

New Initiative "International Communication" launched

Universities are faced with a situation that communicating directly and tailor-made to their target groups (international and national for international purposes) becomes more and more important and digital at the same time. The international communication has been expanding through the last years and will continue do so. That is why the tool box for international communication needs to be expanded bearing in mind that the target groups are exposed to an abundance of information in their study and work environments. This results in the need to address them more individually to catch and keep their attention. This is a field that will develop rapidly in the years to come and needs to be addressed continuously as a field for professional development for those in charge.

A new initiative group called "international communication" was approved at the last AGM. On October 29th – 30th five university representatives (Darja Lisjak from Ljubljana, Barbara Schneeberger from Graz, Violeta Osouchová from Brno, Svend Poller and Lina Hörügel from Leipzig) met for the first time at Leipzig University. The programme covered a wide range of issues, from presenting the individual international communication strategies to discussing current problems within that field. It was agreed that it is worth continuing this cooperation. The group is very much interested in additional experts to join. A meeting in spring 2019 shall be used to explore options to share the expertise, especially in using social media, with other members of the network.