

Going **glocal**. What ever happened to our brochures?

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Vrije
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Global+Local=Glocal

- Willingness to “think globally, act locally”
- Delivering standardized content in a way that is locally relevant
- Designing principles at a “global” level as guiding principles for innovation at the “local” level
- Going global while maintaining local roots -> greater awareness of inter-cultural and cross-cultural exchanges



Brochures: print and/or online?

- Impact of printed brochures is currently overestimated
- The internet: the most important source of information
- Static vs. dynamic. Updating printed brochures vs. updating webpages
- And still... we need brochures when attending fairs, etc.
- *List your programmes on study portals or in relevant paper publications?*
- *Create brochures mostly for print or as online info?*
- *Create viewbooks or videos?*



Vrije Universiteit Brussel: Facts and figures

- 10,000+ students, of which
- 15% international
- 8 faculties
- 40+ English taught programmes
- 1,000+ researchers
- 2,700+ staff
- Largest Dutch language employer in Brussels



Mission and goals. **Internationalization.**

“The Vrije Universiteit Brussel is a competitive, high-quality, socially committed and internationally-oriented university located in Brussels.”

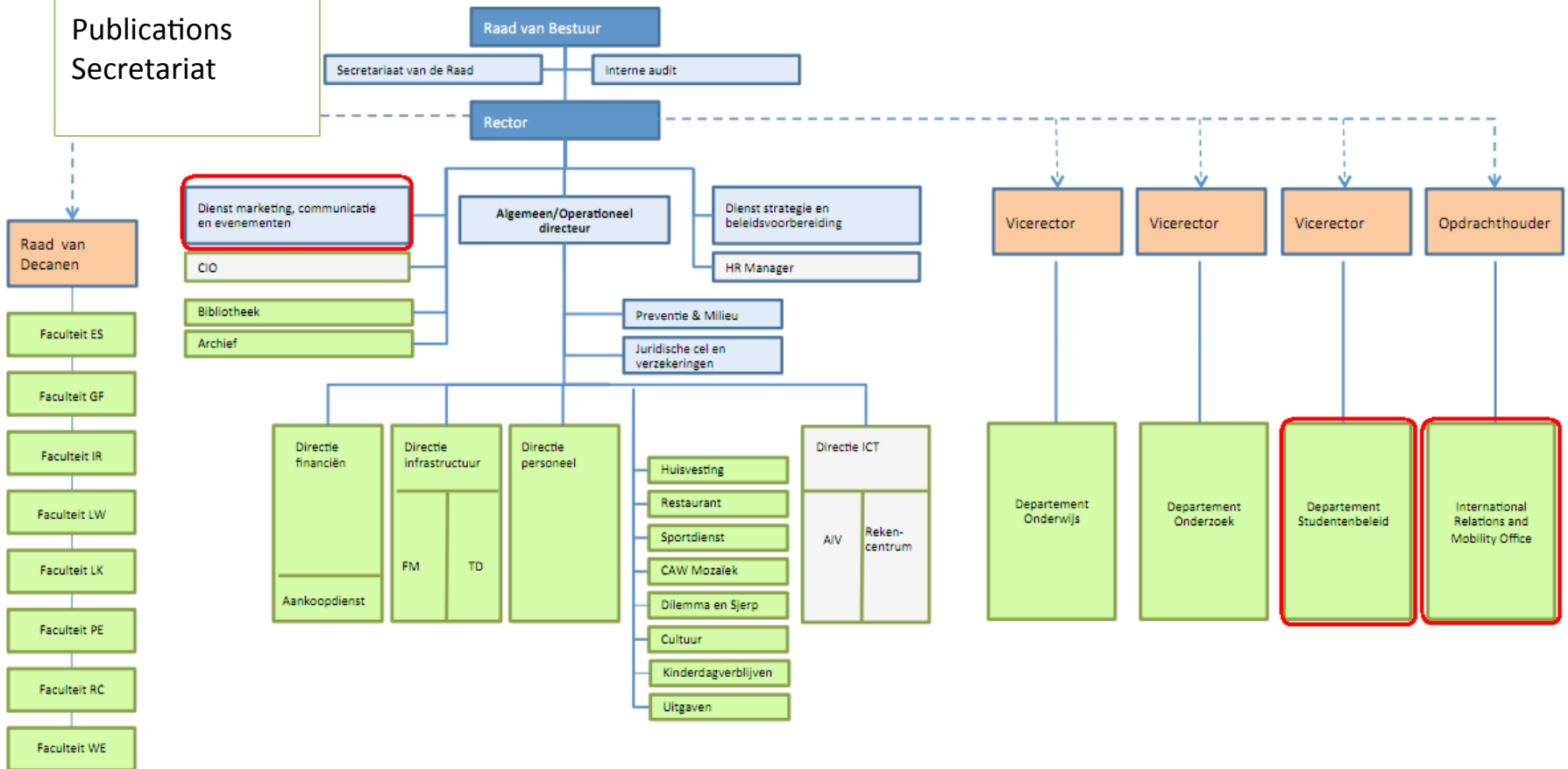
Pillars of internationalization:

