

# THE EAIE ACADEMY

GOTHENBURG | 23-27 APRIL 2012



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## PROFESSIONAL DEVELOPMENT COMMITTEE

**Louise Stansfield** (*Chair*), Helsinki Metropolia University of Applied Sciences, Finland

**Peter Kerrigan** (*Co-chair*), DAAD, USA

**Chantal Barry**, Sciences Po Paris, France

**Ruth Graf**, EAIE Office, the Netherlands

**Jeanine Gregersen-Hermans**, Maastricht University, the Netherlands

**Duncan Hamshere**, Higher Education Solutions, Spain

**Hans-Georg van Liempd**, Tilburg University, the Netherlands

**Sara López Selga**, Universitat Pompeu Fabra, Spain

## THANKS TO OUR PARTNERS

*Host university*



UNIVERSITY OF  
GOTHENBURG

*Sponsor*



# WELCOME TO THE EAIE ACADEMY IN GOTHENBURG!

Following a successful first EAIE Academy in Valencia, I am delighted to welcome you to the second Academy in the vibrant city of Gothenburg.

Providing a selection of new courses on some of the hottest topics in international higher education, and featuring diverse networking opportunities, we hope the Academy will offer you a set of useful tools to help you advance in your career. Experience the dynamic learning environment while also enjoying the captivating attractions of Gothenburg.

The EAIE Academy occurs twice a year, in spring and autumn. Each Academy comprises the very latest developments in international higher education, providing you with innovative ideas and solutions to implement immediately at your own institution. More information on the next Academy, taking place in Porto from 19–23 November 2012, can be found on page 15.

**I wish you a great time at the Academy  
in Gothenburg!**



EAIE PRESIDENT  
*Gudrun Paulsdottir*

## WHAT'S HAPPENING WHEN

*Here you will find a complete overview of all the courses, networking and partner events taking place during the Academy, so that you can effectively plan your time during your stay in Gothenburg. For a detailed daily schedule specific to your chosen course, please consult the folder provided to you upon registration. There you will find details of all the scheduled coffee and lunch breaks throughout each course day.*

### ON-SITE REGISTRATION:

Monday 23 April	08.00–09.00
Wednesday 25 April	10.00–14.00
Thursday 26 April	08.00–09.00

### MONDAY 23 APRIL

LJUDVÅGEN (Ground floor)	RADIOVÅGEN (Ground floor)	LJUSVÅGEN (1st floor)	MIKROVÅGEN (1st floor)
Teaching in the intercultural classroom	Joint and double degrees: survival kit for a successful programme	Crisis management: the international dimension	Marketing in the digital age
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30

### OFFICIAL OPENING & WELCOME RECEPTION

Location: The Börsen Building at Gustaf Adolf torg  
19.00–20.30

### TUESDAY 24 APRIL

LJUDVÅGEN (Ground floor)	RADIOVÅGEN (Ground floor)	LJUSVÅGEN (1st floor)	MIKROVÅGEN (1st floor)
Teaching in the intercultural classroom	Joint and double degrees: survival kit for a successful programme	Crisis management: the international dimension	Marketing in the digital age
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30

### DINNER AT THE MUSEUM OF WORLD CULTURE (registration and extra payment required)

Location: Södra vägen 54  
20.00–22.30

## WEDNESDAY 25 APRIL

LJUDVÅGEN (Ground floor)	RADIOVÅGEN (Ground floor)	LJUSVÅGEN (1st floor)	MIKROVÅGEN (1st floor)
Teaching in the intercultural classroom	Joint and double degrees: survival kit for a successful programme		Marketing in the digital age
	09.00-13.00		09.00-12.30
	How to run your summer school successfully	ETS session	Handling mental health concerns of international students
09.00-17.30	14.00-17.00	14.00-15.30	14.00-17.30

### RECEPTION AT GOTHENBURG UNIVERSITY

Location: Vasaparken

18.00-19.30

## THURSDAY 26 APRIL

LJUDVÅGEN (Ground floor)	RADIOVÅGEN (Ground floor)	LJUSVÅGEN (1st floor)	MIKROVÅGEN (1st floor)
SEO and online content: strategies for international student recruitment	How to run your summer school successfully	Using benchmarking tools: improve your institutional performance in internationalisation	Handling mental health concerns of international students
09.00-17.30	09.00-17.00	09.00-17.30	09.00-17.30

