




# THE EAIE ACADEMY



European Association for  
International Education

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## PROFESSIONAL DEVELOPMENT COMMITTEE

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**Arnold Persoon**, StudyGroup, the Netherlands

**Tayyeb Shah**, King's College London, United Kingdom

**Richard Versmissen**, Utrecht University of Applied Sciences, the Netherlands



**THANKS TO  
THE HOST  
UNIVERSITY**



# WELCOME TO THE EAIE ACADEMY IN BUCHAREST!

I am delighted to welcome you to the 10th EAIE Academy in the dynamic and exciting city of Bucharest.

In the coming days, you will be gaining valuable skills and insights through hands-on courses taught by field experts. From experience, I know that our work as international educators depends as much on professional development as it does on meeting peers. In this regard, too, you will be well-served here. Expect to experience the surprising glory of Bucharest during the week's many events, expanding your professional network in a truly international setting.

Is there any better way to catch a glimpse of a city?

The EAIE Academy covers the latest developments in international higher education, and provides you with innovative ideas and solutions to implement at your home institution. Make the most of your time here and when it's all over, remember that you have an opportunity to build on this experience at the 2016 Autumn EAIE Academy in Tenerife, Spain.

Have a fantastic and productive time in Bucharest!



A handwritten signature in black ink, reading "L. Howard". The signature is written in a cursive, flowing style with a long horizontal line underneath.

EAIE PRESIDENT  
*Laura Howard*

# WHAT'S HAPPENING WHEN

Find your course times and rooms in this schedule overview. Meals and refreshments will be served on the first floor of the Romanian-American University building. The morning coffee is served daily between 10:30–11:00, the lunch times are between 12:30–13:30 and the afternoon breaks are from 15:00–15:30.

## ON-SITE REGISTRATION

**Monday 18 April**  
08:00–09:00

**Wednesday 20 April**  
12:30–13:30

**Thursday 21 April**  
08:00–09:00

MONDAY 18 APRIL			TUESDAY 19 APRIL		
< 09:00	12:30	17:00 >	< 09:00	12:30	17:00 >
<b>Make or Break: turning prospective students into enrolled students</b> Room 10					
<b>Facilitating cultural learning in education abroad</b> Room 6					
<b>How to run your summer school successfully</b> Room 8					
<b>The credential evaluator's toolkit: tour of sub-Saharan Africa (NEW)</b> Room 11					
<b>The fundamentals of building a strategic internationalisation plan</b> Room 7					
<b>Managing Joint Master Programmes: steps to success</b> Room 5					

WEDNESDAY 20 APRIL			THURSDAY 21 APRIL			FRIDAY 22 APRIL		
< 09:00	12:30	17:00 >	< 09:00	12:30	17:00 >	< 09:00	12:30	17:00 >
13:30 >	<b>Maximising the efforts of student recruitment agents and networks (NEW)</b> Room 5							
13:30 >	<b>Assessing internationalised learning outcomes</b> Room 6							
	<b>The keys to an extraordinary international student experience</b> Room 7							
	<b>The credential evaluator's toolkit: detecting fraud</b> Room 11							
	<b>Using collaborative benchmarking to boost performance in internationalisation, Room 8</b>							

# NETWORKING EVENTS

In addition to training courses, we have an exciting programme of networking events aimed at providing you with ample opportunities to get to know your fellow participants while soaking up the eclectic spirit of Bucharest. Make the most of the vibrant international atmosphere!



## MONDAY 18 APRIL

### Welcome reception I

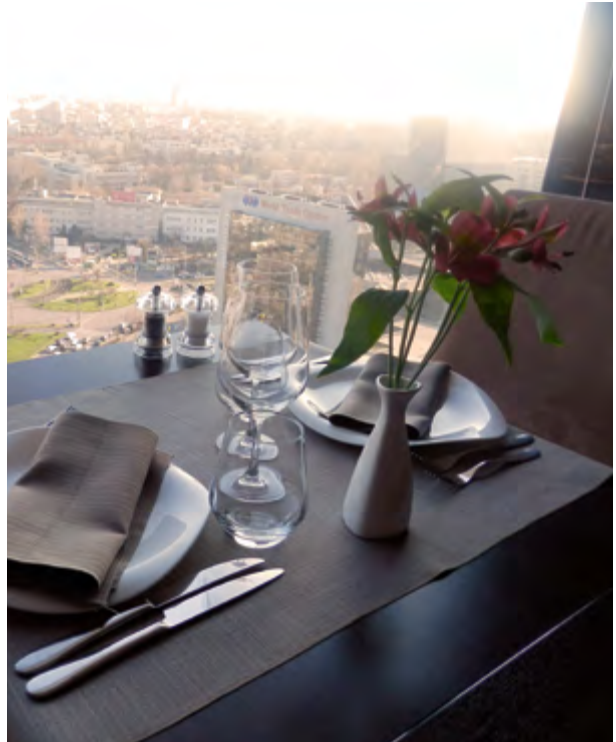
- 🕒 17:00–19:00
- 📍 Romanian-American University, Entrance Hall
- 📌 The Welcome Reception is free for all Academy participants (no registration required)

Join us for the Welcome reception and experience the largest networking event at the Academy. Get acquainted with fellow course participants and trainers in the beautiful entrance hall of the Romanian-American University while enjoying a walking dinner, drinks and activities.

