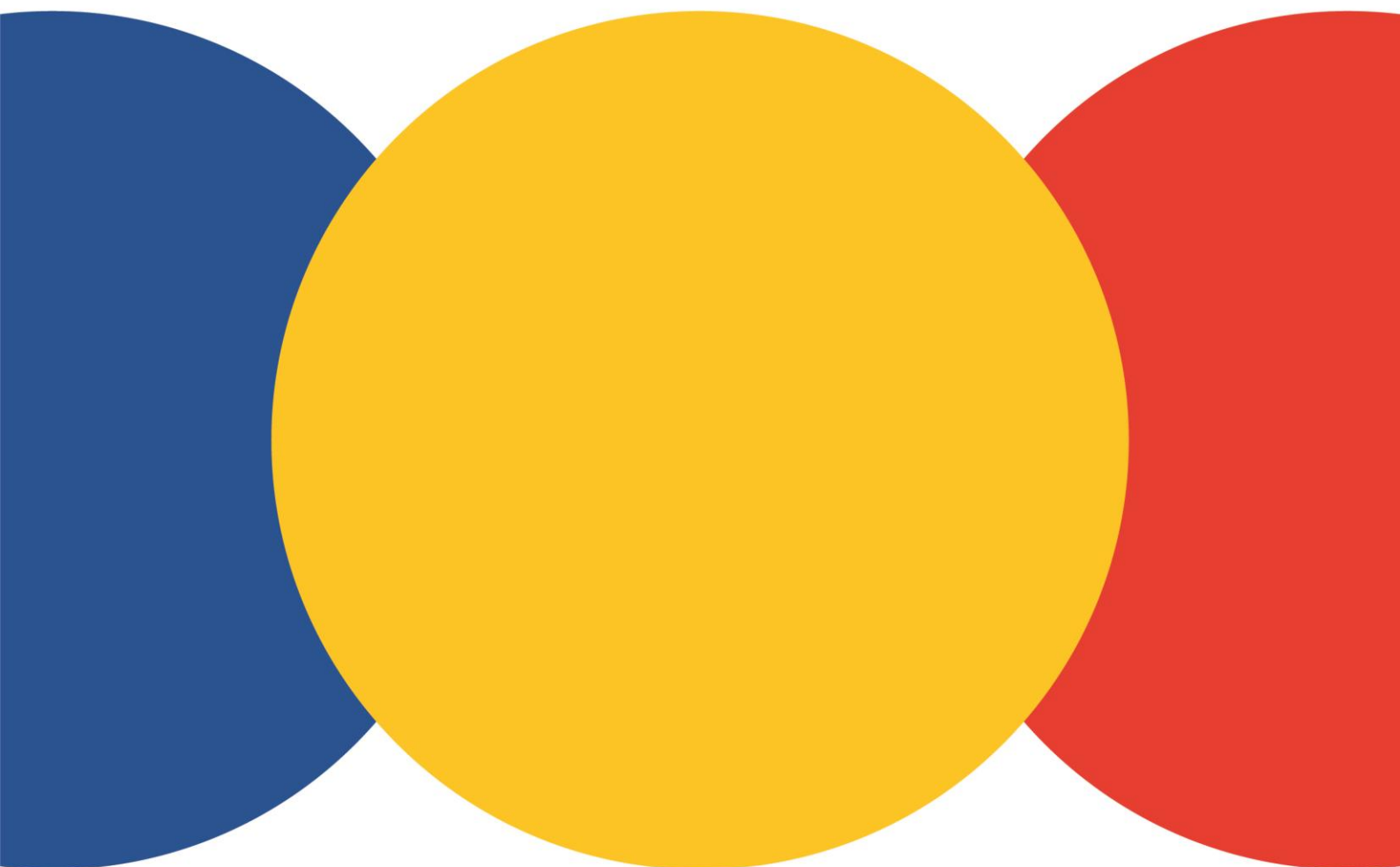


Jagiellonian University & University of Lodz

JOINT STAFF TRAINING WEEK

18-22 JUNE 2018

KRAKÓW & ŁÓDŹ



Monday, 18 June

Jagiellonian University	Venue: Collegium Maius , Michał Bobrzyński's Room 15 Jagiellońska Street, 31-010 Kraków
9:00 – 9:30	Registration of participants
9:30 – 10:00	<ul style="list-style-type: none">• Welcome words of the Jagiellonian University authorities <i>Prof. dr hab. Stanisław Kistryn – Vice Rector for research and structural funds</i>• Introduction to the Staff Training Week Programme <i>Izabela Zawiska – JU International Relations Office</i>
10:00 – 11:00	<ul style="list-style-type: none">• Presentation of the Jagiellonian University and its international activities <i>Dorota Maciejowska – Head of the JU International Relations Office</i>• International promotion of the Jagiellonian University <i>Kinga Drechny-Mucha – Head of the JU Department of Communications and Marketing,</i> <i>Joanna Chodór – Deputy Head of the JU Department of Communications and Marketing</i>
11:00 – 11:30	Coffee break
11:30 – 12:30	<ul style="list-style-type: none">• Polish Universities PR and Promotion Association (PROM) – good practices and promotional activities <i>Marcin Witkowski – International PR and Marketing Specialist;</i> <i>Secretary of EUPRIO – National Representative Poland</i>
12:30 – 14:00	<ul style="list-style-type: none">• European Association for International Education (EAIE) – good practices and recommendations for universities <i>Edyta Lachowicz-Santos – Director of Marketing and Communications ,</i> <i>University of Economics in Katowice, Chair of Employability expert group EAIE</i>• Group Photo
14:00 – 15:00	Guided tour of Collegium Maius, the Jagiellonian University Museum (in two groups)
17:00 – 22:00	<ul style="list-style-type: none">• Guided tour of the Old Town, the Wawel Castle and Cathedral and the former Jewish District of Kazimierz• International Pub Quiz (Rubinstein Restaurant, 1 Szeroka Str.)



Tuesday, 19 June

Jagiellonian University	Venue: Jagiellonian Centre of Innovation, JU new campus 14 Bobrzyńskiego Street, 30-348 Kraków
9:00 – 10:00	Transfer to the JU campus Meeting point: Collegium Novum (24 Gołębia Str.)
10:00 – 11:00	<ul style="list-style-type: none">European Universities Public Relations and Information Officers – trends in HEI international promotion <i>Marcin Witkowski – International PR and Marketing Specialist; Secretary of EUPRIO – National Representative Poland</i>