### JOINT DINNER (registration and extra payment required)

Location: Barken Viking, Lilla Bommens torg 10

20.00-22.30

## FRIDAY 27 APRIL

LJUDVÅGEN (Ground floor)	RADIOVÅGEN (Ground floor)	LJUSVÅGEN (1st floor)	MIKROVÅGEN (1st floor)
SEO and online content: strategies for international student recruitment	How to run your summer school successfully	Using benchmarking tools: improve your institutional performance in internationalisation	Handling mental health concerns of international students
09.00-17.30	09.00-17.30	09.00-16.00	09.00-17.30

## NETWORKING EVENTS

*In addition to the training courses, we have put together a programme of networking events aimed at providing you with ample opportunities to get to know your fellow participants and make the most of your stay in the global city of Gothenburg. Enjoy the vibrant international atmosphere!*

### WELCOME RECEPTION

🕒 Monday, 19.00-20.30

@ The Börsen Building at Gustaf Adolf torg

Join us for the Welcome Reception and enjoy a delicious array of light refreshments whilst getting acquainted with fellow course participants and trainers. The reception will take place at the Gothenburg City Hall, also known as the Stock Exchange, in the Börsen Building. Built in 1849, and designed by Pehr Johan Ekman, the Stock Exchange was home to the oldest commercial guild and is currently the town's assembly place. The Welcome Reception is free for all Academy participants (no registration is required).

### RECEPTION AT GOTHENBURG UNIVERSITY

🕒 Wednesday, 18.00-19.30

@ Vasaparken

This reception is the perfect way to expand your network and develop existing relationships with fellow participants. Hosted at the beautiful main university building at the Vasaparken, designed by Erik Hahr and Ernst Torulf and constructed in 1907, you will be able to network with like-minded professionals in a relaxed and informal atmosphere whilst enjoying delicious drinks and canapés. This reception is free for all Academy participants (no registration is required).

*For the following networking events, pre-registration and payment of an additional fee are required. For last minute spots, please contact the EAIE staff. Once you are registered for any of these events, you will have the relevant event code indicated on your name badge. Locations are indicated on the map on page 8.*



Photo: Héléne Binet

### DINNER AT THE MUSEUM OF WORLD CULTURE

🕒 Tuesday, 20.00-22.30

@ Södra vägen 54



Photo: spe (shutterstock)

### DINNER ONBOARD THE BARKEN VIKING

🕒 Thursday, 20.00-22.30

@ Barken Viking, Lilla Bommens torg 10

## PARTNER EVENT

*Attend an informative session led by our sponsor, ETS, and discuss leading tests used in higher education institutions' admissions processes.*

### THE ROLE OF STANDARDISED TESTS IN INTERNATIONAL GRADUATE ADMISSIONS

🕒 Wednesday, 14.00-15.30

@ Ljusvågen (1st floor)

Standardised tests, whether measuring English language proficiency, reasoning skills or non-cognitive skills, can provide valuable and comparable information about applicants and enhance the fairness of the admissions process. The ECTS (European Credit Transfer and Accumulation System) credits provide invaluable guidelines for

the admissions process to Master and Doctoral Programmes; however, significant variations remain among the sending institutions. The discussion will focus on the question of what leading tests measure and how they can be used to inform admissions. This session is free of charge and is open to all participants.