## TUESDAY 19 APRIL

### Dinner at Aubergine Restaurant

- 🕒 19:30–21:00
- 📍 Bus departs from the Pullman hotel at 18:45
- 📌 Pre-registration required



## WEDNESDAY 20 APRIL

### Visit to the Parliament Palace

- 🕒 15:45
- 📍 Bus departs from the Pullman hotel at 14:45
- 📝 Pre-registration required

## THURSDAY 21 APRIL

### Welcome reception II

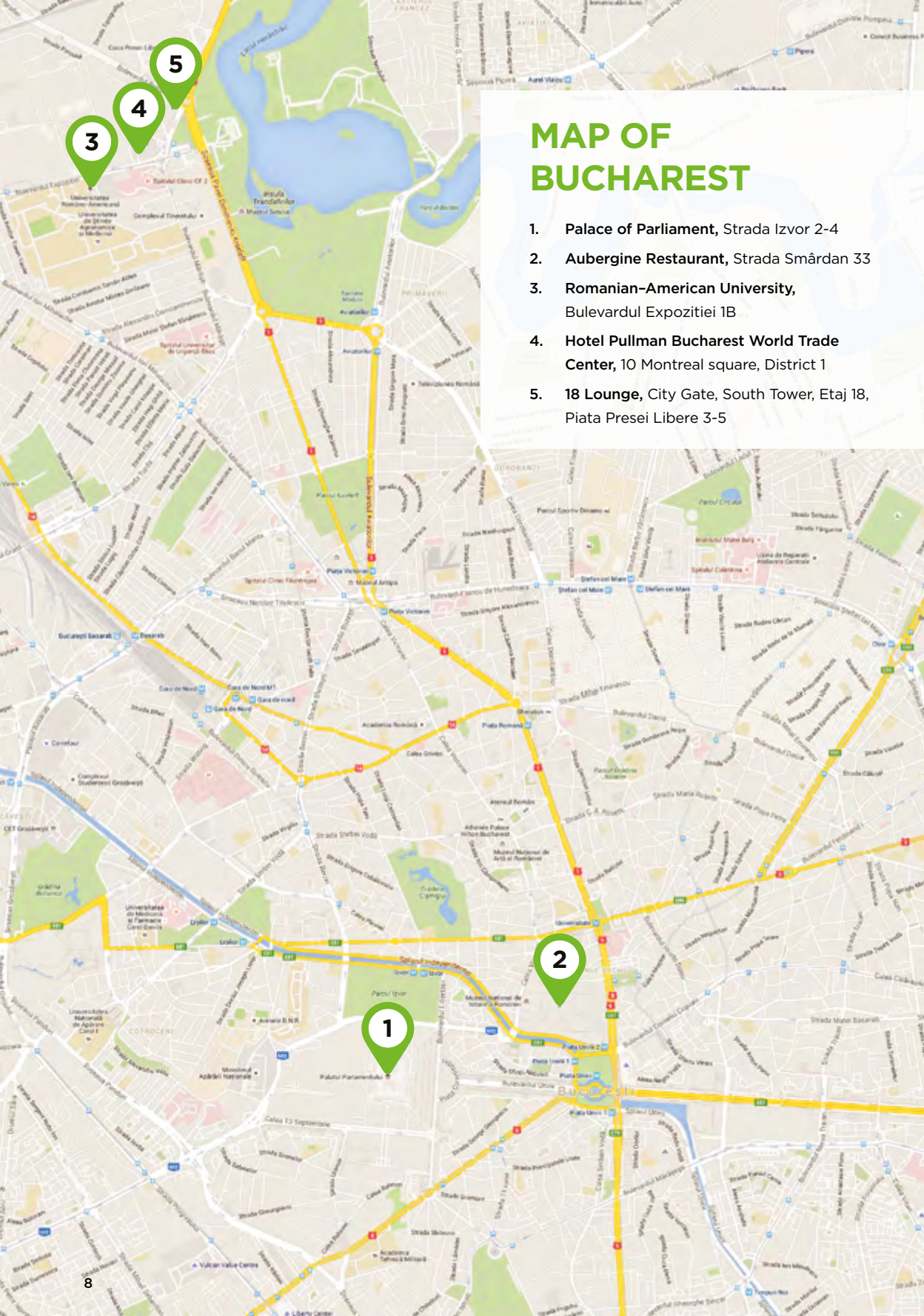
- 🕒 17:30-19:00
- 📍 18 Restaurant, 3-5 Presei Libere Square, City Gate South Tower, 18th floor
- 📝 The Welcome Reception is free for all Academy participants (no registration required)

Experience the best view of Bucharest from this 18th floor restaurant at the Welcome reception. Enjoy a delightful evening while getting to know fellow Academy participants. The reception includes drinks and a walking dinner for all attendees.



