




THE EAIE ACADEMY

THE HAGUE | 7-11 APRIL 2014



European Association for
International Education

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WELCOME TO THE EAIE ACADEMY IN THE HAGUE!

I am delighted to welcome you to the sixth EAIE Academy in the majestic city of The Hague, which marks the anniversary of three successful years of the EAIE Academy!

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 gaining valuable new skills to help you step up your career ladder, you will also have the chance to expand your professional circle in a truly international setting. These networking events will also give you a glimpse of The Hague, the working and

legal capital of the Netherlands and one of the greenest cities in Europe.

Each Academy comprises the very latest developments in international higher education, providing you with innovative ideas and solutions to implement at your own institution. To build on the knowledge that you're gaining here, make sure you also join us for the next Academy in Budapest, Hungary, from 17-21 November 2014: www.eaie.org/autumn-academy-2014.

I wish you a great time at the Academy in The Hague!

PROFESSIONAL DEVELOPMENT COMMITTEE

Peter Kerrigan, DAAD, USA (*Chair*)
Jeanine Gregersen-Hermans, University of Hull, United Kingdom
Kathleen Van Heule, University College Ghent, Belgium
Marie Heraughty, Edge Hill University, United Kingdom
Marybeth Gruenewald, Educational Credential Evaluators, USA
Richard Versmissen, Utrecht University of Applied Sciences, the Netherlands
Ruth Graf, EAIE Office, The Netherlands
Sara López Selga, Universitat Pompeu Fabra, Spain



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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 The Hague. For a detailed daily schedule specific to your chosen course, please consult the programme received at the beginning of the training. There you will find details of all the scheduled coffee and lunch breaks throughout each course day.

ON-SITE REGISTRATION

Monday 7 April	08.00–09.00
Wednesday 9 April	12.00–14.00
Thursday 10 April	08.00–09.00

MONDAY 7 APRIL

OV 2.06 Ovaal building	OV 2.10 Ovaal building	OV 2.04 Ovaal building	OV 2.08 Ovaal building	OV 2.02 Ovaal building	OV 2.31 Ovaal building
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30
How to draw up and implement a strategic internationalisation plan	International strategic enrolment management: keys to success	Facilitating cultural learning in education abroad	How to run your summer school successfully	Education marketing in the digital age: an introduction to the new trends	Managing joint master programmes: the steps to success

Welcome Reception I

- 🕒 18.00–19.00
- 📍 The Hague University of Applied Sciences, Ovaal building, 3rd floor, room OV3.37; Tel: +31(0)70 445 8888

TUESDAY 8 APRIL

OV 2.06 Ovaal building	OV 2.10 Ovaal building	OV 2.04 Ovaal building	OV 2.08 Ovaal building	OV 2.02 Ovaal building	OV 2.31 Ovaal building
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.00
How to draw up and implement a strategic internationalisation plan	International strategic enrolment management: keys to success	Facilitating cultural learning in education abroad	How to run your summer school successfully	Education marketing in the digital age: an introduction to the new trends	Managing joint master programmes: the steps to success

Dinner at Kurzaal restaurant (registered participants only)

- 🕒 19.00–22.30
- 📍 Steigenberger Kurhaus Hotel, Gevers Deynootplein 30; Tel: +31(0)70 416 2636

WEDNESDAY 9 APRIL

OV 2.06 Ovaal building	OV 2.10 Ovaal building	OV 2.04 Ovaal building	OV 2.08 Ovaal building	OV 2.02 Ovaal building	OV 2.31 Ovaal building	OV 2.43 Ovaal building
09.00–12.30	09.00–12.30	09.00–12.30	09.00–12.30	09.00–12.30	09.00–12.30	
How to draw up and implement a strategic internationalisation plan	International strategic enrolment management: keys to success	Facilitating cultural learning in education abroad	How to run your summer school successfully	Education marketing in the digital age: an introduction to the new trends	Managing joint master programmes: the steps to success	
						14.00–17.30
						Alumni relations from A to Z

The Hague city centre walking tour (registered participants only)