**Facilitators:** Maria Calabrese & Agnes Leyrer, ETS Global, the Netherlands

02  
JUL

06  
JUL

## ENGLISH IN THE INTERNATIONAL WORKPLACE

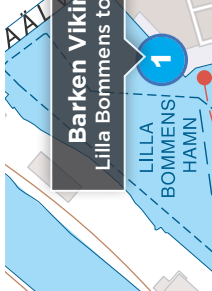
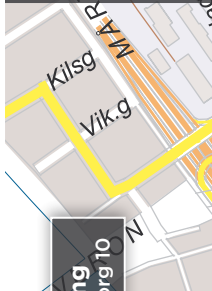
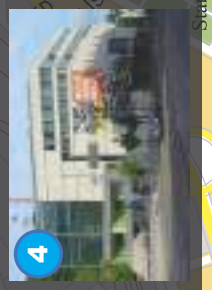
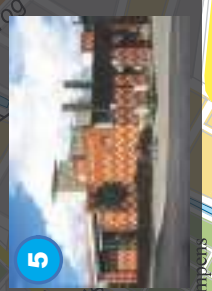
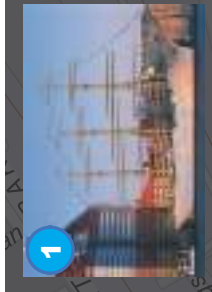
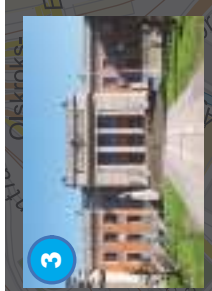
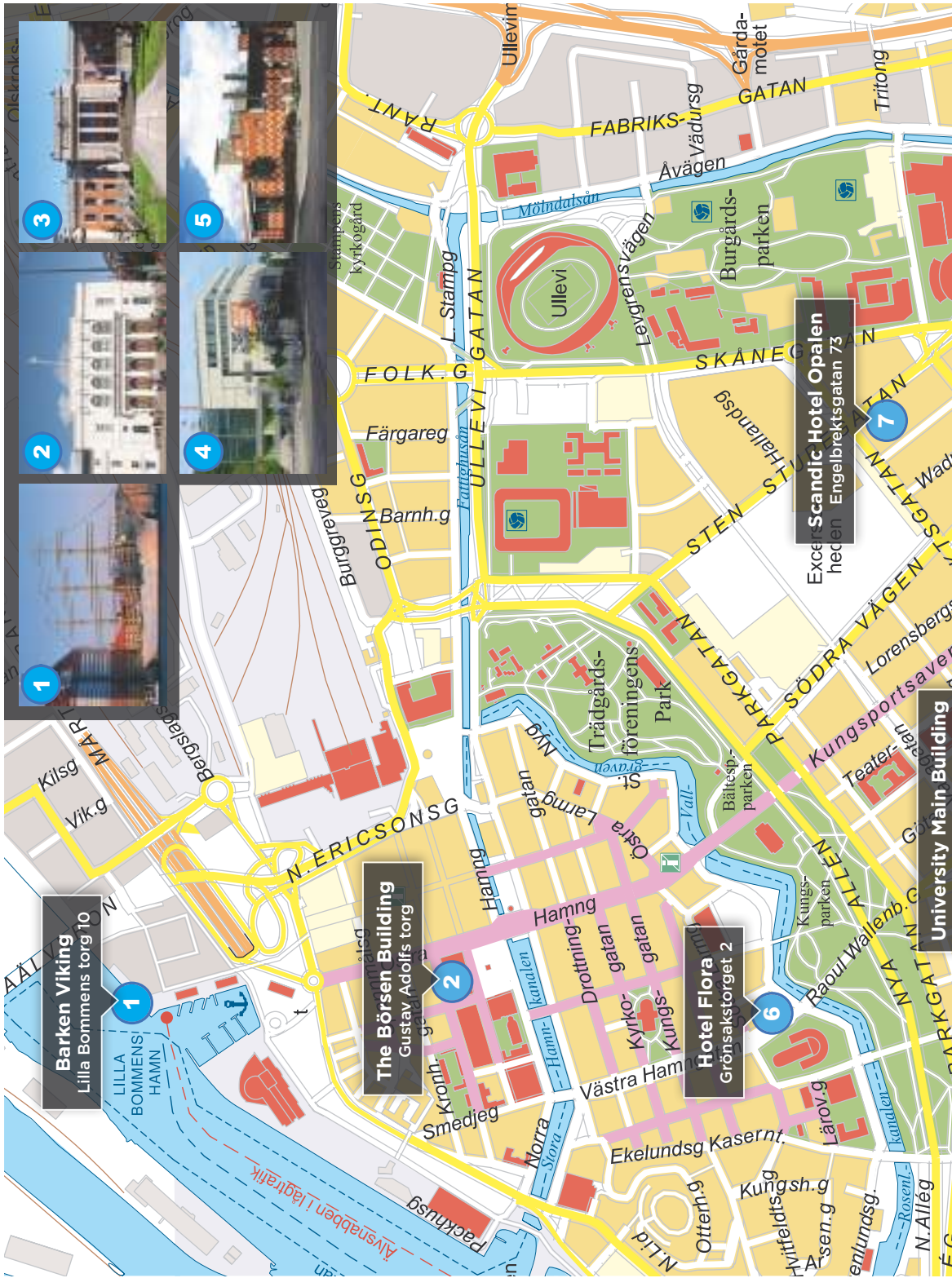
Involved in international relations?  
Busy building global partnerships?  
Attending international conferences?