# MAP OF BUCHAREST

1. **Palace of Parliament, Strada Izvor 2-4**
2. **Aubergine Restaurant, Strada Smârdan 33**
3. **Romanian-American University, Bulevardul Expozitiei 1B**
4. **Hotel Pullman Bucharest World Trade Center, 10 Montreal square, District 1**
5. **18 Lounge, City Gate, South Tower, Etaj 18, Piata Presei Libere 3-5**





# PRACTICAL INFORMATION

## CATERING

Coffee will be served in an open area of the first floor. Lunch will be served at the students' cafeteria, also on the first floor. A cash bar will be available on the third floor, from 08:30-18:00. The cafeteria will be open from 08:30-18:00.

## CLOAKROOM

A cloakroom (with a luggage storage facility) is available at the main entrance of the building. The cloakroom opening hours are 08:00-19:00 on Monday and 08:00-17:30 the rest of the week. The EAIE is not liable for any loss or theft.

## FIRST AID

Please contact a member of the EAIE staff for assistance at the Information desk on the first floor or at the EAIE Office on the third floor.

## NAME BADGE

Please wear your name badge at all times, including the networking events you have registered for. Without your name badge you will not be granted access to the venues.

## WIRELESS INTERNET

Wireless internet is available throughout the venue. Network name: **RAU-EAIE**  
Password: **rau2016**

## COMPUTERS FACILITIES

During breaks, you can use computers, printers and copy machines at the computer room next to the Academy rooms on the third floor.

## ACADEMY FOLLOW-UP

Following the Academy you will receive the course materials by e-mail.

**THE EAIE**  
ACADEMY



**CONTINUE NETWORKING  
& LEARNING!**

Join the Academy Alumni LinkedIn group

[linkd.in/EAIEAcademyAlumni](https://www.linkedin.com/groups/EAIEAcademyAlumni)



# TRAINERS

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



**JOS BEELEN**, Amsterdam University of Applied Sciences, the Netherlands  
**Course:** Assessing internationalised learning outcomes

Jos Beelen is a researcher and consultant on internationalisation of the curriculum at the Centre for Applied Research on Economics and Management (CAREM) and Senior Policy Advisor on internationalisation at the Amsterdam University of Applied Sciences. He was the editor of the second volume of EAIE's Professional Development Series *Implementing internationalisation at home* and has since published frequently on internationalisation of the curriculum. Jos is Chair of the *Internationalisation at Home* EAIE Expert Community and cooperates closely with colleagues from Australia, South Africa and Latin America on internationalisation of curricula. He holds a Master's degree in classical archaeology from the University of Amsterdam.



**MEGAN BRENN-WHITE**, The Brenn-White Group, USA  
**Course:** Make or break: turning prospective students into enrolled students

Megan Brenn-White is Director and Founder of The Brenn-White Group, an agency based in New York City providing marketing, strategy and editorial services that help universities reach international audiences. Megan has served as deputy director of DAAD New York, executive director of the Hessen Universities Consortium and director for international partnerships at Parsons School of Design. She has also held senior positions in global marketing and content at the websites Bolt.com, iAgora.com and E\*TRADE. Megan is a frequent panellist at international education conferences and has published widely on topics related to higher education marketing and internationalisation. She received a Bachelor's degree in government from Harvard University, a Master's degree in European studies from the London School of Economics and Political Science, and has studied and worked in Germany, England, France and Israel.



**NADINE BURQUEL**, BCS Consultancy Services, Luxembourg  
**Course:** Using collaborative benchmarking to boost performance in internationalisation

Nadine Burquel is Owner and Director of BCS Consultancy Services, specialising in providing advice and expertise on EU policies and programmes in higher education. She is an expert in university governance, leadership and strategic management, as well as internationalisation, quality assurance and university-business cooperation. Nadine manages numerous leadership programmes. She has contributed to several publications, reports and handbooks, and was involved in two studies on transparency tools for internationalisation. In the Erasmus Mundus programme, she was a key expert on a quality assurance project. In 2013, she led a project on joint EU-Russia degrees.