- 🕒 15.00–18.00
- 📍 Meeting point: in front of Dudok restaurant, Hofweg 1A

THURSDAY 10 APRIL

OV 2.04 Ovaal building	OV 2.31 Ovaal building	OV 2.43 Ovaal building	OV 2.45 Ovaal building
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30
Using collaborative benchmarking to improve performance in internationalisation	Optimising admissions processes: your essential toolkit	Alumni relations from A to Z	SEO and online content: strategies for international student recruitment

Welcome Reception II

- 🕒 18.00–20.00
- 📍 Restaurant Pavlov, Spui 173; Tel: +31(0)70 362 2700

Dinner at Restaurant Pavlov (registered participants only)

- 🕒 19.30–22.00
- 📍 Restaurant Pavlov, Spui 173; Tel: +31(0)70 362 2700

FRIDAY 11 APRIL

OV 2.04 Ovaal building	OV 2.31 Ovaal building	OV 2.43 Ovaal building	OV 2.45 Ovaal building
09.00–17.30	09.00–17.30	09.00–17.30	09.00–17.30
Using collaborative benchmarking to improve performance in internationalisation	Optimising admissions processes: your essential toolkit	Alumni relations from A to Z	SEO and online content: strategies for international student recruitment

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 The Hague. Enjoy the vibrant international atmosphere!

WELCOME RECEPTION I

- 🕒 Monday, 18.00–19.00
- @ The Hague University of Applied Sciences, Ovaal building, 3rd floor, room OV3.37
Tel: +31(0)70 445 8888
- R The Welcome Reception is free for all Academy participants (no registration is required).

Experience the largest networking event within the Academy and enjoy a delicious array of light refreshments whilst getting acquainted with fellow course participants and trainers in the modern Ovaal building. The building is the very hub of the university with nearly 22 000 students passing through each day.

WELCOME RECEPTION II

- 🕒 Thursday, 18.00–20.00
- @ Restaurant Pavlov, Spui 173, 2511 BM, The Hague
Tel: +31(0)70 362 2700
- R The Welcome Reception is free for all Academy participants (no registration is required).

Conveniently situated in the centre of The Hague, among the bustling city life and historical buildings, Pavlov restaurant is the perfect place at which to begin your Academy experience. Enjoy the warm atmosphere, interact with your fellow participants, and enjoy the drinks and snacks at this welcome reception.

For these events, pre-registration and payment of an additional fee are required. Registration on-site is only possible for the dinner at Restaurant Pavlov (until Tuesday at 17.30); please inquire at the EAIE Info Desk. If you have registered for any of these events, you will have the relevant event code indicated on your name badge.



DINNER AT KUURZAAL RESTAURANT

- 🕒 Tuesday, 19.00–22.30
- @ Steigenberger Kurhaus Hotel*
Gevers Deynootplein 30,
2508 GR The Hague
Tel: +31(0)70 416 2636

(On-site registration is not possible)

*Free bus transfer is available at 18.30 from the official Academy hotel, NH Den Haag, to the restaurant.



THE HAGUE CITY CENTRE WALKING TOUR

- 🕒 Wednesday, 15.00–18.00
- @ Meeting point: in front of Dudok restaurant
Hofweg 1A, 2511 AA
The Hague

(On-site registration is not possible)



DINNER AT RESTAURANT PAVLOV

- 🕒 Thursday, 19.30–22.00
- @ Restaurant Pavlov
Spui 173, 2511 BM
The Hague
Tel: +31(0)70 362 2700

(On-site registration is possible until Tuesday at 17.30)

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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: International strategic enrolment management: keys to success

Suzanne Alexander has been International Office Director at the University of Leicester since 2005. From 2001-2005, she was Director of Promotions at the British Council, where she was responsible for the provision of services to support UK education institutions in their international marketing activities. In this role she built on experience gained in a career of more than 25 years in higher education management, distance learning and education marketing both in the UK and internationally. Suzanne has a Bachelor's degree in French from the University of Birmingham and an MBA from the University of Warwick. She has extensive experience in delivering workshops and conference sessions on different aspects of international education management and regularly contributes to EAIE training programmes on partnerships and admissions management. Suzanne is a member of various UK national committees and organisations concerned with international education strategies and the international student experience.



