




THE EAIE ACADEMY

BIRMINGHAM | 15-19 APRIL 2013



European Association for
International Education

STAY CONNECTED

 linkd.in/EAIEAcademyAlumni
 facebook.com/eaie.org
 [twitter: #EAIEAcademy](https://twitter.com/EAIEAcademy)

CONTENTS

- 3 *Welcome to Birmingham*
- 4 *What's happening when*
- 6 *Networking events*
- 7 *Practical information*
- 8 *Map of Birmingham*
- 9 *Map of University of Birmingham*
- 10 *Trainers*
- 16 *Map of Academy venue*

WELCOME TO THE EAIE ACADEMY IN BIRMINGHAM!

I am delighted to welcome you to the fourth EAIE Academy in the charming city of Birmingham, which boasts more canals than Venice!

In addition to the action-oriented courses awaiting you, we've created a diverse range of networking opportunities to help you develop those all important contacts during your time at the Academy. Not only will you be learning valuable new skills to help you advance in your career, you will also have the chance to develop your network of fellow professionals in a truly international setting. These networking events will also

give you a glimpse of the magnificent city of Birmingham, also known as the Greatest Manufacturing City in the World.

Each Academy comprises the very latest developments in international higher education, providing you with innovative ideas and solutions to implement at your own institution. More information on the next Academy, taking place in Tallinn, Estonia from 18–22 November 2013, can be found on page 7.

I wish you a great time at the Academy in Birmingham!

PROFESSIONAL DEVELOPMENT COMMITTEE

Peter Kerrigan (*Chair*), DAAD, USA
Louise Stansfield (*Vice-Chair*), Helsinki Metropolia University of Applied Sciences, Finland
Chantal Barry, Sciences Po Paris, France
Ruth Graf, EAIE Office, the Netherlands
Jeanine Gregersen-Hermans, University of Hull, UK
Duncan Hamshere, Gloucestershire College, UK
Dora Longoni, Politecnico di Milano, Italy
Sara López Selga, Universitat Pompeu Fabra, Spain



Photo: Edward Shaw (istockphoto)

THANKS TO OUR PARTNERS

Host university

UNIVERSITY OF
BIRMINGHAM

Sponsor



EAIE PRESIDENT
Hans-Georg van Liempd

WHAT'S HAPPENING WHEN

Here you will find a complete overview of all the courses and networking events taking place during the Academy, so that you can effectively plan your time during your stay in Birmingham. 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 15 April	08.00–09.00
Wednesday 17 April	12.00–14.00 and 16.30–17.30
Thursday 18 April	08.00–09.00

MONDAY 15 APRIL

WORCESTER ROOM, Hornton Grange Building	LEAMINGTON ROOM, Hornton Grange Building	BLUE ROOM, Garth House	GUEST ROOM, Nicolson Building	NETTLEFOLD ROOM, Nicolson Building
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30
Marketing in the digital age: an introduction to the new trends	How to run your summer school successfully	Facilitating cultural learning in education abroad	Crisis management: the international dimension	Using benchmarking tools: improve your institutional performance in internationalisation

Official Opening & Welcome Reception

- 🕒 18.00–19.30
- 📍 Aston Webb Building (Rotunda), University of Birmingham

TUESDAY 16 APRIL

WORCESTER ROOM, Hornton Grange Building	LEAMINGTON ROOM, Hornton Grange Building	BLUE ROOM, Garth House	GUEST ROOM, Nicolson Building	NETTLEFOLD ROOM, Nicolson Building
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30
Marketing in the digital age: an introduction to the new trends	How to run your summer school successfully	Facilitating cultural learning in education abroad	Crisis management: the international dimension	Using benchmarking tools: improve your institutional performance in internationalisation

City walking tour and dinner at Metro Bar & Grill (pre-registered participants only)

- 🕒 19.00–22.30
- 📍 Meeting point: The International Convention Centre (Centenary Square entrance)
Restaurant location: 73 Cornwall Street

WEDNESDAY 17 APRIL

WORCESTER ROOM, Hornton Grange Building	LEAMINGTON ROOM, Hornton Grange Building	BLUE ROOM, Garth House	GUEST ROOM, Nicolson Building	NETTLEFOLD ROOM, Nicolson Building
09.00–12.30	09.00–12.30	09.00–12.30		
Marketing in the digital age: an introduction to the new trends	How to run your summer school successfully	Facilitating cultural learning in education abroad		
14.00–17.30		14.00–17.30		
		Innovative techniques in digital marketing: an in-depth approach		Handling mental health concerns of international students

