

**Erasmus+ International
Staff Training Week 2021**

June 14 - June 18, 2021



Brandenburger Tor © visitBerlin, Foto: Philip Koschel

**The Alumni Relations Track is jointly run by the partners of the Berlin University Alliance:
Freie Universität Berlin, Humboldt-Universität zu Berlin, Technische Universität Berlin and
Charité - Universitätsmedizin Berlin**

Monday, June 14

Welcome to Berlin – Welcome to our 1st Virtual Staff Training Week

13:00-14:00 Welcome by *Professor Dr. Verena Blechinger-Talcott, Vice President for International Affairs*
Welcome by *Dr. Herbert Grieshop, Director International Affairs*
Introduction to Freie Universität Berlin
Introduction to 1st Virtual Staff Training Week

- 14:00-14:10 Group Photo
- 14:10-14:40 Who is Who? Speed Dating
- 14:40-14:50 Short Break / Short Campus Tour Part I
- 14:50-16:00 Meet & Greet in Sub-Groups
Exchange of Experiences/backgrounds and expectations for the days to come

Tuesday, June 15

Moderation: N.N.

- 13:00-13:15 **Welcome by Hosts & Introduction to the Program**
Franca Brand and Lydia Tetzner, Alumni Office, Freie Universität Berlin (FU)
Mira Schön, Alumni Office, Humboldt-Universität zu Berlin (HU)
Bettina Klotz and Juliane Wilhelm, Alumni Program, Technische Universität Berlin (TU)
Christine Hassert, Alumni Program, Charité - Universitätsmedizin Berlin
- 13:15-14:15 **Thinking Global: International Alumni Relations**
Input
Freie Universität's Research Alumni Program - Forming Lasting Bonds with International Researchers (FU)
Sustainable Alumni Relations in Changing Times (HU) tbc
Participants' Presentations
- 14:15-14:30 **Short Break**
- 14:30-16:00 **Encouraging International Alumni Engagement**
Workshop
14:30 – 14:45 Formation of Groups (4-5 groups)
14:45 – 15:30 Group Work
15:30 – 15:50 Group Presentation
15:50 – 16:00 Wrap Up
- 16:30-18:00 "Meet me at the Brandenburg Gate"
(Virtual Socializing Event)

Wednesday, June 16

Moderation: N.N.

13:00-13:30 **Welcome & Introduction**

Staying Connected: The Future of Alumni Communications

Input

Social Media Campaign: "Alumni Podcasts for Student Recruitment and Outreach" (TU) tbc

#wirsindhumboldt (HU) tbc

wir Magazine for Alumni (FU) tbc

Meet me at the Fireside (Charité) tbc

Participants' Presentations

13:30-15:30 **Turning your Ideas into Action: Plan and Implement your Alumni Communications Measures**

Workshop

13:30-14:15 – Group Work

14:15-14:45 **Short Break**

14:45-15:20 – Working Group Presentations

15:20-15:30 – Wrap Up

Thursday, June 17

Moderation: N.N.

13:00-13:30 **Welcome & Introduction**

Alumni Fundraising

Input

Micro-donation Campaigns (HU) tbc

Alumni as Donors – How to Dip your Toes in the Water (TU) tbc

Alumni Fundraising as Part of an Overall Strategy (Charité) tbc

Participants' Presentations

13:30-13:45 **Short Break**

13:45-14:15 **Strategies and Structures of Alumni Organization(s) – And How to Fill them with Life**

Input & Discussion

Chances and Challenges (Charité)

14.15-15:00 **World Café**

15:00-15:15 **Short Break**

15:15-16:00 **Lessons Learned: Wrap-up & Feedback Session**

Friday, June 18

Wrap Up, FUB campus, Berlin and Farewell

13:00-14:00 Wrap Up
Feedback, Improvements, Ways to Stay in Touch

14:00-15:30 Life Virtual Berlin Sightseeing Tour

15:30-16:00 Farewell