YVONNE VON BISCHOPINK, NETEYE, Germany

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

Yvonne von Bischoepink is Account Director at NETEYE, one of Germany's leading digital creative agencies. 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 topics such as SEO (including SEO for higher education institutions), website strategies and ways to attract users. She studied computer science with a focus on media and earned her diploma at the University of Applied Sciences, Wedel, Germany.



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 that helps universities effectively reach international audiences by providing marketing services, particularly editorial, writing, translation, and content strategy. Megan Brenn-White 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 is a frequent panellist at international education conferences such as NAFSA, Association of International Education Administrators (AIEA), and the Forum on Education Abroad; and has published frequently on international education topics. Megan Brenn-White 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, BCS Consultancy Services, Luxembourg

Course: Using collaborative benchmarking to improve performance in internationalisation

Nadine Burquel is owner and director of BCS Consultancy Services, a company specialising in providing advice and expertise on EU policies and programmes in higher education. She has significant expertise in university governance, leadership, strategic management and specific areas such as internationalisation, quality assurance, and university-business cooperation. She has been managing numerous leadership programmes including the ESMU-HUMANE Winter School for Senior Administrators and EU projects such as the MODERN higher education modernisation platform and the EU-DRIVERS project on regional innovation and benchmarking exercises. She has contributed to several publications, reports and handbooks, including two recent handbooks on benchmarking in European higher education. In 2012 she was involved in two studies (EU-Mexico and EU-Brazil) on transparency tools for internationalisation. She was also a key expert on a quality assurance project in the Erasmus Mundus programme (EMQA project) and in the team assisting the EU with a new communication on internationalisation. In 2013 she led a project on joint EU-Russia degrees.



MARINA CASALS, Rovira i Virgili University, Spain

Course: How to draw up and implement a strategic internationalisation plan

Marina Casals works as Director of International Relations at the Rovira i Virgili University (URV) in Tarragona, Spain. She is responsible for the strategy and management of the internationalisation at this research-based university. Before starting her work at the URV in 2005, Marina worked at Al Akhawayn University in Morocco for over five years, and prior to that she lived in Finland for two years. With a BA in Translation and Interpreting and an MA in the Teaching of Second Languages, together with training in NLP and Systemic Therapy, Marina has contributed with her international and professional experience to the EAIE, while serving the *International Relations Managers* (IRM) Expert Community Board since 2007. Marina was awarded the Rising Star Award by the EAIE in 2009.



PHIL CONROY, Vermont Technical College, USA

Course: Alumni relations from A to Z

Phil Conroy is President of Vermont Technical College, US. Prior to this role, he served as Vice-President for Enrollment Management and Marketing at Mount Ida College, Boston, US and Vice-President for Institutional Advancement at the same institution. Phil has more than thirty years of teaching and management experience in higher education. Prior to his service at Mount Ida College, Phil served as Director of Development for the College of Food and Natural Resources at the University of Massachusetts Amherst and Director of Development and founding Executive Director of the Bridgewater State College Foundation where he also served as a faculty member, Financial Aid Officer and Alumni Relations Director. He is a founding member of the EAIE Expert Community *International Alumni Relations* (INTAL).



RAMON ELLENBROEK, VU University Amsterdam, the Netherlands
Course: How to draw up and implement a strategic internationalisation plan

Ramon Ellenbroek is International Office Coordinator at the Faculty of Earth and Life Sciences, VU University Amsterdam, the Netherlands. In 2003, Ramon started working at Utrecht University, the Netherlands, being responsible for the development of a Graduate School in Utrecht, the development and maintenance of the international partner network, exchange students and international masters. He then transferred to the Dutch National Research School for Urban and Regional Research (NETHUR) as Coordinator, with the main task to gain more international exposure for the School. Presently, his focus is on the development of double/joint degree programmes (Msc/Phd), Erasmus Mundus and increasing mobility in Bachelor programmes. Since September 2012, Ramon is Vice-chair of the EAIE Expert Community *International Relations Managers (IRM)*. He has been a workshop speaker at the EAIE Annual Conference for several years, is an EAIE trainer and is involved in the EAIE Mentorship Programme.



