1 1
12:00 pm	Briefing Lunch	All participants	Telegraph Dittrichring 18-20
1:30 pm	Introduction of international communication(-strategy) at my home university and my own role within that field By each of the participants (about 20 minutes for each presentation) and 10 minutes discussion	All participants	Student Service Centre (SSZ) Meeting Room 2 Goethestraße 6 (ground floor)
3:30 pm	Coffee/Tea break	All participants	tbd

4:00 pm	"My problem child" This session aims at solving current problems that dominate the desk right now. Each of the participants can use this slot to present 2 current problems within the field to discuss approaches to solve it within the group (e.g. such as communication instruments that do not work the way they should or target groups not properly addressed)	All participants	Student Service Centre (SSZ) Meeting Room 2 Goethestraße 6 (ground floor)
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6:00 pm	Individual networking	All participants	tbd
7:00 pm	Dinner	All participants	Kaiserbad Karl-Heine-Straße 93

30th of October - Tuesday			
When?	What?	Who?	Where?
09:15 am	Check-out at hotel	Barbara Schneeberger Violeta Osouchová Darja Lisjak	Vienna House City Leipzig Goethestraße 11
09:30 am	"Give me likes, become a follower" This session aims at exchanging experience on the use of social media for international target groups. The participants develop an (annual) social media content strategy that can be used as a guideline.	All participants	Student Service Centre (SSZ) Meeting Room 2 Goethestraße 6 (ground floor)
12:00 pm	Lunch	All participants	Mensa am Park Universitätsstraße 5
1:00 pm	Summing up and exploring the potential for further collaboration	All participants	Student Service Centre (SSZ) Meeting Room 2 Goethestraße 6 (ground floor)

3:00 pm	Individual departure	Barbara Schneeberger Violeta Osouchová Darja Lisjak	Individual
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