1. The further development of an excellent Dutch-speaking university in Brussels via a unique education concept
2. Further development of a (bio)medical university campus in Jette
- 3. The foundation of an international Brussels University Alliance (together with) Université Libre de Bruxelles**

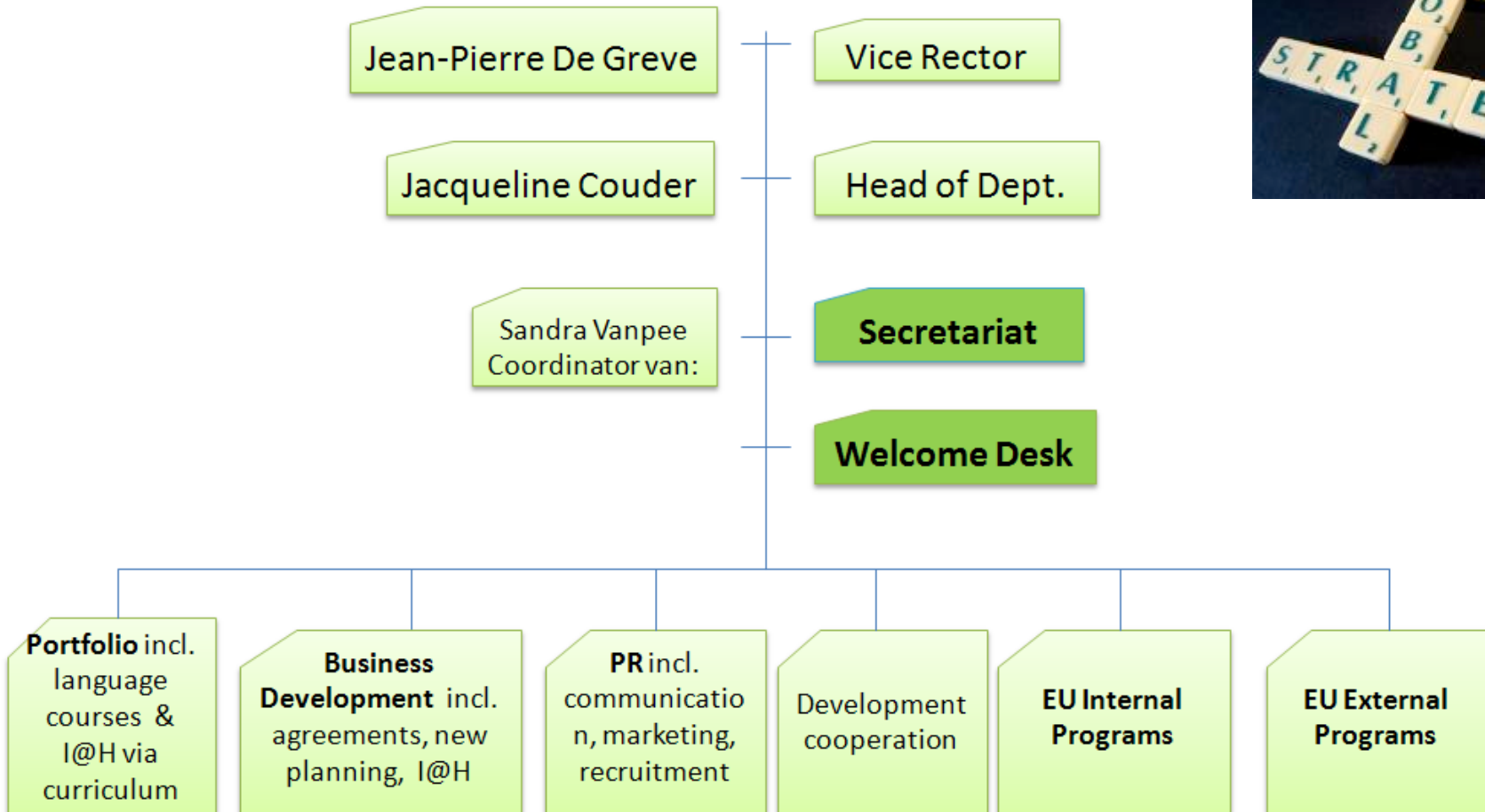


How well do international and PR offices work together? (Intl. Marketing perspective)

Head of Dept.
Electronic
Communication
Press relations
Publications
Secretariat



International Relations and Mobility Office: 25 employees



What are the needs of universities?