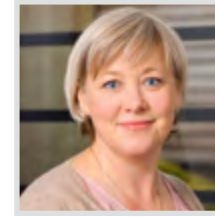
DUNCAN HAMSHERE, Trade & Investment London, UK
Courses: International strategic enrolment management: keys to success & Optimising admissions processes: your essential toolkit

Duncan Hamshere is International Trade Adviser at the UK Trade & Investment London. Previously, he was Head of School – International at Gloucestershire College, where he was 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. With the Universitat Pompeu Fabra he works on a part-time basis managing postgraduate study and admissions in economics and finance. For City and Guilds in the UK and other national and international bodies he designs courses, study plans and assessments. With International Education Consultants he provides training and support on admissions, credential evaluation and fraud. Previously, Duncan has worked for the Barcelona GSE in a development role and was Head of Services for the UK NARIC where he was in charge of a large team of editors, researchers, evaluators and trainers. Duncan has produced a book on the subject of document fraud and has worked with the media in the UK and overseas to bring the issue of diploma mills to wider public attention. As a qualified teacher and experienced trainer, Duncan has trained and taught in a number of different countries.



FIONA HUNTER, Consultant in Higher Education, Italy
Course: Using collaborative benchmarking to improve performance in internationalisation

Fiona Hunter is a Higher Education Consultant. She worked for 20 years as International Director at the Università Carlo Cattaneo, Castellanza, Italy and is also Past President of the EAIE where she is the Contact person and founding member of the EAIE Expert Community *Researchers in International Education (RIE)*. She has provided professional development and consultancy on various aspects of internationalisation and strategic planning of higher education for many years for a broad range of higher education institutions and organisations around the world. She is a member of the Editorial Board for the *Journal of Studies in International Education (JSIE)* and member of the Scientific Committee for the Centre for Higher Education Internationalisation (CHEI) at the Catholic University in Milan. She is also Chair of the Board of Directors for Educational Credential Evaluators, Inc. in the United States. 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 in the UK.



KARIN KLITGAARD MØLLER, EDU, Denmark
Course: Facilitating cultural learning in education abroad

Karin Klitgaard Møller is Manager of International Relations at EDU, an agent representing international universities in the Danish market and offering comprehensive support to Danish students looking for international study opportunities. Karin has a Master's degree in English and Minority Studies. During her studies she focused on intercultural communication issues and has since focused on intercultural aspects of advising and communication. 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 served as Board member and later as Chair of the EAIE Expert Community Study Abroad and Foreign Student Advisers (SAFSA) - from 2004 until September 2012. Karin has also previously served as member of the EAIE General Council and the Conference Programme Committee.



ANTHONY LEE, INTO University Partnerships, UK
Course: Education marketing in the digital age: an introduction to the new trends

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.



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

Agnes Leyrer is working as an 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 represented 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 decided to continue her education in the field of European Education Management and Counselling in a joint programme of the University of Munster and the University of Zagreb.



DORA LONGONI, Politecnico di Milano, Italy

Course: International strategic enrolment management: keys to success

Dora Longoni is Head of the International Projects Service at Politecnico di Milano, Italy. The activities she's in charge of cover the implementation of strategic aspects of the institution's internationalisation policy, such as the promotion and marketing of graduate courses, the evaluation of foreign students' credentials, the setting up of international alliances with universities in strategic countries, and the participation to EU programmes with third countries. She has been working within the field of international relations at the Politecnico di Milano since 1996. She has an MA in Modern Languages and Literature from the State University in Milano, and a Master in Management of University and Research from MIP-Politecnico di Milano. She has been an EAIE Member since 1998, where she has been active as a Conference presenter, Board Member/Co-Chair of the EAIE Expert Community *Management of Programmes in Lifelong Education* (MOPILE) and a trainer in various EAIE training courses.



