

**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*