**MARINA CASALS**, Rovira i Virgili University, Spain

**Course:** The fundamentals of building a strategic internationalisation plan

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As Director of International Relations at the Universitat Rovira i Virgili (URV) in Tarragona, Marina Casals Sala is responsible for the development and implementation of the university's internationalisation strategy. Prior to this, she was head of protocol and public relations at Al Akhawayn University in Ifrane, Morocco and taught Spanish at the University of Tampere, Finland. Marina has a Bachelor's degree in translation and interpreting, a Master's degree in the teaching of second languages, and specialised training in neuro-linguistic programming (NLP) and systemic therapy. She has been a valued professional contributor to the EAIE for many years: she served on the *Strategy and Management* EAIE Expert Community Board from 2007 to 2014, was awarded the Rising Star Award in 2009 and is now a Board member of the Association.



**ROBERT COELEN**, Stenden University of Applied Sciences, the Netherlands

**Course:** Maximising the efforts of student recruitment agents and networks (NEW)

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Robert Coelen is Professor of Internationalisation of Higher Education at Stenden University of Applied Sciences. He was a university executive in this field for 18 years at four different higher education institutions, and has now turned to research to further underpin internationalisation activities in education in general. He has lived in Australia for 30 years and spent about five years in total during that time working in Asia and the USA. Robert has consulted on international marketing and positioning. He was the organiser of the Leiden University Symposia on Global Ranking of Universities. He is a regular speaker at national and international conferences on internationalisation and also publishes in the field. Robert has been an EAIE trainer previously, and has held positions in the organisation's committees, including the EAIE's Executive Board.



**DARLA DEARDORFF**, Association of International Education Administrators, USA

**Course:** Assessing internationalised learning outcomes

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Darla Deardorff is Executive Director of the Association of International Education Administrators, headquartered at Duke University. She has held several national leadership positions at NAFSA and the Forum on Education Abroad. Darla has lived and taught abroad and is faculty of the Summer Institute of Intercultural Communication in Portland, as well as other universities in South Africa, China and Japan. She has conducted cross-cultural training for universities, companies and non-profit organisations for nearly 20 years and has given talks at numerous conferences. Darla has published several book chapters and articles on international education, intercultural competence and assessment. Her intercultural competence models are used worldwide. She edited the *SAGE Handbook of intercultural competence* and co-edited the *SAGE Handbook of international higher education* and *Building cultural competence: innovative activities and models*, among others.

# THE EAIE ACADEMY



**Dip into a sea of knowledge and learn  
the ropes of internationalisation practice**

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[www.eaie.org/training](http://www.eaie.org/training)



**MAJKA DREWITZ**, Educational Credential Evaluators, Inc., USA

**Course:** The credential evaluator's toolkit: detecting fraud

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Majka Drewitz has worked at Educational Credential Evaluators, Inc. (ECE) since 1998. She is native of Poland, where she attended the University of Adam Mickiewicz in Poznan. Majka received her Bachelor's degree in English and linguistics from the University of Wisconsin. Her areas of expertise include Eastern and Western Europe, the former Soviet Union, China, Canada, India, Latin America, Syria, francophone education systems and document forensics. Majka authored *Evaluation tools for Russian credentials* and co-authored *Education in the Commonwealth Caribbean*, volume III. She has held concurrent positions as senior evaluator and research & knowledge management evaluator for several years. She is Editor of the news section of *The Connection* online forum for international credential evaluation professionals. Majka has presented at a number of conferences and delivered numerous on-site and e-learning training programmes.



**JOACHIM EKSTRÖM**, Uppsala University, Sweden

**Course:** Make or break: turning prospective students into enrolled students

---

Joachim Ekström has worked at Uppsala University since 2003, where he is currently responsible for the strategic development of international marketing and communications. He is also the elected Chair for the Marketing and Communication group within 'Study Destination Sweden'. Before joining the university, he worked in B2B marketing in the life sciences industry gaining experience in different facets of marketing such as brand development, product launches and production of sales tools and websites. He is now focused on the development of practical communication models suitable for an academic environment - which in many ways differ from the business world. He is especially interested in the incorporation of new technological opportunities that can be used to promote research and recruit students and employees in an increasingly competitive international context. He is Vice Chair of the EAIE Expert Community *Marketing and Recruitment*.



**CECILIA GEORGE**, The Swedish Council for Higher Education, Sweden

**Course:** The credential evaluator's toolkit: tour of sub-Saharan Africa (NEW)

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Cecilia George has been Senior Credential evaluator at ENIC-NARIC Sweden since 2006 and is an expert in education systems from Anglophone Africa, Southeast Asia and Western Europe. She additionally develops evaluation methodologies and introductions for new evaluators. Cecilia has a professional background in international admissions. She has been a speaker and workshop organiser at several conferences through the EAIE, the ENIC-NARIC Network and Taicep. Her focus as a speaker and trainer has been on the recognition and evaluation of credentials from Africa, the recognition of refugee credentials and IT tools for recognition. Cecilia has a Master's degree in Musicology, German Philology and Communications from Stockholm University.