- House-style
- Website
- Brochures
 - Corporate brochure
 - Annual reports
 - University magazine (quarterly?)
 - General brochure
 - Prospectuses
 - Program specific brochures
 - Service brochures on different topics (pre-departure, housing, job office, immigration, campus maps)



Vrije Universiteit Brussel

- Publications:
 - In English
 - [Student on top of the world](#) 4x4 overview of all Master and Postgraduate programmes at the VUB taught in English
 - [European Studies in Brussels](#) 4x4
 - [Before you take off](#) a guide and useful manual for new foreign students at the VUB with all practical information important to know before coming to the VUB (including information on the mandatory preparative arrangements before leaving your home country)
 - [Starter's guide](#) a guide for new foreign students at the VUB with practical information about the VUB important to know once you have started here
 - [The rectorate building of the VUB](#)
 - Corporate brochure (t.b.d.)
 - “Mastercards” – for programmes and for services
 - Akademos
 - In German
 - In Chinese
 - Study in Brussels



VUB's: International M&R tools

- international fairs
- liaison officers
- e-portals
- ads(e- and hard copy)
- alumni network
- university visits
- scholarship programs
- ambassadors



How do you handle global and local content on a global portal?

- **Replace Global/Local with Common/Specific**
 - Shift of perspective “who needs the content rather than who created it.”
- **Identify type of content, services, and features required for each local audience/target**
- **Customize information/message**
 - Use of local teams: agents, liaison officers, field marketers, branches
 - valuable “on-the-ground” customer knowledge that can make local marketing efforts more customer-centric and effective.



depending on the target...

Example 1

Versions available:

Dutch

French

English

Arabic

Turkish



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**Getting used to having
a student around**

Higher education guide for family
and friends.

Example 2

英国 UNITED-KINGDOM
阿姆斯特丹 Amsterdam
荷兰 NETHERLANDS
布鲁塞尔 Brussels
比利时 BELGIUM
巴黎 Paris
法国 FRANCE
科隆 Cologne
法兰克福 Frankfurt
德国 GERMANY
柏林 Berlin
捷克 CZECH
奥地利 AUSTRIA
瑞士 SWITZERLAND

英吉利海峡

时大学
学生。

家。
其中一部
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生产
材料

、美
环境
有效
、使

www.vub.ac.be

Vrije Universiteit Brussel

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Example 3

BACHELOR
PSYCHOLOGIE



Als Psychologin versuchst du, Fragen über die menschliche Psyche und das menschliche Verhalten zu beantworten. Du tust dies nicht einfach nur mit gesundem Menschenverstand, sondern mithilfe wissenschaftlicher Methoden. Du lernst interessante Theorien über menschliches Verhalten und mentale Prozesse kennen. Das Psychologiestudium der VUB ist eine Herausforderung, es ist spannend und gesellschaftsbezogen. Unser Team besteht aus Professorinnen, die mit viel Begeisterung und Motivation unterrichten und in ihrem Fachbereich sowohl national als auch international eine maßgebende Rolle spielen. Einige dieser Fachbereiche sind: Die biologische und kognitive Psychologie, die Socialpsychologie und die Persönlichkeitspsychologie, die Organisationspsychologie, die Schulpsychologie und die Lernstörung, die Orthopädagogik und die Schulpädagogik. Vorlesungen, Übungen und Seminare sind an den konkreten Bedürfnissen unserer Studierenden ausgerichtet.

AUFBAU DES STUDIUMS

Im ersten und zweiten Studienjahr
Im Modellstudienplan lernst du im ersten und im zweiten Jahr die Grundätze des psychologischen Denkens und Handelns kennen. Es werden unterschiedliche theoretische Strömungen ebenso besprochen wie die Methoden und verfahrenswissenschaftlicher Forschung. Neben Vorlesungen gibt es auch Seminare, in denen mit Video, Internet und Multimedia ein interaktives Studienklima gestaltet wird. Dazu hast du die Möglichkeit, dich in kleinen Gruppen an Laborexperimenten zu beteiligen. Immer wieder gibt es Exkursionen oder die Möglichkeit zu Observation, und mittels konkreter Übungen kannst du die Praxis der Hilfeleistung kennen lernen.

Zur Statistik, Pflichtfach des ersten Jahres, wird uns öfters die Frage gestellt: "ist das schwierig!". Du brauchst dir keine Sorgen zu machen. Im dieses Fach erfolgreich zu bestehen, ist es wichtig, sich völlig einzusetzen und durchzuhalten, ein Mathematikgenie muss man nicht sein, denn der Schwerpunkt liegt auf der Methodologie, nicht auf der reinen Mathematik.