Feel at ease speaking English in any of these contexts!

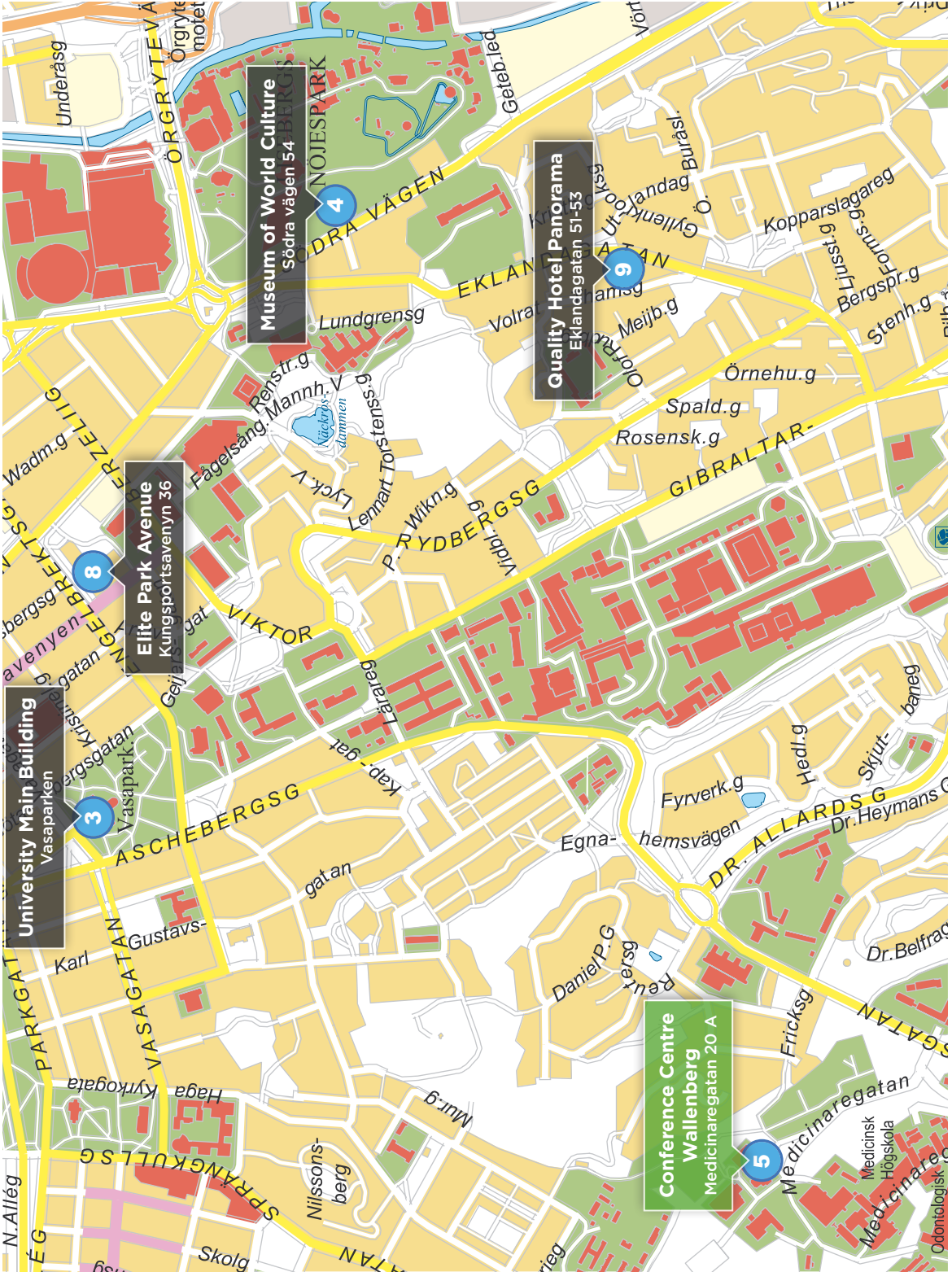
*Join us from 2-6 July 2012 in Dublin, for this training course. Register by 14 May.*