Reception at Barber Institute of Fine Arts

- 🕒 18.00–19.30
- 📍 University of Birmingham

THURSDAY 18 APRIL

WORCESTER ROOM, Hornton Grange Building	LEAMINGTON ROOM, Hornton Grange Building	BLUE ROOM, Garth House	GUEST ROOM, Nicolson Building	NETTLEFOLD ROOM, Nicolson Building
09.00–17.30	09.00–17.30	09.00–17.30	09.00–18.00	09.00–17.30
Innovative techniques in digital marketing: an in-depth approach	Optimising admissions processes: your essential toolkit	Handling mental health concerns of international students	Managing Joint Master Programmes: the steps for success	Developing and managing strategic international partnerships

Dinner at Piccolino restaurant (pre-registered participants only)

- 🕒 19.30–22.30
- 📍 4 Oozells Square, Brindley Place

FRIDAY 19 APRIL

WORCESTER ROOM, Hornton Grange Building	LEAMINGTON ROOM, Hornton Grange Building	BLUE ROOM, Garth House	GUEST ROOM, Nicolson Building	NETTLEFOLD ROOM, Nicolson Building
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30
Innovative techniques in digital marketing: an in-depth approach	Optimising admissions processes: your essential toolkit	Handling mental health concerns of international students	Managing Joint Master Programmes: the steps for success	Developing and managing strategic international partnerships

NETWORKING EVENTS

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

WELCOME RECEPTION

- 🕒** Monday, 18.00-19.30
- @** Aston Webb Building, University of Birmingham
- R** The Welcome Reception is free for all Academy participants (no registration is required).

Join us for the Welcome Reception and experience the largest networking event within the Academy! The reception will take place in the Rotunda of the Aston Webb Building at the University of Birmingham. The Aston Webb Building stands at the heart of the university campus, forming the semi-circle of Chancellors Court. Enjoy a glass of wine in the opulent marble foyer under the domed ceiling, admiring the wonderful example of *trompe l'oeil* painting: the perfect location for getting to know fellow Academy participants and trainers on the first day.

RECEPTION AT THE BARBER INSTITUTE OF FINE ARTS

- 🕒** Wednesday, 18.00-19.30
- @** The Barber Institute of Fine Arts, University of Birmingham
- R** This reception is free for all Academy participants (no registration is required).

This reception is the perfect way to expand your network while you enjoy a glass of wine and visit one of the finest small art galleries in Europe. The Barber Institute of Fine Arts is a world-class Old Master and Impressionist gallery and includes works by Monet, Manet, Renoir, Rubens Turner and Van Gogh - to name but a few. Conceived by Dame Martha Barber in the 1920s as an institute 'for the study and encouragement of Art and Music' for the University, the Barber also includes a stunning coin gallery and some fascinating decorative art objects.

PRACTICAL INFORMATION

CATERING

Coffee breaks will take place in the lounge area of each building; coffee machines will be available at all times for coffee and tea. Lunches will be served in the Hornton Grange restaurant. 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. The EAIE is not liable for any loss or theft.

FIRST AID

Please contact the EAIE staff in the EAIE Office for assistance.

NAME BADGE

Please wear your name badge at all times (also during the networking events you registered for). Without your name badge you will not be able to access the buildings.

TOURIST INFORMATION

Please contact the EAIE staff in the EAIE Office for assistance.

WIRELESS INTERNET

Wireless internet is available throughout the entire venue. The network name, login name and password will be included in your Academy folder. Computer facilities are not available.

ACADEMY FOLLOW-UP

Following the Academy you will receive the PowerPoint presentations from your course. As an Academy participant, you are part of the Academy Alumni Community. In order to continue networking with fellow participants and the trainers as well as with previous attendees, join the EAIE Academy Alumni LinkedIn group (linkd.in/EAIEAcademyAlumni).

