

THE EAIE ACADEMY



European Association for
International Education

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WELCOME TO THE EAIE ACADEMY IN RIGA!

I am delighted to welcome you to the eighth EAIE Academy in the charming city of Riga!

Providing a selection of courses on some of the hottest topics in international higher education, and featuring diverse networking opportunities, the Academy will offer you a set of useful tools to help you advance in your career. We've arranged a number of networking events during the week to help you meet fellow professionals from other courses and to showcase this magnificent city, also known as the architectural pearl of the Baltics and home to a UNESCO World Heritage site.

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 check out our webinars and join us for the next Academy in Venice, Italy from 16–20 November 2015:

www.eaie.org/autumn-academy-2015.

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

PROFESSIONAL DEVELOPMENT COMMITTEE

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



THANKS TO OUR PARTNER

Host university



A handwritten signature in black ink that reads "L. Howard".

EAIE PRESIDENT
Laura Howard

WHAT'S HAPPENING WHEN

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 20 April
08:00–09:00

Wednesday 22 April
12:00–14:00

Thursday 23 April
08:00–09:00

MONDAY 20 APRIL			TUESDAY 21 APRIL			WEDNESDAY 22 APRIL			THURSDAY 23 APRIL			FRIDAY 24 APRIL		
< 09:00	12:30	17:00 >	< 09:00	12:30	17:00 >	< 09:00	12:30	17:00 >	< 09:00	12:30	17:00 >	< 09:00	12:30	17:00 >
Make or break: turning prospective students into enrolled students, Room 2.08														
Facilitating cultural learning in education abroad, Room 2.09														
Alumni relations from A to Z, Room 2.10														
Introduction to International Strategic Enrollment Management: keys to success, Room 2.11														
Assessing internationalised learning outcomes, Room 2.12														
									How to run your summer school successfully, Room 2.08					
									Managing Joint Master Programmes: the steps to success, Room 2.11					
									SEO and online content: strategies for international student recruitment, Room 2.10					
									Enhancing the experience of international students, Room 2.12					

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 Riga. Enjoy the vibrant international atmosphere!

MONDAY 20 APRIL

Welcome reception I

- 🕒 17:00-18:30
- 📍 Architecture and Media Centre H2O 6, RISEBA University (Ground floor, room 1.27)
- 📌 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! Enjoy a delicious array of light refreshments whilst getting acquainted with fellow participants and trainers. The reception will take place in the largest room of the Architecture and Media Centre of RISEBA, a revamped old factory, part of the art scene of the city. The reception room is also used to shoot various TV programmes.



THURSDAY 23 APRIL

Welcome reception II

- 🕒 17:15-18:30
- 📍 Islande Hotel (top floor restaurant), Kipsalas iela 20
- 📌 The Welcome Reception is free for all Academy participants (no registration is required).

Soak up one of the best views of Riga city centre during this Welcome Reception. Enjoy a delicious array of light refreshments while getting to know fellow Academy participants and trainers and admiring the sights of the city from up high.

Free bus transfer is available from the Academy venue.

TUESDAY 21 APRIL



Old Riga City Tour

- 🕒 17:30-19:15
- 📍 Town Hall Square by the statue of Roland (Old Riga city centre)



Dinner at Salve restaurant

- 🕒 19:30-21:00
- 📍 Town Hall Square (Old Riga city centre)

THURSDAY 23 APRIL



Dinner at Restaurant Locale

- 🕒 19:00-21:00
 - 📍 Grečinieku 8 (Old Riga city centre)
- Free bus transfer is available from the reception venue to the restaurant.

PLEASE NOTE:

For these events, pre-registration and payment of an additional fee are required. On-site registration is not possible.

If you have registered for any of these events, you will have the relevant event code indicated on your name badge.

The EAIE Academy Riga

Add layer + Share

Networking Events Map

Individual styles

RISEBA Arhitektūras un med...