[www.eaie.org/english-international-workplace](http://www.eaie.org/english-international-workplace)









**University Main Building**  
Vasaparken

3

**Elite Park Avenue**  
Kungssportsavenyn 36

8

**Museum of World Culture**  
Södra vägen 54

4

**Quality Hotel Panorama**  
Eklandagatan 51-53

9

**Conference Centre Wallenberg**  
Medicinaregatan 20 A

5

## TRAINERS

*The EAIE trainers are highly skilled professionals with longstanding experience in the field. Learn from and with them at the EAIE Academy!*



**CHANTAL BARRY**, Sciences Po Paris, France  
**Course:** Teaching in the intercultural classroom

Chantal Barry works at Sciences Po in Paris where she is International Communications Manager at the Cevipof research centre in political science. Prior to this, she spent 10 years as an International Relations Manager at Sciences Po, with responsibility for the strategic development of the school's international policy. She has extensive teaching/training experience both at Sciences Po and prior to that at the University of Caen. She has been part of the EAIE leadership structure for several years and now serves on the Professional Development Committee. She is an EAIE senior trainer and offers training modules in their Train the Trainer programme. Current courses include *English in the international workplace*, *How to run an international office*, and *Teaching in the intercultural classroom*.



**YVONNE VON BISCHOPINCK**, eprofessional, Germany  
**Course:** SEO and online content: strategies for international student recruitment

Yvonne von Bischo-pinck is Senior Consultant Web Development & Creation at eprofessional, one of Germany's leading agencies focused on performance marketing, which includes search engine marketing and optimisation. As the author of the book *Suchmaschinen-Marketing - Konzepte, Umsetzung und Controlling (Search Engine Marketing - Concepts, Implementation, and Controlling)* published by Springer, Heidelberg, she frequently trains clients and holds seminars on the topics of SEO, website strategies and the way to attract users, including SEO for higher education institutions. She studied computer science with a focus on media and earned her diploma at the University of Applied Sciences, Wedel, Germany.



**BARBARA BOLDT**, École Polytechnique Fédérale de Lausanne, Switzerland  
**Course:** Teaching in the intercultural classroom

Barbara A. Boldt is a lecturer in International Management at the Swiss Federal Technical Institute in Lausanne, Switzerland (EPFL). Barbara, an American national, has lived and worked in Europe for 18 years. Barbara teaches International Negotiation, Presentation Skills and Leadership and Human Resources Management in the Master's for Management of Technology and Entrepreneurship to a multicultural student population. In addition, she teaches courses in Intercultural Competency for international educators and does corporate training and consulting in the area of Global Workforce Development. Barbara holds a Bachelor of Arts in Nutrition from the University of Iowa in Iowa City, USA and a Master's in International Relations from University of the Pacific in Stockton, California, USA.



**MEGAN BRENN-WHITE, The Brenn-White Group, USA**

**Course:** SEO and online content: strategies for international student recruitment

Megan Brenn-White is Director and Founder of The Brenn-White Group, an agency based in New York, USA that helps universities effectively reach international audiences by providing marketing services, particularly editorial, writing, translation, and content strategy. Megan has held senior positions in marketing and content at international websites such as Bolt.com, iAgora.com, and E\*TRADE. She has also served as Deputy Director of DAAD New York (responsible for marketing the German higher education system in North America), Executive Director of the Hessen Universities Consortium New York Office, and Director for International Partnerships at Parsons School of Design. She received a Bachelor's degree from Harvard University and Master's degree from the London School of Economics and Political Science, and has studied and worked in Germany, England, France, and Israel.