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 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, Utrecht University of Applied Sciences, the Netherlands

Course: How to run your summer school successfully

Inez Meurs currently works as Director of the Business Community for HU Business School, University for Applied Sciences in Utrecht, the Netherlands, after having worked there as a lecturer, project leader and programme director. Inez has recently worked as National Programme Manager for the OECD project on Assessment of Higher Education Learning Outcomes. She has also worked as Policy Advisor on Internationalisation to the Board of the University for Applied Sciences in Utrecht. Inez is Co-Author of the first volume of the EAIE Professional Development Series for International Educators, *Managing an international office* and *International Summer Schools*. She also contributed to *Internationalisation at Home* and *Project Management*. Inez is experienced in teaching and training in a multicultural classroom, has been a presenter at many workshops on internationalisation at home, the quality of international education and summer schools and 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 emphasis on study abroad and internationalisation, and intercultural education and training. An active researcher, Michael has worked on the Maximizing Study Abroad, Study Abroad for Global Engagement (SAGE) and CIEE's The Transformative Power of Study Abroad projects. 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

Course: Education marketing in the digital age: an introduction to the new trends

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, in both the public and private sector.



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 is within Political Science, Law and French from the University of Bergen, including 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 Expert Community *Educational Cooperation with Developing Countries* (EDC) Board.



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 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 neighbourhood 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 of joint degree proposals in Brussels within the Erasmus Mundus, the US-EU-Atlantis and the ICI-ECP Australia, Japan and South Korea programmes.



SERGE SYCH, Central European University, Hungary
Course: Alumni relations from A to Z

Serge Sych is Director of Alumni and Corporate Relations at Central European University in Budapest. He currently manages a diverse portfolio of alumni, career, corporate and fundraising programs. Serge has more than 14 years of experience in higher education advancement, and extensive international experience as a speaker, trainer and consultant. He is Chair of the EAIE Expert Community *International Alumni Relations* (INTAL).



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, *How to run your Summer School successfully*. He was President of the Utrecht Network, and has been a member of the EAIE since the beginning. 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 SPEAKER

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

Course: Managing Joint Master Programmes: the steps to success



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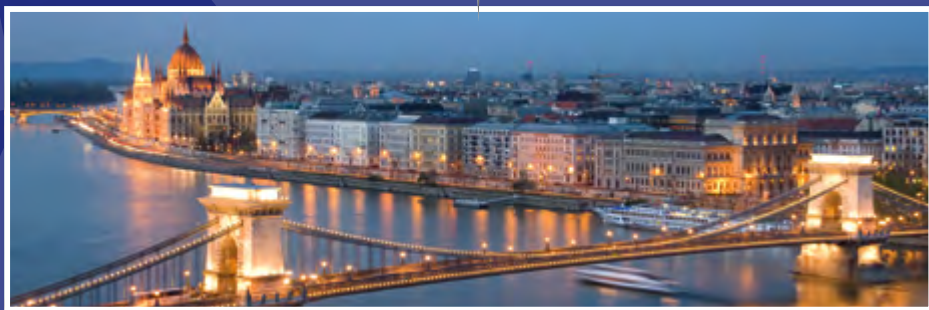
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Gain new tips & insights every week

www.eaie.org/blog

THE EAIE ACADEMY



Build on your knowledge & experience
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Registration opens 18 June

www.eaie.org/autumn-academy-2014

PRACTICAL INFORMATION

CATERING

Coffee breaks and lunches will be served on the second floor in the networking area from Monday to Thursday and in room OV 3.37 on Friday. On Monday and Thursday coffee and tea will also be available at 08.15. For specific timeslots, please consult your individual course schedule in your course folder.

CLOAKROOM

A cloakroom is available on the second floor in the networking area and has facilities to store luggage if needed. The cloakroom opening times are from 08.00 to 19.00 on Monday and from 08.30 to 17.45 from Tuesday to Friday. The classrooms will be locked during coffee and lunch breaks. The EAIE is not liable for any loss or theft.

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.

FIRST AID

Please contact the EAIE staff for assistance at the EAIE Information Desk in the Ovaal building.

TOURIST INFORMATION

Please contact the EAIE staff for assistance at the EAIE Information Desk in the Ovaal building.

WIRELESS INTERNET

Wireless internet is available throughout the entire venue. The network is **HHS-Event** and the password is **Welcome2013**.

COMPUTER FACILITIES

Participants can use the computers and printers in the University Library. The login codes for the computers can be picked up when needed at the Event Bureau on the ground floor, next to the reception desk.