**ANDRE HESSELBACK**, Uppsala University, Sweden

**Course:** The credential evaluator's toolkit: detecting fraud

---

As a Senior Credential Evaluator and Analyst at the Student Affairs and Academic Registry Division of Uppsala University, André Hesselbäck works with the admission of foreign students to Uppsala University's various Master's programmes. He is also a member of a group appointed by the Association of Swedish Higher Education to establish national guidelines for admissions to Master's programmes in Sweden. André is a founding member of the EAIE Task Force Digital Student Data Portability (DSDP). In 2001, André earned a PhD from the Department of Finno-Ugric Languages at Uppsala University.



**FIONA HUNTER**, Università Cattolica del Sacro Cuore, Italy

**Course:** Using collaborative benchmarking to boost performance in internationalisation

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Fiona Hunter is Associate Director at the Centre for Higher Education Internationalisation (CHEI) at Università Cattolica del Sacro Cuore in Milan and Co-editor of the Journal of *Studies for International Education*. She is a consultant and trainer in higher education, working globally with public, private and faith-based higher education institutions principally in the areas of strategic change and internationalisation. She holds a Doctorate of Business Administration in higher education management from the University of Bath.

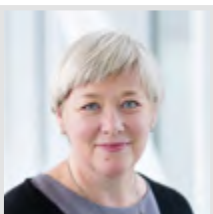


**ELSPETH JONES**, Leeds Beckett University, United Kingdom

**Course:** The keys to an extraordinary international student experience

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Elsbeth Jones is an Emerita Professor of internationalisation of higher education in the UK and an international education consultant. She has worked in international education for 35 years on six continents. Her specialisations include strategic leadership for internationalisation, internationalisation of the curriculum at home and abroad, employability outcomes from internationalisation and intercultural competence development. Elspeth has been published widely, is a member of the Editorial Board of the *Journal of Studies in International Education* and series editor for the new Routledge book series *Internationalization in Higher Education*. She is a member of the Scientific Committee and Honorary Visiting Fellow of the Centre for Higher Education Internationalisation (CHEI) at the Università Cattolica del Sacro Cuore. Elspeth is Visiting Professor at the University of Zagreb and Edge Hill University, and is Chair of the Board of Directors of NCUK.



**KARIN KLITGAARD MØLLER**, EDU, Denmark

**Course:** Facilitating cultural learning in education abroad

---

Karin Klitgaard Møller is Manager of Student Advising and International Relations at EDU, an agency representing international universities in the Danish market and offering comprehensive support to Danish students looking for international study opportunities. She has worked in the field of international education for more than 14 years and was previously head of internationalisation at the Faculty of Life Sciences at the University of Copenhagen. 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 served as Chair of the *Mobility Advising EAIE Expert Community* from 2004 to 2012. Karin also previously served as a member of the Conference Programme Committee and currently serves on the EAIE General Council.



**HANS-GEORG VAN LIEMPD**, Tilburg University, the Netherlands

**Course:** The fundamentals of building a strategic internationalisation plan

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Hans-Georg van Liempd has been the Managing Director at the Tilburg School of Social and Behavioural Sciences at Tilburg University since November 2014. From 2010 until 2014 he served as (Vice-) President of the EAIE. He was Chair of the Editorial Board of the *Internationalisation of Higher Education Handbook* and co-editor of the EAIE's 25th anniversary publication, *Possible Futures: the next 25 years of the internationalisation of higher education*. As Immediate Past President, he is currently a member of the EAIE General Council. In the past, he held several positions at Tilburg University including that of director of the international office, senior programme manager for internationalising the campus and corporate social responsibility, and director of strategy & policy. He participated as an expert on international strategy in a one-year project for the Romanian government for internationalising the strategy of 21 Romanian universities.



**INEZ MEURS**, Ziggurat, Netherlands

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

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Inez Meurs is Director of Ziggurat, a consultancy company specialised in internationalisation of higher education. She previously worked at the University of Applied Sciences in Utrecht as lecturer, project leader and programme director. Inez was National Programme Manager for the OECD project on Assessment of Higher Education Learning Outcomes. She co-authored the *EAIE Professional Development Series for International Educators Managing an international office*, as well as *International Summer Schools*, and contributed to *Internationalisation at Home* and *Project Management*. Inez is an experienced teacher, workshop presenter and EAIE trainer.



**MICHAEL PAIGE**, University of Minnesota, USA

**Course:** Facilitating cultural learning in education abroad

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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 and internationalisation, with an emphasis on study abroad and intercultural education/training. An active researcher, Michael also contributed to the *Maximizing study abroad guidebooks*, a series that provides strategies for language and cultural learning, as well as the research study *Beyond immediate impact: study abroad for global engagement* and CIEE's *The Transformative Power of Study Abroad* projects. He has edited and co-authored numerous volumes.