For the following networking events, pre-registration and payment of an additional fee were required. Unfortunately, registration is no longer possible. If you have registered for any of these events, you will have the relevant event code indicated on your name badge. If you have registered for the City walking tour and dinner but cannot make it for the tour, you can choose to attend the dinner only.



CITY WALKING TOUR AND DINNER

- 🕒** Tuesday, 19.00-20.00 (City tour)
20.00-22.30 (Dinner)
- @** **Tour meeting point:** The International Convention Centre (Centenary Square entrance), Broad Street
- Dinner:** Metro Bar & Grill, 73 Cornwall Street
Tel: +44-(0)121-200 19 11



DINNER AT RESTAURANT PICCOLINO

- 🕒** Thursday, 19.30-22.30
- @** Piccolino Restaurant, 4 Oozels Square, Brindley Place
Tel: +44-(0)121-634 30 55

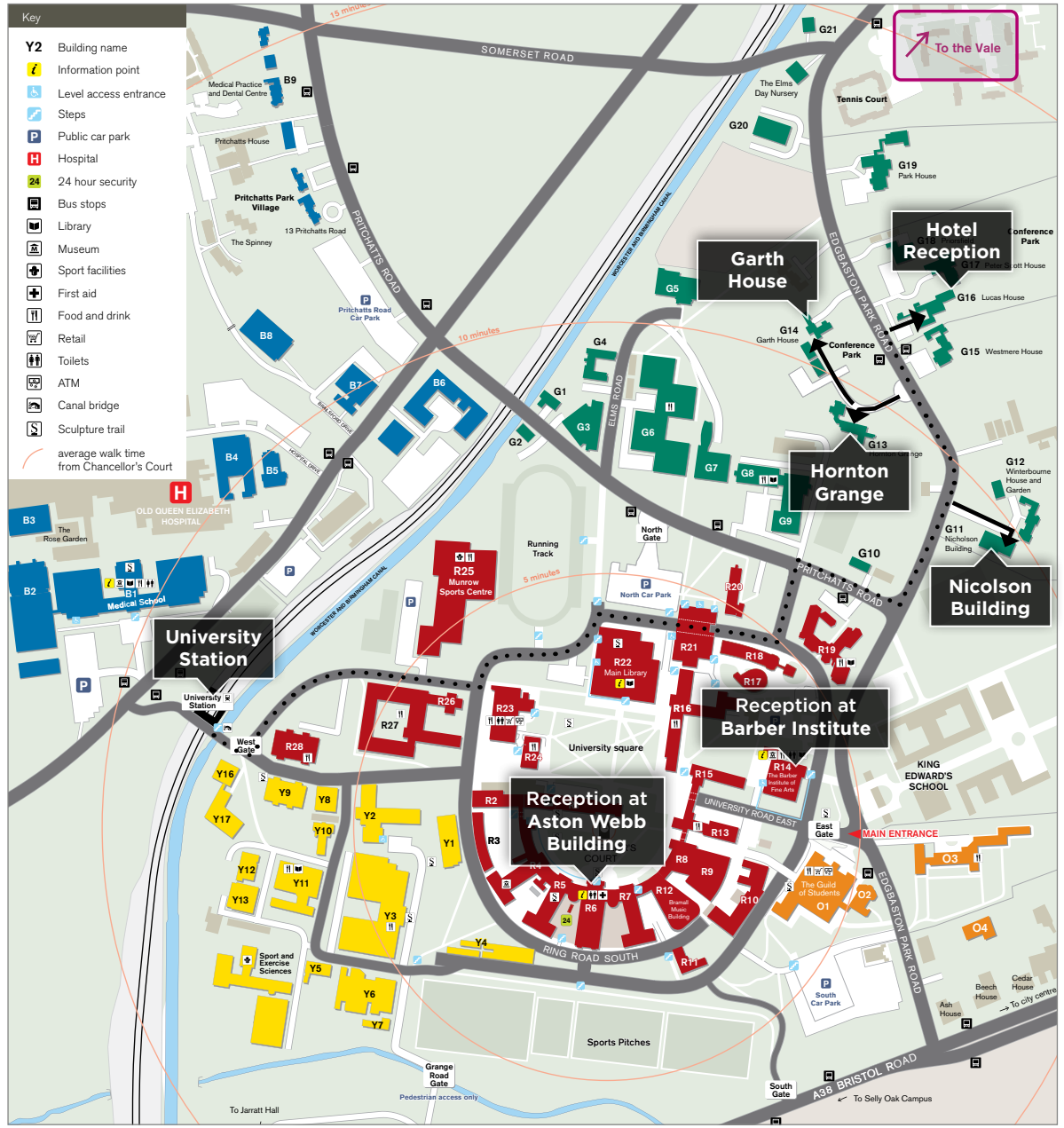
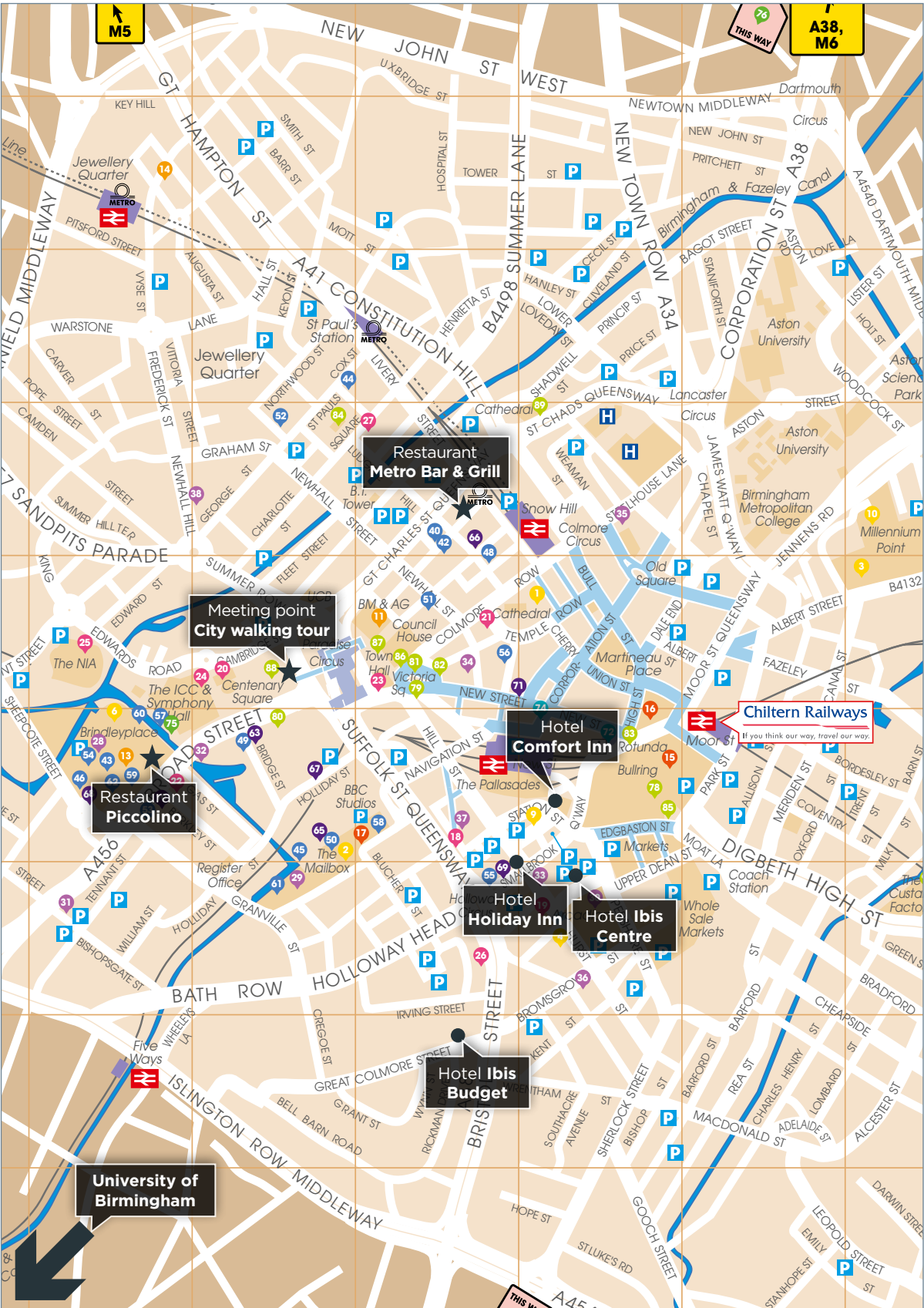
THE EAIE ACADEMY