Salve Restaurant

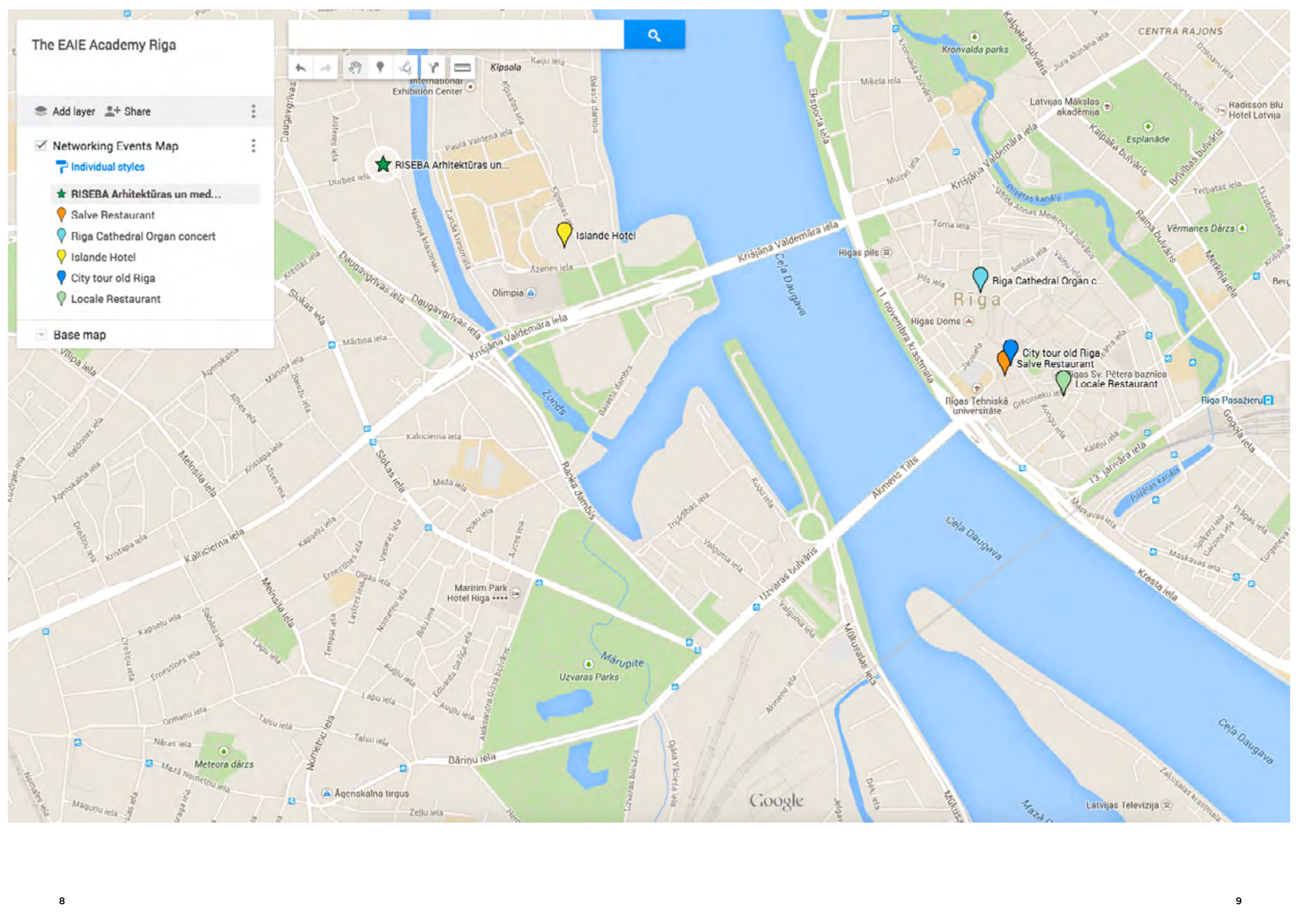
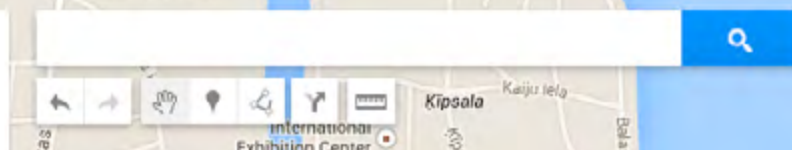
Riga Cathedral Organ concert

Islande Hotel

City tour old Riga

Locale Restaurant

Base map



TRAINERS

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



SUZANNE ALEXANDER, University of Leicester, UK
Course: Introduction to International Strategic Enrollment 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 is a member of various UK national committees and organisations concerned with international education strategies and the international student experience.



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

Jos Beelen is Researcher and Consultant on internationalisation of the curriculum at the Centre for Applied Research on Economics and Management (CAREM), Senior Policy Advisor on internationalisation at Amsterdam University of Applied Sciences, the Netherlands, and Visiting Fellow at Leeds Metropolitan University's Centre for Academic Practice and Research in Internationalisation (CAPRI), UK. Jos is currently doing research into the implementation of the international dimension into higher education curricula in a global perspective, in close cooperation with researchers from Europe and Australia.



MEGAN BRENN-WHITE, USA
Courses: Make or break: turning prospective students into enrolled students and 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. Megan 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.



PHIL CONROY, Conroy and Associates, USA
Course: Alumni relations from A to Z

Phil is the Managing Director of Conroy and Associate. Prior to this role, he served as President of Vermont Technical College. He also served as Vice-President for Enrollment Management and Marketing at Mount Ida College, Boston, USA 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*.