**ADRIANA PEREZ ENCINAS**, Universidad Autónoma de Madrid, Spain

**Course:** The keys to an extraordinary international student experience

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Adriana Pérez Encinas is Lecturer and Researcher in internationalisation of higher education at the Universidad Autónoma de Madrid (UAM), where she was previously head of the International Relations Office in the Faculty of Business and Economics. Adriana has a Master's degree in international relations with Latin America and a Bachelor's degree in translation and interpreting. She has worked in the field of international relations for more than eight years. As the National Representative of Spain and President of the Erasmus Student Network at UAM, Adriana has contributed to international and national workshops and conferences on student mobility and recognition problems for Erasmus.



**CHRIS PRICE**, Adventus Education, United Kingdom

**Course:** Maximising the efforts of student recruitment agents and networks (NEW)

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Chris is Director and CEO at Adventus Education. He has over 20 years of experience in internationalisation, marketing and recruitment. He has gone 'full circle' in his management and leadership experience, having worked for several higher education institutions, a media agency and as CMO of a student recruitment agency. Chris has extensive experience in the training and development of marketing and international education professionals. He is a regular speaker at conferences for the EAIE, NAFFSA, British Council, Canadian Bureau for International Education, DAAD, DHENIM, ICEF and Education Ireland/New Zealand. He has held several leadership positions in international education, including the EAIE Expert Community *Marketing and Recruitment*. In 2009, he was a joint winner of the EAIE Bo Gregersen Award for Best Practice for innovative contributions to international education.



**ANNIKA SUNDBACK-LINDROOS**, Centre for International Mobility, Finland

**Course:** Managing Joint Master Programmes: steps to success

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Annika Sundbäck is Programme Manager for the Global Team within the Higher Education Unit at CIMO. She has been the national contact for the Erasmus Mundus programme in Finland since 2005. She holds a Master's degree from Åbo Akademi University and closely follows trends related to the role of joint study programmes in promoting internationalisation, both in industrialised and developing countries. Annika was involved in creating a national checklist for the development and implementation of joint degree programmes, an effort coordinated by the Finnish ENIC/NARIC office. She worked as an external evaluator of joint degree proposals in Brussels and was as a main partner in the EU project Joint Degrees from A to Z.

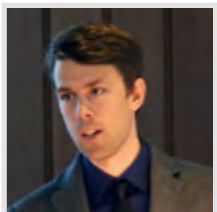


**JEROEN TORENBEEK**, Utrecht Summer School, Netherlands

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

---

Jeroen Torenbeek is Director of the Utrecht Summer School and owner of Ziggurat BV, a consultancy firm. He has been involved in international relations since 1986 and was director of Utrecht University's International Relations Office for 15 years. Jeroen was editor of the first volume of the *EAIE Professional Development Series for International Educators, Managing an international office*, as well as the most recent volume, *How to run your summer school successfully*. He was President of the Utrecht Network and has been a member of the EAIE since its beginnings. He has served on the EAIE Executive Board, the Conference Programme Committee and was EAIE President from 2003-2004. Jeroen has been a speaker in many sessions and workshops at various EAIE conferences and training courses.



**ANDRIES VERSPEETEN**, Ghent University, Belgium

**Course:** Managing Joint Master Programmes: steps to success

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Andries Verspeeten is Policy Advisor for International Relations at Ghent University. He provides follow-up to the Erasmus Mundus Joint Master and PhD Courses (up to 11 projects awarded in the past years), and advises applicants during the development of their project proposal. In Erasmus Mundus action three, he participated in the EM-iDEA project, which aimed at bringing together EM-coordinators across Europe, as well as in EM-ACE, which focused on Joint Programme promotion. As secretary to the university's expert group on internationalisation, he is in touch with the wider picture of internationalisation policy and operations.



**MARGARET WENGER**, Educational Credential Evaluators, Inc., USA  
Course: The credential evaluator's toolkit: tour of sub-Saharan Africa (NEW)

Margaret Wenger is Senior Director of Evaluation at Educational Credential Evaluators, Inc., specialising in South Asia, the Middle East, North Africa, Francophone Africa, and China. She is an expert in document verification. Margaret leads evaluation policy development and evaluator training, and coordinates quality assurance efforts. Margaret has a Master's degree in the Cultural Foundations of Education and has lived and worked in Denmark, France, Togo and Japan. She authored *ECE Presents the Educational System of Tunisia and The Kingdom of Saudi Arabia: Its Educational System and Methods of Evaluation* and contributed to the *NAFSA Guide to Educational Systems Around the World* in 1998 and 2009. She has given workshops for IEASA, the Canadian Education Centre Network, New Zealand Educated and the EAIE, as well as organisations in the USA.



