

Dear Partner,

We are happy to announce that our Faculty of Engineering of the University of Porto (FEUP) will organize a Staff Week from 15<sup>th</sup> to 19<sup>th</sup> May 2023 on the theme “**Porto Communication - Global Engagement**”, which will focus on the following topics, among others:

- *the importance of **Alumni** for Higher Education Institutions,*
- *how to create an **international** community,*
- *how to create **stories** that **connect** all the community,*
- ***fundraising**: the great dilemma.*

**Who should participate?** Staff from communication offices and alumni offices: PR Professionals, Media Relation advisors, Corporate Communication staff, Professionals from Alumni Offices, Marketing and international offices dealing directly or indirectly with internationalization issues.

Please find attached the programme of this Staff Week, and the link for detailed information: <http://staffmobility.eu/staffweek/porto-communication-global-engagement>

Deadline for applications: **3<sup>rd</sup> March 2023**

Organization and contact for any additional information:  
**Joana Guedes Pinto** - *Alumni Relations and Community Manager.* [joanagp@fe.up.pt](mailto:joanagp@fe.up.pt) (in CC of this message)

Thank you in advance.

Best regards,

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**Reitoria / Rectorate**

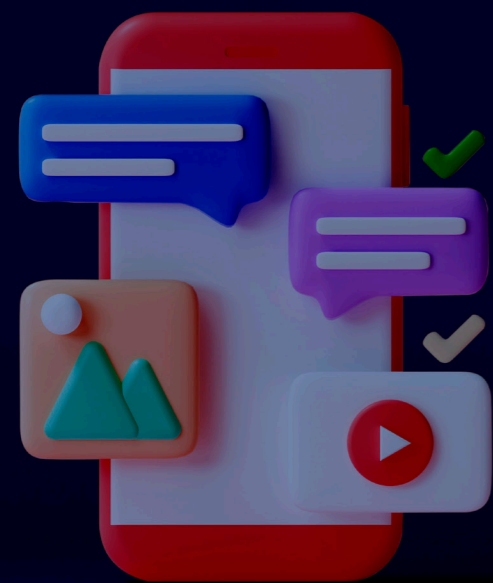
Relações Internacionais / *International Cooperation*



# PORTO

## COMMUNICATION

Higher Education Staff Week



# [ GLOBAL ENGAGEMENT ]

## 15 to 19 May 2023 - Porto, Portugal

### MAY 15<sup>th</sup> (Monday)

10:00 am Registration - Main Entrance

10:30 am Networking Brunch and Presentation Session

02:30 pm **Diana Aguiar Vieira** (ISCAP)

*Why are Alumni important to HEI's? Inspiring stories and the "ICARE Community and Alumni engagement"*

04:00 pm Coffee Break

04:30 pm FEUP Campus visit

### MAY 16<sup>th</sup> (Tuesday)

09:00 am **Brian Campbell and Kristina Benova** (The University of Edinburgh)

*Podcast "Sharing Things" and Storytelling - The Importance of Giving Back*

10:30 am Coffee Break

11:00 am **Madalena Borges de Sousa** (Nova School of Business and Economics)

*Bridging the Gap: A discussion on fostering meaningful relationships with Alumni*

12:30 pm Lunch Time

02:30 pm Workshop at Serralves - **Marília Moura** (Centro PINUS)

*How to make a short video to social media*

05:00 pm Visit to Serralves Museum

07:30 pm Dinner (place to be confirmed)

### MAY 17<sup>th</sup> (Wednesday)

*Parallel sessions at "Círculo Universitário do Porto"*

9:00 am **Cristiane Lazoti Kafajian** (EduPortugal)

*How to attract international students to universities: the experience of EduPortugal*

09:00 am **Neil Mason** (coach/mentor/trainer/intercultural and leadership specialist)

*Intercultural Communication: How to bond*

10:15 am Coffee Break

10:45 am **Cristiane Lazoti Kafajian** (EduPortugal)

*How to attract international students to universities: the experience of EduPortugal*

10:45 am **Neil Mason** (coach/mentor/trainer/intercultural and leadership specialist)

*Intercultural Communication: How to bond*

12:00 pm Lunch at Círculo Universitário do Porto

02:30 pm Visit to the U.Porto Rectory

04:00 pm Climb to the Clérigos Tower

05:30 pm Visit to Mercado do Bolhão and city center

07:00 pm Sunset near Douro River

### MAY 18<sup>th</sup> (Thursday)

9:00 am Engaging communities

(places to be confirmed - There are a limited number of places for each site.

Each participant should choose one of the three sites for the visit)

**INESC-TEC** - On the track of Researchers and Innovation

**CIBIO** - Strengthen ties with the scientific community

**Porto Planetarium** - How to challenge people to reach the stars - the connection with the public

12:00 am Final Considerations /Lunch Time

### MAY 19<sup>th</sup> (Friday)

*Optional programme and paid separately*

Travel to Guimarães by bus - Visit to the Castle Complex and lunch in the historical city centre (World Heritage Site)