TALLINN | 18-22 NOVEMBER 2013

**BUILD ON YOUR KNOWLEDGE
& EXPERIENCE THE MAGIC OF
A FAIRY-TALE CITY!**

Join us in Tallinn for the Autumn Academy

www.eaie.org/autumn-academy-2013



← Birmingham City Map

↑ University of Birmingham Map

TRAINERS

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



SUZANNE ALEXANDER, University of Leicester, UK
Course: Developing and managing strategic international partnerships

Suzanne Alexander has been Director of the International Office at the University of Leicester since 2005. From 2001–2005, she was Director Promotions at the British Council, where she was responsible for the provision of services to support UK education institutions in their international marketing and recruitment activities. In this role she built on experience gained during her career of more than 25 years in higher education management, distance learning and education marketing, both in the UK and internationally. Suzanne has extensive experience in delivering workshops and conference sessions on many different aspects of international education management and marketing. Suzanne has a Bachelor's degree in French from the University of Birmingham and an MBA from the University of Warwick.



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.



GUNILLA CARLECRANTZ, Lund University, Sweden
Course: Developing and managing strategic international partnerships

Gilla Carlecrantz is Head of International Relations, Lund University, Sweden. Prior to this, Gilla was Project Manager for International Development at the Vice Chancellor's Office at Malmö University in Sweden. She has been a member of the EAIE since 1995 and a board member of the *International Relations Managers Professional Section* since 2004 and Chair from 2008–2012. She is a frequent presenter at EAIE conferences as well as being a workshop and training course trainer. Gilla started working in higher education in 1994, at the time at Lund University. She moved to Malmö University when the institution was set up in 1998 to take part in the developing of internationalisation at the newly established university. She spent two years in Australia at La Trobe University in Melbourne working for the global International Network of Universities (INU) as Project Manager until 2007, when she returned to Malmö, and later, Lund University.



INGRID GEHRKE, FH JOANNEUM University of Applied Sciences, Austria
Course: Facilitating cultural learning in education abroad

Ingrid Gehrke works as Head of International Relations at FH JOANNEUM University of Applied Sciences in Graz, Austria. Her office is responsible for all mobility issues and strategic planning of internationalisation. In 2004, Ingrid participated in the Summer Institute of Intercultural Communication in Portland, Oregon, USA and has since been teaching courses in intercultural competence. Her training experiences also include a four-year training appointment at the UN headquarters in Vienna, Austria. Ingrid was a board member of the EAIE Professional Section *Study Abroad and Foreign Student Advisers* (SAFSA) from 2006–2012 and an EAIE trainer since 2008. She is a graduate of Karl-Franzens-University of Graz and the State University of New York at Binghamton, USA, and holds a PhD in American Studies. In 2011, Ingrid was a recipient of the Fulbright Schuman Scholarship for International Educators.



JEANINE GREGERSEN-HERMANS, University of Hull, UK
Course: Crisis management: the international dimension

Jeanine Gregersen-Hermans is Director of Student Recruitment at the University of Hull, UK. Previously she was Director of Marketing and Communications and Spokesperson of the Executive Board at Maastricht University, the Netherlands. In that capacity she was also appointed as 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 holds the 2006 EAIE Bo Gregersen Award for Best Practice for an innovative contribution to international education. She 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 is Psychological Counsellor and Interculturalist 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. 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 MSc), 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.



DUNCAN HAMSHERE, Gloucestershire College, UK
Course: Optimising admissions processes: your essential toolkit

Duncan Hamshere is Head of School - International at Gloucestershire College, UK. He is responsible for the academic management of international programmes, international student welfare and international marketing and recruitment. He was previously employed on a consultancy basis in a number of roles which included managing postgraduate study and admissions in economics and finance (Universitat Pompeu Fabra); designing courses, study plans and assessments (City & Guilds); providing training and support on admissions, credential evaluation and fraud (International Education Consultants). Previously, Duncan worked for the Barcelona GSE in a development role and was Head of Services for the UK NARIC. Duncan has produced a book on the subject of document fraud. Duncan is a qualified teacher and experienced trainer and is currently a member of the EAIE's Professional Development Committee.