## GUEST SPEAKERS

**AXEL AERDEN**, NVAO (Accreditation Organisation of the Netherlands & Flanders)

Courses: Assessing internationalised learning outcomes, Managing Joint Master Programmes: steps to success

**CHRIS PRICE**, Adventus Education, United Kingdom

Course: How to run your summer school successfully

**ALICIA BERLANGA**

Course: The fundamentals of building a strategic internationalisation plan

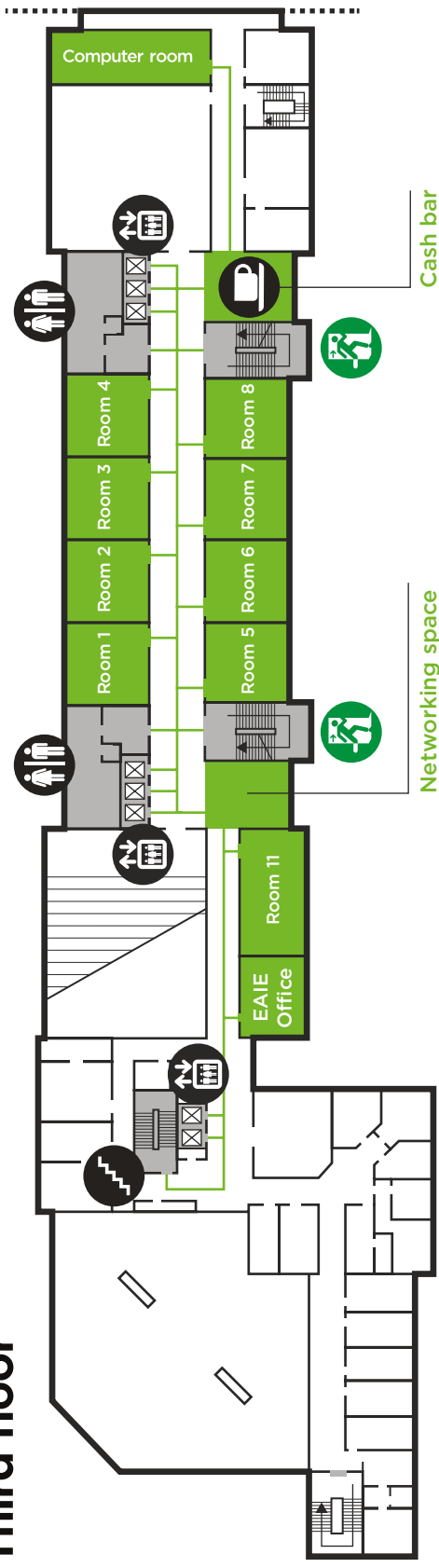
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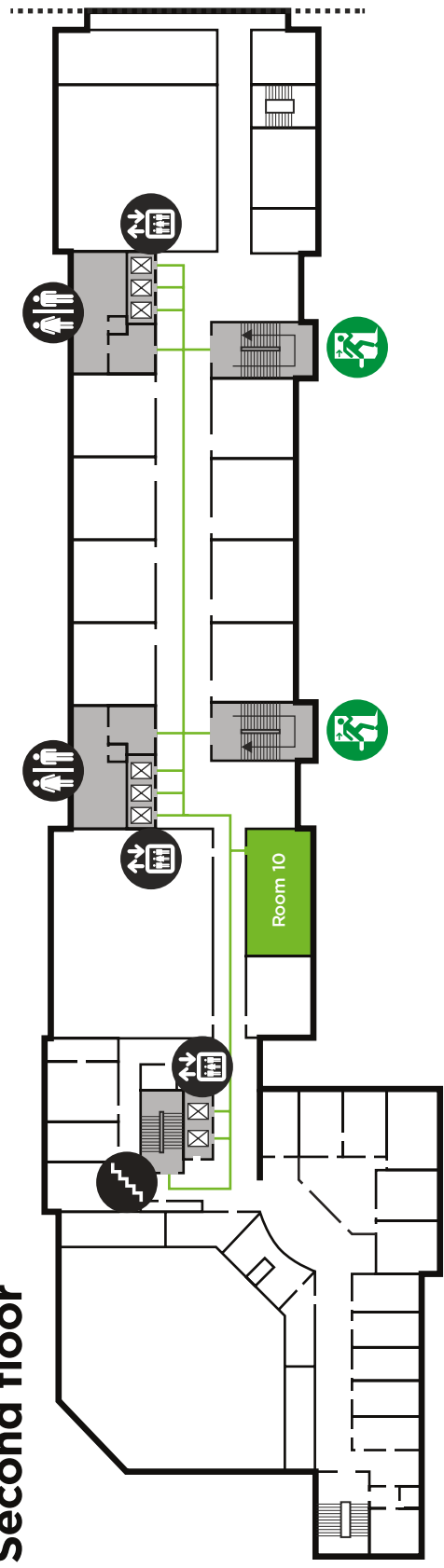
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### Third floor