Sprache: Niederländisch
Dauer: 3 Jahre (180 Credits)

Mögliche Masten:
Master in Psychology
(2 Jahre, 120 Credits)

Späters mögliche Berufsfelder nach einem Masten:
Psychologen arbeiten z. B. in den:
- Klinischen Psychologie
- Organisationspsychologie
- Arbeitspsychologie
- Forschung

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- E-flyers
- German language website
- Online communities
- Social Media integration
- Consultancy services
- Trainings
- Quality control

The new brochures...

E-book *“Prepare your stay”*



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Mixed approach: predefined design, up-to-date content,
local printing



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Akados – VUB's infomagazine

Vrije Universiteit Brussel awards five honorary doctorates

At the end of May, the Vrije Universiteit Brussel will award five honorary doctorates. Gynaecologist and politician Marleen Temmerman, Prof. Ronald Levy (Medicine), Prof. Costas Soukoulis (Engineering Sciences), Prof. Donald L. Horowitz (Human Sciences) and former sports champion Eddy Merckx will be presented with an honorary doctorate in recognition of their achievements in the academic, scientific or social field.

The award ceremony will take place on Wednesday 28 May, a few days before the 'dies natalis' (28 May) of the Vrije Universiteit Brussel. "All five are inspiring personalities who each excel in their field", says VUB Rector Paul De Kroop. "Excellence linked to involvement in the community."

Gynaecologist Prof. Dr. Marleen Temmerman is Gynaecology-Obstetrics Head of Department at the Ghent University Hospital and Director of the International Centre for Reproductive Health (Ghent University), but, at the same time, she finds time for social commitments and for her political career. As a physician and gynaecologist, she is continuously confronted with the uncertainty of human life and with distressing situations, such as violence towards women or rape. Prof. Marleen Temmerman is convinced of the need for solidarity and better health care for the most vulnerable groups of our society. She published more than 300 scientific articles and books. Her work has won major awards, including the Lifetime Achievement Award from the renowned British Medical Journal.

Prof. Dr. Ronald Levy is a pioneer in the field of monoclonal antibody applications in medicine. He is the Chief of Division of Oncology at the Stanford University (USA) and a laureate of numerous international scientific distinctions. He set up his own laboratory at Stanford University in 1975, where he developed the production of monoclonal antibodies against cancer cells. Ronald Levy was one of the first to produce these antibodies to use them in therapeutic applications. This led to an initial breakthrough with the production of personalized monoclonal antibodies targeting non-Hodgkin lymphoma cells. His laboratory is currently carrying out new developments in the passive immunotherapy. It is quite probable that this research will lead to new breakthroughs.



Prof. Dr. Costas Soukoulis of the Iowa State University (USA) and the University of Crete (Greece) is a top scientist in the field of Engineering Sciences. He is an expert in the development of models for wave propagation in complex media such as photonic crystals, metamaterials, random lasers, non-linear systems and amorphous semiconductors. His most recent breakthroughs are in the area of metamaterials; these are new types of materials in which atoms are replaced by larger structural units in order to obtain material properties that are not found in natural materials. Prof. Soukoulis' research was awarded with major prizes in both Europe and the United States of America.



Prof. Dr. Donald L. Horowitz is professor at Duke University (USA). During his long career, his research established him as a globally recognized expert on ethnic conflicts, but also on federalism and the evolution of society. He is the author of the book 'Ethnic Groups in Conflict', which is still considered to be the most important classic in the field of research into ethnic conflicts more than a quarter of a century after its first publication. Today, Prof. Horowitz is studying constitutional reforms from a comparative perspective. He also

continues to pay a lot of attention to the Belgian federalism, and its importance for other federal models.



Jonathan Holslag over China en Europa



Doctoraat in duo over het NIR



Studenten op handelsmissie in Indonesië

Marleen Temmerman
Ronald Levy
Costas Soukoulis
Donald L. Horowitz
Eddy Merckx

Eredocoraten Honorary Doctorates 2011



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Conclusions?

- Find your balance: print vs. online
- Localize your targets
- Adapt to your customers' needs
- “Each brand must undertake the challenge to define which elements of their marketing mix will be global and which element will be local,”
- “Brand vision and mission, its positioning statement, its brand architecture, logo and its look and feel should be global...
- manifestations of these elements can and should be left to the local markets.”



Discussion: marketing of joint or double degrees



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Capital of Europe

Bruface

Brussels Faculty of Engineering
offers the following English taught master programmes in:

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- Biomedical Engineering (Erasmus Mundus)
- Civil Engineering
- Chemical and Materials Engineering
- Computer Engineering
- Electronics and Information Technology Engineering
- Electromechanical Engineering
- Nuclear Engineering
- Photonics Science and Engineering
- Physical Land Resources Engineering
- Water Resource Engineering

More information available on www.bruface.eu



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