**NADINE BURQUEL, ESMU, Belgium**

**Course:** Using benchmarking tools: improve your institutional performance in internationalisation

Nadine Burquel is the Secretary General of ESMU. In this capacity, she has been managing the ESMU-HUMANE Winter School for Senior Administrators since its launch in 2003, the DEAN network, the MODERN Project, the EU-DRIVERS Project and ESMU benchmarking exercises, amongst others. Nadine has been working at policy level with ESMU boards and steering committees on network developments, projects and training programmes for more than 20 years. She has extensive expertise on university management and governance issues (benchmarking, internationalisation, financial management, quality, human resources, university-enterprise cooperation) and a large network of contacts at senior level in European universities.



**JEANINE GREGERSEN-HERMANS, Maastricht University, the Netherlands**

**Course:** Crisis management: the international dimension

Jeanine Gregersen-Hermans is employed as Director of Marketing and Communications and Spokesperson of the Executive Board at Maastricht University, the Netherlands. She also is appointed as additional Director of Maastricht Education and Research Center, Bangalore, India. Jeanine is a clinical psychologist and since 1997 has been actively involved in developing courses on intercultural communication as part of the EAIE's Professional Development Programme. She is an EAIE senior trainer. She publishes on topics of intercultural communication and marketing of higher education and is a member of the Editorial Board of the *Journal of Studies in International Education* (JSIE). Jeanine serves as a member of the General Council of the EAIE.



**FRANK HABER, Jacobs University Bremen, Germany**

**Course:** Handling mental health concerns of international students

Frank Haber works at Jacobs University Bremen GmbH, Germany. His responsibilities range from providing culture-sensitive counselling and psychotherapy to conducting intercultural skill-building workshops, need-assessments and staff consultancy. In addition, Frank is a member of Jacobs' Diversity Task Force and (co-)author of various conference papers and publications on cross-cultural competence and mental health promotion in higher education. Frank studied Social Work at Fulda University of Applied Sciences, Germany, Social Anthropology at University of Waikato, New Zealand, and Psychology at University Bremen, Germany. After graduating with a diploma in Psychology (equivalent of an M.Sc.), Frank received his post-graduate psychotherapy training in Cognitive Behavioural Therapy (CBT) and worked as Therapist and Consultant in community psychiatry, vocational rehabilitation and family counselling.



**FIONA HUNTER**, University Carlo Cattaneo-LIUC, Italy

**Course:** Using benchmarking tools: improve your institutional performance in internationalisation

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Fiona Hunter is International Director at the Università Carlo Cattaneo, Castellanza, Italy and EAIE Past President. She has been involved in training and consultancy on various aspects of internationalisation of higher education for many years for a broad range of organisations including the Italian Ministry for Education, the European Commission as well as at the major international education conferences around the world. She is a member of the Editorial Board for the *Journal of Studies in International Education* (JSIE) and the Board of Directors at Educational Credential Evaluators, Inc. in the USA. She is also Co-Chair of the EAIE Special Interest Group *Researchers in International Education* (RIE). In the spirit of lifelong learning she completed her Doctorate of Business Administration (DBA) in Higher Education Management in 2009 at the University of Bath, UK.



**KARIN KLITGAARD MØLLER**, University of Copenhagen, Denmark

**Course:** Crisis management: the international dimension

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Karin Klitgaard Møller is Head of Internationalisation at the Faculty of Life Science, University of Copenhagen. Karin has a Master's degree in English and Minority Studies. During her studies she focused on intercultural communication issues and has since had a great interest in the cross-cultural aspects of advising. She has participated in several courses and seminars dealing with the subject and took part in the Summer Institute for Intercultural Studies in Portland, Oregon in 2004. She has worked in the field of international education for many years and has more than seven years of experience as a foreign student adviser. Karin was in charge of the section for incoming students at the University of Copenhagen's International Office, until accepting her current position in 2006. She has given seminars on intercultural communication and advising and, since 2006, has been one of the trainers of the course Advising International Students. Since 2004, Karin has served as a board member of the EAIE Professional Section *Study Abroad and Foreign Student Advisers* (SAFSA) and is the current Chair of SAFSA.