11:00 – 11:20	Coffee break
11:20 – 12:20	<ul style="list-style-type: none">Jagiellonian University initiatives dedicated to the international promotion of science and education <i>Piotr Żabicki – Science Communication Specialist, JU Department of Communications and Marketing</i> <i>Justyna Supel – Małopolska Centre of Biotechnology</i> <i>Diana Sałacka – Spokeswoman of the Copernicus Center for Interdisciplinary Studies</i>
12:20 – 13:00	Campus walk
13:00 – 15:00	Lunch in the <i>U Ziyada</i> restaurant (transfer by bus)
15:00 – 😊	Transfer to the city centre, free time for sightseeing



Wednesday, 20 June

9:00

TRANSFER TO ŁÓDŹ

A four hour trip by bus

Meeting point: Collegium Novum

13:00

Arrival in Łódź

Check-in at the hotel

15:00 – 18:00

- Guided tour of Łódź

Meeting point: Campanile Hotel

20:00

- Dinner together with the UL authorities
venue: MS² restaurant (19 Ogrodowa Str., Manufaktura)



Thursday, 21 June

University of Lodz,

Venue: UL Rectorate, Senate Hall, 68 Narutowicza Str.

9:00 – 9:30

- Welcome words of the University of Lodz authorities
- Presentation of the UL International Relations Office team and two-day training programme
Liliana Lato – Head of the UL International Relations Office

9:30 – 10:00

- Presentation of the UL international promotion activities
Liliana Lato – Head of the UL International Relations Office

10:00 – 11:30

- **#UniversityDiversity** – students are your fortune! a UL initiative
Liliana Lato – Head of the UL International Relations Office

11:30 – 12:00

Coffee break

12:00 – 13:00

- SmartUni App – Mobile Ambassadors
Weronika Ćmielewska – UL International Relations Office

13:00 – 14:00

- Presentation of student- based activities – sharing ideas
Liliana Lato – Head of the UL International Relations Office
UL Erasmus Student Network

14:00 – 15:30

Lunch, venue: Breadnia, 86 Piotrkowska St. (we will go together)



Friday, 22 June

University of Lodz,

Venue: UL Rectorate, Senate Hall, 68 Narutowicza Str.

9:00 – 10:00

- 2017- UL branding (UL Promotion Centre team)
Anna Rolczak – Director of the UL Promotion Centre

10:00 – 11:30

- Social media and students –
open discussion and sharing ideas with partner universities
Weronika Ćmiełowska – UL International Relations Office

11:30 – 13:30

- Farewell & coffee break
- Return to Kraków (optional)