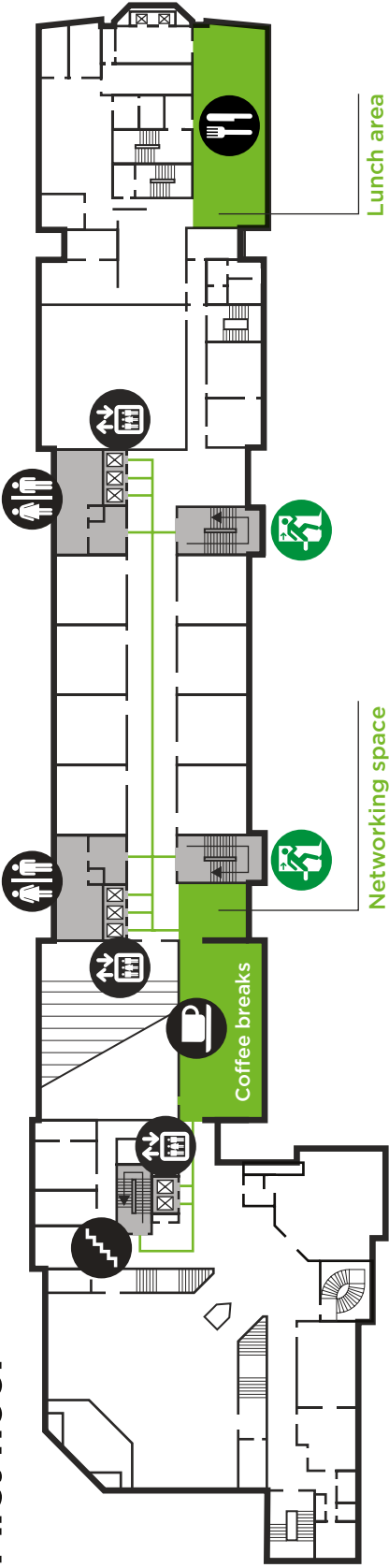


### Second floor

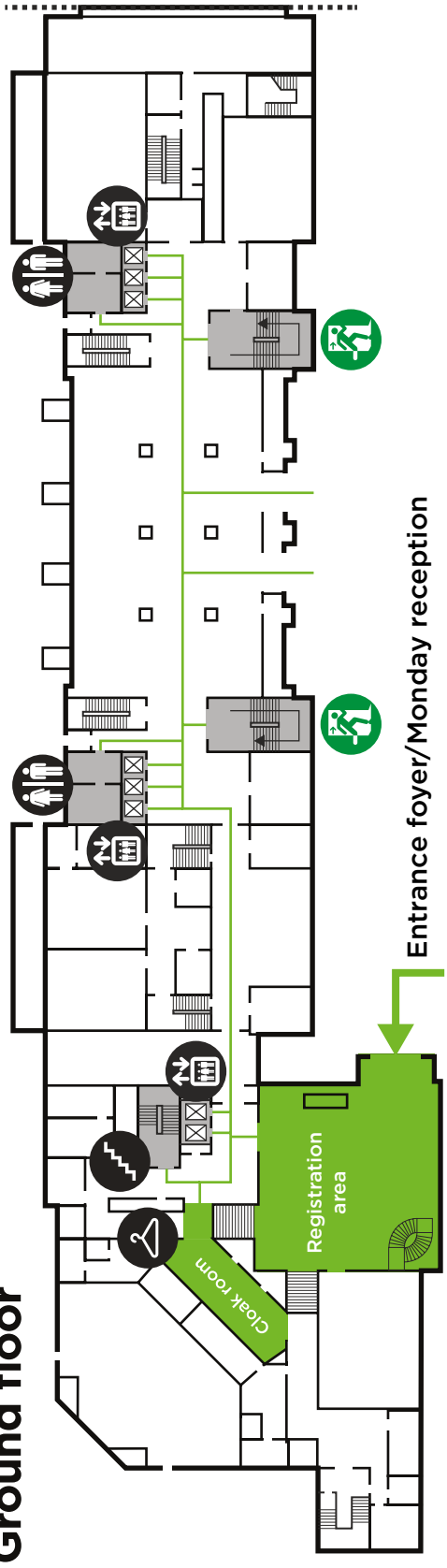




# First floor



# Ground floor





European Association for  
International Education

**EAIE  
2016**

13-16 SEPTEMBER  
**LIVERPOOL**

**IMAGINE...**

**Registration opens 25 May!**

[www.eaie.org/liverpool](http://www.eaie.org/liverpool)