ACADEMY FOLLOW-UP

Following the Academy you will receive the PowerPoint presentations from your course by e-mail.

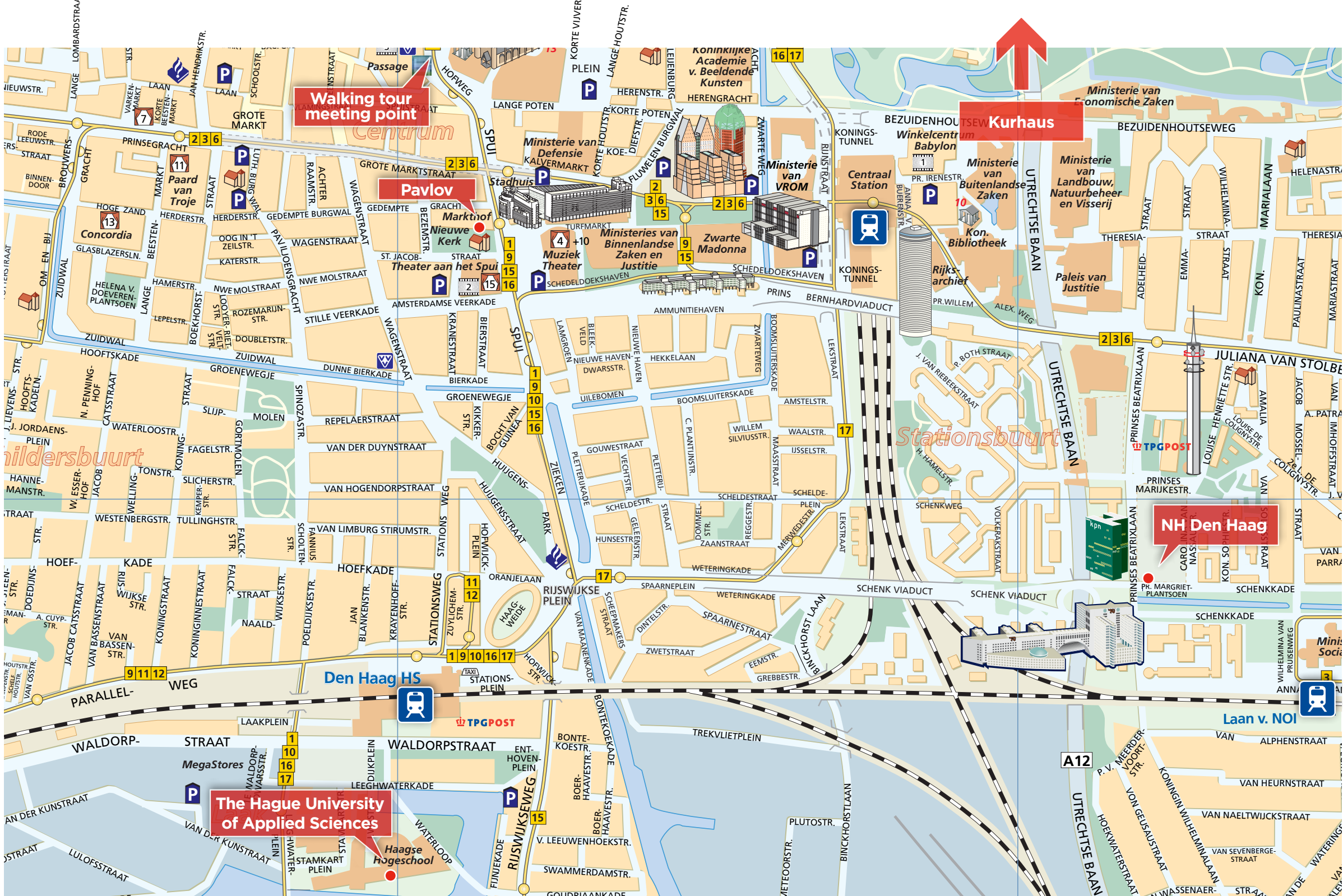
THE EAIE
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DON'T STOP HERE!