FIONA HUNTER, Higher Education Consultant, Italy
Course: Using benchmarking tools: improve your institutional performance in internationalisation

Fiona Hunter is a higher education consultant. She was previously Director at the Università Carlo Cattaneo, Castellanza, Italy and EAIE Past President. She has been involved in training and consultancy on various aspects of strategic planning and internationalisation of higher education for many years for a broad range of organisations and institutions around the world. She is a member of the Centre for Higher Education Internationalisation (CHEI) in Milan, a member of the Editorial Board for the *Journal of Studies in International Education* (JSIE) and Chair of the Board of Directors at Educational Credential Evaluators, Inc. (ECE) in the USA. She is also Co-Chair of the EAIE Special Interest Group *Researchers in International Education* (RIE). In the spirit of life-long learning she completed her Doctorate of Business Administration (DBA) in Higher Education Management in 2009 at the University of Bath, UK.



KARIN KLITGAARD MØLLER, EDU, Denmark
Course: Crisis management: the international dimension

Karin Klitgaard Møller is Manager of International Relations at EDU, an agent representing international universities in the Danish market and offering comprehensive support for Danish students looking for international study opportunities. Karin has a Master's degree in English and Minority Studies. She has worked in the field of international education for more than 14 years. Karin was Head of Internationalisation at the Faculty of Life Science, University of Copenhagen until accepting her current position. Prior to that she was in charge of the section for incoming students at the University of Copenhagen's International Office. She has been an EAIE trainer since 2006 and has served as a board member of the EAIE Expert Community *Study Abroad and Foreign Student Advisers* (SAFSA) since 2004 and was Chair from 2008–2012.



UNNI KVERNHUSVIK SAGBERG, University of Bergen, Norway
Course: Managing Joint Master Programmes: the steps to success

Unni Kvernhusvik is employed at the Centre for International Health, University of Bergen, working with research education, international relations and cooperation 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 includes Political Science, Law and French from the University of Bergen, involving one semester at L'Institute des Etudes Politiques in Strasbourg. She has participated in the European Life Long Learning, JOIMAN, where the aim was to create common guidelines and good practice examples on the administrative issues related to Joint Degrees' management. Unni has been both a speaker and a chair at sessions of related topics during EAIE Conferences, in addition to co-organising the EAIE training course in Trento in 2011 on joint and double degrees. She is currently a resource person for the EAIE Professional Section *Educational Cooperation with Developing Countries* (EDC).



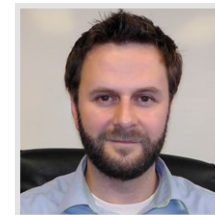
TONY LEE, INTO University Partnerships, UK
Courses: Marketing in the digital age: an introduction to the new trends; Innovative techniques in digital marketing: an in-depth approach

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



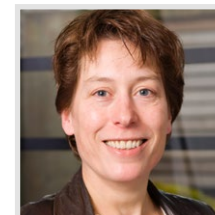
AGNES LEYRER, ETS Global, the Netherlands
Course: Optimising admissions processes: your essential toolkit

Agnes Leyrer is Academic Relations Specialist at ETS Global – Educational Testing Service in the Netherlands. She is working with admissions officers and credential evaluators of universities and business schools across Europe. Her expertise lies in standardised tests and assessment tools used in the context of international admissions. Previously, Agnes worked at ISES-Corvinus University in Hungary, where she was responsible for international student recruitment, admissions and international institutional relations. Prior to her professional life, Agnes was representing students on the European level in Brussels as External Relations Director of AEGEE – European Students' Forum. She obtained an MA in International Relations and European Studies from the University of West Hungary and is continuing her education in the field of European Education Management and Counselling at a joint programme of the University of Munster and the University of Zagreb.



CHRIS LYONS, UK NARIC, UK
Course: Optimising admissions processes: your essential toolkit

Chris is the Information Development Manager at UK NARIC. He has worked at UK NARIC since 2007, during which time he has accumulated experience within the projects team, designing and delivering numerous research studies and reports for international educational stakeholders. This includes key projects analysing qualifications from Singapore, Hong Kong and South Africa. He has also contributed to European-funded projects focusing on recognition and credential evaluation practices. A key element of his work has centred on the development, application and evolution of core UK NARIC methodology. He represents UK NARIC on a variety of external advisory groups and steering groups, namely for work on the European Qualifications Framework and Bologna Expert workshops. Chris is a qualified English language teacher and is currently completing a Master's in Applied Linguistics.