**UNNI KVERNHUSVIK SAGBERG**, University of Bergen, Norway

**Course:** Joint and Double degrees: survival kit for a successful programme

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Unni Kvernhusvik is employed at the Centre for International Health, University of Bergen, working with research education, international relations and co-operation within higher education. She is in charge of supporting consortia planning joint degree programmes and those running joint degree programmes, also at the PhD level. Her study background is Political Science, Law and French from the University of Bergen, including one semester at l'Institute des études politiques in Strasbourg. She has participated in the project, JOIMAN, where the aim was to create common guidelines and good practice examples on the administrative issues related to Joint Degrees' management. She has also been a speaker on related topics about joint study programmes during the EAIE Conference in Madrid (2009) and Nantes (2010) in addition to co-organising the EAIE training course in Trento in 2011. She is currently a resource person for the EAIE Professional Section *Educational Cooperation with Developing Countries* (EDC) Board.



**ANTHONY LEE**, NTO University Partnerships, UK  
**Course:** Marketing in the digital age

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Tony Lee works for INTO University Partnerships Ltd, UK developing digital and social media strategies for eight high profile university brands, including Oregon State, Exeter, Newcastle, University of East Anglia and others. Tony has 10 years' experience promoting and marketing to youth audiences. He was involved in one of the world's first TV to web enterprises and was the marketing manager for a UK youth-based TV channel. Tony became the commercial manager OEPLC, overseeing the international rollout of this media organisation and has created and managed two previous start-up companies. He became the runner up in Channel 4's National search for an internet entrepreneur, the E millionaire show. Tony was one of the founders of University Choice TV and went on to create the Global Campus site. Tony is a guest speaker at the EAIE and CASE conferences and a trainer for the British Council for Digital Marketing T&D for UK Universities.



**INEZ MEURS**, University of Applied Sciences Utrecht, the Netherlands  
**Course:** How to run your summer school successfully

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Inez Meurs currently works as Director of the Business Community for the Utrecht Business School, the Netherlands and has recently started working as National Programme Manager for the OECD project on Assessment of Higher Education Learning Outcomes. Inez has worked as Manager at the Centre for Business and Management at the Utrecht Business School designing and selling cost-covering programmes. She has also worked as Policy Advisor to the Board of the University for Applied Sciences in Utrecht, of which the Business School is a part. Inez is Co-Author of the first volume of the EAIE Professional Development Series for International Educators, *Managing an international office*; and on *Organising Summer Schools* (to be published). She also contributed to *Internationalisation at Home and Project Management* (to be published). Inez is experienced in teaching and training in a multicultural classroom. She has been a presenter at many workshops on internationalisation at home, the quality of international education and organising summer schools. She has also been a trainer at various EAIE training courses.



**CHRISTOPHER PRICE**, PFL Group International, UK  
**Course:** Marketing in the digital age

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Chris Price is Chief Information and Marketing Officer and Regional Director for North America for PFL Group International (Preparation for Life), the largest UK owned and managed student recruitment agency. Chris has held the positions of International Director of an education marketing consultancy called MJD Consultancy Ltd, and Director at several UK universities' international and marketing departments. Educated in both the UK and USA, Chris has a Bachelor's degree in International Politics and History, a Postgraduate Diploma in Marketing and is a Fellow of the Chartered Institute of Marketing (FCIM) and Academy of Marketing. Chris has worked in higher education and international education for 18 years at several universities, including those in both the public and private sector. Chris has been on the EAIE Board of the EAIE's *Marketing and Recruitment* Professional Section since late 2002.



**ADRIAN SHERMAN**, Global Professional Consultants, USA

**Course:** Handling mental health concerns of international students

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Adrian Sherman currently heads Global Professional Consultants, a registry of international experts. Adrian is also a private consultant and works with various organisations regarding internationalisation, mental health issues in international education, and cross-cultural awareness. He still occasionally teaches in areas such as Cross-cultural Psychology, Global Perspectives on Mental Health, and Cross-cultural Communication. He is also a Licensed Psychologist in the State of North Carolina. Adrian holds undergraduate degrees in Psychology and Biology, a Master's in General/Experimental Psychology and he earned his PhD in Psychology from the University of Tennessee, USA. His research interests centre around gender differences in personality variables that affect mental health and he has published several articles in this area. Over the course of his career, he has travelled extensively, taught and done research in the People's Republic of China, developed numerous study abroad programmes, led programmes abroad, and dealt with several emergency mental health issues abroad.