Join the Academy Alumni LinkedIn group

linkd.in/EAIEAcademyAlumni



Walking tour meeting point

Pavlov

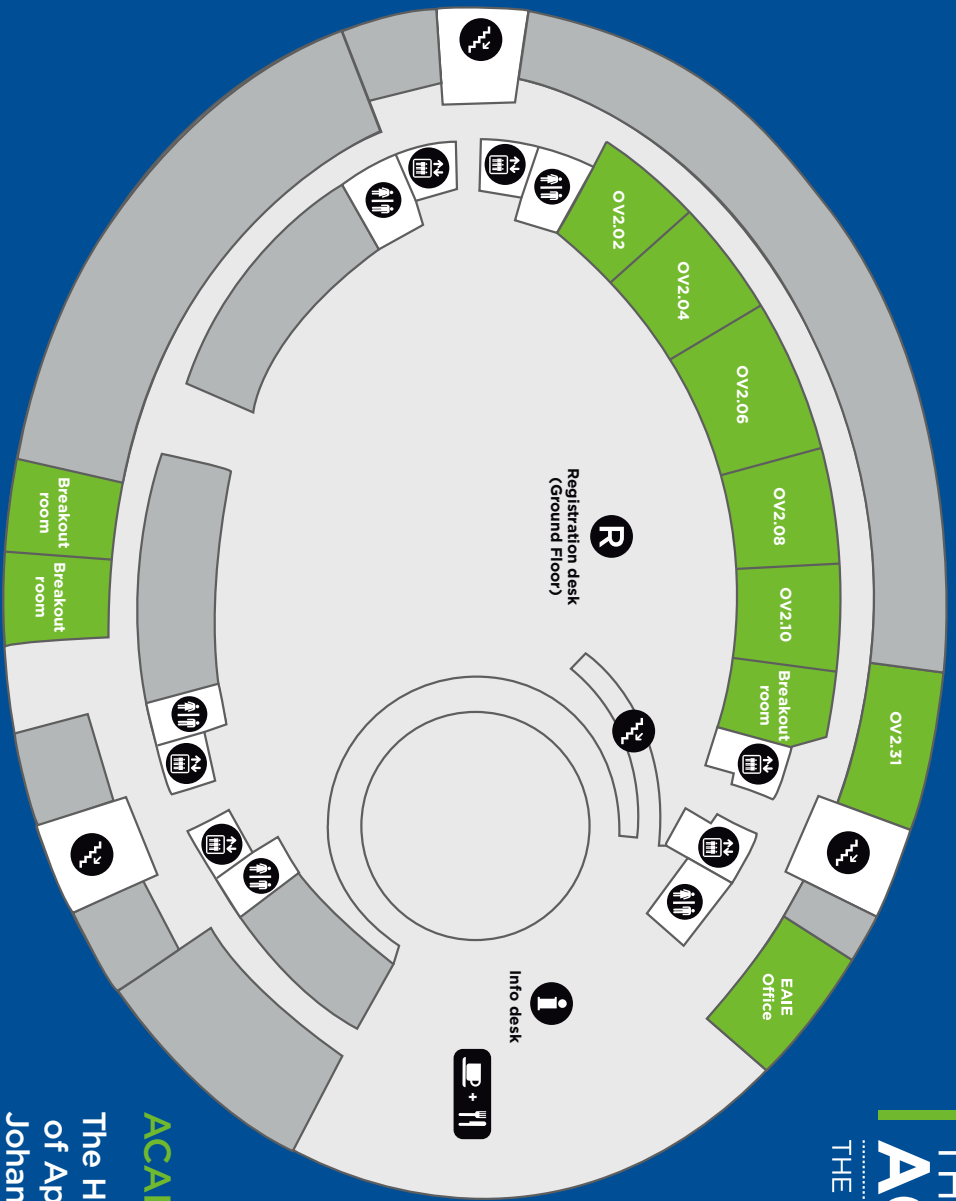
Kurhaus

The Hague University of Applied Sciences



THE EAIE ACADEMY

THE HAGUE | 7-11 APRIL 2014



ACADEMY VENUE

The Hague University
of Applied Sciences
Johanna Westerdijkplein 75
2521 EN The Hague
The Netherlands