

**Workshop on UNICA
Strategies for International Alumni Network
22- 23 January
Freie Universität Berlin
Clubhaus of Freie Universität Berlin
Goethestr. 49
14163 Berlin**

Programme

Chair: Dr. Wedigo de Vivanco, Freie Universität Berlin

➤ **Thursday, January 22**

- 12:00-12:30** **Arrival of participants**
Coffee & registration
- 12:30-12:50** **Welcome addresses**
- *Welcome address by President Dieter Lenzen, Freie Universität Berlin*
 - *Welcome address by Stavros A. Zenios, UNICA President*
- 12:50-13:15** **Europe of the Capitals – which value added?**
by Stavros A. Zenios, UNICA President
- 13:15-14:00** **International Alumni Work – the Alumni Programs of the German Academic Exchange Service DAAD as a gateway to sustainable Networking**
by Mr. Cay Etzold, Head of Division "Cooperation & Projects in Higher Education"
- 14:00-14:30** Coffee break
- 14:30-15:15** Key note speech: **How to set up a lively and responding UNICA Alumni network throughout Europe?**
by Leneke Visser, Universiteit Utrecht
- 15:15-16:00** **On the creation of International Alumni Networks using new ICT tools and their role as marketing tool for International Student Mobility**
by Christof Devriendt, Erasmus Student Network (ESN) / Youth Agora
- 16:30-17:30** **Working sessions** of different academic disciplines:
Which measures to secure continuous networking? Which value added by UNICA component? How to raise funds for continuous Alumni engagement? Ways to create networks within the network?
- I** **Engineering & Natural Sciences**
Chair: Irina Veretennicoff, Vrije Universiteit Brussel
- II** **Social Sciences**
Chair: Professor Dr. Klaus Segbers, Freie Universität Berlin

III Humanities

Chair: Ass. Prof. Anastasia Nicolopoulou, University of Cyprus

20:00 Dinner at Restaurant Monte Croce

➤ Friday, January 23

9:00-9:30 Coffee

9:30-11:00 Plenary session: the role of career services in international Alumni work

- *Dr Kathy Barrett, University College London*
- *Mr Are Bye-Andersen, University of Oslo*
- *Mr Arthur Chojnacki, University of Warsaw*

11:00-11:00 Coffee break

11:30-13:00 Working Sessions

I Job swaps as attractive means to offer lifelong learning to international Alumni

Facilitator: Consultant from McKinsey & Company

II Students' exchange – today's international students as tomorrow's international Alumni

Facilitator: Are Bye-Andersen, University of Oslo

III Marketing measures for international Masters and PhD programmes: international Alumni work as brain gain

Facilitator: Irina Veretennicoff, Vrije Universiteit Brussel

13:00-13:30 Plenary session

Presentation of working sessions

13:30-14:00 **Wrap-up** by *Dr. Wedigo de Vivanco, Freie Universität Berlin*