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

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 co-authored *International Summer Schools*. 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.



MICHAEL PAIGE, University of Minnesota, USA
Course: Facilitating cultural learning in education abroad

Michael Paige is Professor of International and Intercultural Education in the Department of Organizational Leadership, Policy, and Development at the University of Minnesota. A professional educator for over 45 years, his expertise is in the areas of international education, with emphases on study abroad and internationalisation, and intercultural education and training. An active researcher, Michael has worked on projects including Maximising Study Abroad, Study Abroad for Global Engagement (SAGE) and CIEE's The Transformative Power of Study Abroad. His edited and co-authored volumes include: *Student Learning Abroad: What our Students are Learning, What They're Not, and What We Can Do About It* (2012, with M. Vande Berg & K. Lou), *Assessment and Evaluation in International Education* (2010), *Maximizing Study Abroad: A Students' Guide to Strategies for Language and Culture Learning and Use* (2006), *Culture as the Core: Integrating Culture into Language Education* (2003) and *Education for the Intercultural Experience* (1993).



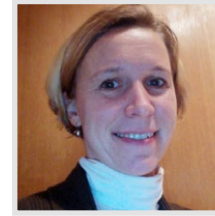
CHRISTOPHER PRICE, Adventus Education & Barton Carlyle, UK
Courses: Marketing in the digital age: an introduction to the new trends; Innovative techniques in digital marketing: an in-depth approach

Chris Price is CEO at both Adventus Education and Barton Carlyle, two international education consultancy companies. He has held the positions of 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 and was 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 board (latterly as the acting co-chair) of the EAIE's *Marketing and Recruitment* Professional Section from 2002-2012.



ADRIAN SHERMAN, Global Professional Consultants, USA
Course: Handling mental health concerns of international students

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. He has worked in academe for over twenty-five years as a teacher, department chair, and administrator for international education. 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.



ANNIKA SUNDBÄCK-LINDROOS, Centre for International Mobility, Finland
Course: Managing Joint Master Programmes: the steps to success

Currently working as Programme Manager for the Global Team within the Higher Education Unit at the Centre for International Mobility (CIMO) in Helsinki, Annika Sundbäck has been the national contact for the Erasmus Mundus programme in Finland since 2005. She holds an MA degree from Åbo Akademi University in Finland and has been closely following developments and trends related to the role of joint study programmes in promoting internationalisation, both in industrialised EU and developing countries. Annika has been involved in creating a national checklist for the development and implementation of joint degree programmes, coordinated by the Finnish ENIC/NARIC office. During the years 2008-2011, she participated as external evaluator in Brussels of both the Erasmus Mundus and US-EU-Atlantis proposals.



JEROEN TORENBEEK, Utrecht Summer School, the Netherlands
Course: How to run your summer school successfully

Jeroen Torenbeek is currently Director of the Utrecht Summer School and owner of Ziggurat BV (consultancy). Jeroen studied History and Italian Language at Utrecht University, the Netherlands. Following 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*, as well as the most recent, *International Summer Schools*. He was President of the Utrecht Network, and has been a member of the EAIE since it began. He has served on the EAIE Executive Board, Conference Programme Committee and was the EAIE President in 2003 and 2004. Jeroen has been a speaker at many sessions and workshops at various EAIE conferences and training courses.

GUEST SPEAKERS

AXEL AERDEN, NVAO (Accreditation Organisation of the Netherlands & Flanders), the Netherlands
Course: Managing Joint Master Programmes: the steps to success

TIM BIRTWISTLE, Leeds Metropolitan University, UK
Course: Crisis management: the international dimension

01
JUL

ENGLISH IN THE INTERNATIONAL WORKPLACE

Feel at ease speaking English in a professional environment!

Register by 13 May & join us in Dublin for a hands-on course.

www.eaie.org/english-international-workplace



THE EAIE ACADEMY

BIRMINGHAM | 15-19 APRIL 2013

ACADEMY VENUE

University of Birmingham
Conference Park
Edgbaston Park Road
Birmingham B15 2TT
United Kingdom

