

The Ins and Outs of International University Marketing

23-24 September 2010

Venue: Wissenschaftsforum Berlin, Markgrafenstraße 37, 10117 Berlin

Preliminary Program

Thursday, 23 September

10:00 am **Welcome Address, Participant Introductions**
Frauke Zurmühl, Section 214 - International DAAD Academy, DAAD

The National Perspective

Strategic Background

10:30 am **International Student Mobility and the Foundation of the Consortium for International University Marketing GATE-Germany, Marketing Action Lines**
Dr. Irene Jansen, Division 53 – Communication and Marketing, DAAD (requested)

11:45 am **Coffee Break**

The Political Framework

12:15 pm **Strategy of the Federal Government for the Internationalization of Science and Research – Supporting Optimum Structures for the Recruitment of International Students and Researchers**
Dr. Birgit Galler, Unit 416, Federal Ministry of Education and Research

1:00 pm **Lunch Break**

Marketing Instruments

2:30 pm **Internet and Print Media**
Silvia Schmid, Section 532 – Promotion of Study and Research in Germany, DAAD

3:45 pm **Coffee Break**

4:15 pm **International Education Fairs/Roadshows and Marketing Services**
Dorothea Neumann, Section 534 – International Education Fairs and Marketing Services for Higher Education Institutions, DAAD

5:30 pm **End of Day 1**

Friday, 24 September

The Institutional Perspective

9:00 am **Forming Alliances – UAS7 German Universities of Applied Sciences**
Esther Jahns, UAS7 Executive Office Berlin

9:45 am **Recruiting Internationally – Case Study of Frankfurt University**
Dr. Martin Bickl, Goethe University Frankfurt/Main

11:00 am **Coffee Break**

The Federal State Perspective

11:30 am **Joint International Marketing Activities of Hessen's Universities**
Alexander Mokry, Hessisches Ministerium für Wissenschaft und Kunst

12:30 pm **Conclusion and Feedback**
Frauke Zurmühl

1:00 pm **End of Seminar**