**JEROEN TORENBEEK**, Utrecht Summer School, the Netherlands

**Course:** How to run your summer school successfully

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Jeroen Torenbeek is currently Director of the Utrecht Summer School and the Jan Boswell Institute. Jeroen studied History and Italian Language at Utrecht University, the Netherlands. After some years of teaching, Jeroen took a managerial position within the Faculty of Arts at Utrecht University. He has been involved in international relations since 1986, and as Director of the University's International Relations Office for 15 years. Jeroen is the editor of the first volume of the EAIE Professional Development Series for International Educators, *Managing an international office*. He is President of the Utrecht Network, and has been a member of the EAIE from the very beginning. He has served on the EAIE Executive Board and in its Conference Programme Committee, and was the EAIE President in 2003 and 2004. Jeroen has been a presenter at many sessions and workshops at various EAIE conferences.



**ANNE VORPAGEL**, Leipzig University, Germany

**Course:** Joint and Double degrees: survival kit for a successful programme

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Anne Vorpapel has been working as Project Manager of the Internationalisation of Degree Programmes at the International Centre of Leipzig University, Germany since 1999. Her study background is American Studies, German as a Foreign Language and Psychology from Leipzig University, and it included one year at Mount Holyoke College, Massachusetts, USA. Anne has been strategically administering international study programmes. She supports coordinators of international programmes, including double and joint degree programmes from the initial idea up to the complete running of the programmes with all their challenges. Supporting five Erasmus Mundus projects, she gained profound insights into the work of the project consortia. Anne was intensely involved in the EU project JOIMAN (Joint Degree Management and Administration Network) which successfully supported institutions in overcoming administrative and management difficulties in the development and implementation of joint programmes.

## GUEST SPEAKER

**TIM BIRTWISTLE**, Higher Education Consultant, UK

**Course:** Crisis management: the international dimension

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**JOHANNA DIEHL**, Karolinska Institutet, Sweden

**Course:** Joint and Double degrees: survival kit for a successful programme

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## PRACTICAL INFORMATION

### CATERING

Coffee breaks are served in the Conference Centre Foyer. Lunch will be served every day at the Conference Centre Restaurant on the first floor. For specific timeslots please consult your individual course schedule in your course folder.

### CLOAKROOM

You can leave your coats in the course rooms; the rooms will be locked during lunch time and you will receive a code to unlock them. There is a cloakroom in the Conference Centre Foyer where you can leave your suitcases. The EAIE is not liable for any loss or theft.

### COMPUTER FACILITIES

You can make use of the university's computer rooms at the Bio Medical Library, Medicinaregatan 4. The library is a 10-minute walk from the main Conference Centre and computer rooms can be accessed every day from 08.30-18.30. No login and password are required.

### COPYING FACILITIES

Copying facilities are available at the Wallenberg Conference Centre; the rate is 2 SEK (EUR 0.25) per copy. Please contact the Conference Centre staff at the Information Desk located on the Ground floor.

### FIRST AID

Please contact the EAIE or the Conference Centre staff and they will assist you.

### NAME BADGE

Please wear your name badge at all times (also during the networking events you registered for).

### TOURIST INFORMATION

Tourist information office staff will be available at the Registration Desk on Monday afternoon.

### WIRELESS INTERNET

Wireless internet is available through the entire venue. Your individual login information will be included in your registration package.

## THE NEXT ACADEMY IS IN PORTO MORE COURSES, MORE SUN

Add further skills to the ones you gain this week by attending courses on topics such as:

- Internationalisation at Home
- Tools for evaluating educational credentials from India and China
- Optimising and maintaining international websites
- Intercultural competency
- International Master degree admissions
- Advising international students

[www.eaie.org/autumn-academy-2012](http://www.eaie.org/autumn-academy-2012)

THE EAIE  
**ACADEMY**

PORTO | 19-23 NOVEMBER 2012



Photo: Martin Lehmann (shutterstock)



THE EAIE  
**ACADEMY**

GOTHENBURG | 23-27 APRIL 2012

**ACADEMY VENUE**  
CONFERENCE CENTER WALLENBORG  
UNIVERSITY OF GOTHENBURG  
MEDICINAREGATAN 20 A  
GOTHENBURG  
SWEDEN