DARLA DEARDORFF, Association of International Education Administrators, USA
Course: Assessing internationalised learning outcomes

Darla K. Deardorff is Executive Director of the Association of International Education Administrators, a national professional organisation headquartered at Duke University. She has held several national leadership positions with NAFSA: Association of International Educators and with the Forum on Education Abroad. Darla has lived and taught abroad and is part of the Faculty of the Summer Institute of Intercultural Communication, Portland, USA as well as of the Visiting Faculty at Leeds Metropolitan University. She has conducted cross-cultural training for universities, companies, and non-profit organisations for nearly 20 years and has published numerous book chapters and articles on international education, intercultural competence and assessment.



DUNCAN HAMSHIRE, Trade & Investment London, UK
Course: Introduction to International Strategic Enrollment Management: keys to success

Duncan Hamshire 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. 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.

THE EAIE ACADEMY

WEBINARS



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ELSPETH JONES, Leeds Beckett University, UK

Course: Enhancing the experience of international students

Elspeth Jones is Emerita Professor of the 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 specialisms include strategic leadership for internationalisation, internationalisation of the curriculum at home and abroad, employability outcomes from internationalisation and intercultural competence development. She is a member of the Scientific Committee of CHEI, Milan, where she is also Honorary Visiting Fellow, and member of the Editorial Board of the *Journal of Studies in International Education*. She is Visiting Professor at the University of Zagreb, Croatia and Edge Hill University, UK. Elspeth is also Chair of the Board of Directors, NCUK, a consortium of 11 UK universities offering pathway programmes for international students.



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 agent representing international universities in the Danish market. She has worked in the field of international education for more than 14 years, having been Head of Internationalisation at the Faculty of Life Science, University of Copenhagen until accepting her current position. She has been an EAIE trainer since 2006 and recently became a member of the EAIE General Council.



UNNI KVERNHUSVIK SAGBERG, Norwegian Centre for International Cooperation in Education, Norway

Course: Managing Joint Master Programmes: the steps to success

Unni Kvernhusvik is Adviser at the Norwegian Centre for International Cooperation in Education. Unni has also been working with research education, international relations and cooperation within higher education at the Centre for International Health, University of Bergen, being in charge of supporting consortia planning joint degree programmes and those running joint degree programmes, also at the PhD level. 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.



DORA LONGONI, Politecnico di Milano, Italy

Course: Introduction to International Strategic Enrollment 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 internationalisation policy of the institution. Dora 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 is a member of the EAIE Conference Programme Committee and has been active as a Conference presenter, Board Member/Co-Chair of the EAIE Expert Community *Management of Programmes in Lifelong Education* (MOPILE) and as a trainer in various EAIE courses.



THE EAIE BAROMETER

First study to map the internationalisation of higher education in Europe from a practitioner's perspective

www.eaie.org/barometer

Stay tuned for the results and sign up for the free webinar!



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

Inez Meurs is currently Director of the Business Community for HU Business School Utrecht, the Netherlands, having worked there previously 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, of which the Business School is a part. Inez is Co-Author of the first volume of the EAIE *Professional Development Series for International Educators*, *Managing an international office*, and on *International Summer Schools*. Inez is experienced in teaching and training in a multicultural classroom and has been a presenter at many workshops on internationalisation at home, the quality of international education and organising summer schools.



CLAIRE O' LEARY, University of Warwick, UK
Course: Facilitating cultural learning in education abroad

As Assistant Director of the International Office at the University of Warwick, Claire is responsible for monitoring and enhancing the international student experience as well as internationalising the home student body. For the last two years, Claire has organised the Warwick/UKCISA Integration Summit. Her previous role at Warwick was Head of Immigration Services. Claire has also served two terms of office as a trustee on the board of the UK Council for International Student Affairs (UKCISA). She delivers a one-day course on how to run Orientation programmes for international students as part of UKCISA's national training programme. Claire is currently studying for a part-time Master's degree in Intercultural Communication for Business and the Professions at the University of Warwick. Her Bachelor's degree was in English and French, which involved a year abroad in Paris working as a language teacher. Claire has recently joined one of EAIE's Expert Communities, SAFSA, as a resource person.



ADRIANA PÉREZ ENCINAS, Universidad Autónoma de Madrid, Spain
Course: Enhancing the experience of international students

Adriana Pérez Encinas is Lecturer and Researcher in Internationalisation of Higher Education at Universidad Autónoma de Madrid (UAM). She previously held the position of Head of the International Relations Office in the faculty of Business and Economics at UAM for the last six years. 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 and introduced new programmes as well as new practices to the office. She has been an active member of the Erasmus Student Network acting as the National Representative of Spain, and President of the association at UAM for more than five years. She has been involved in projects relating to international students through the Erasmus Students Network and has used this knowledge in developing her role in her own institution.



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 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.



YVONNE VON BISCHOPINK, NETEYE, Germany

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

Yvonne von Bischopink 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 the topics of SEO, website strategies and the way how to attract users, including SEO for higher education institutions. She studied computer science with a focus on media and earned her diploma at the University of Applied Sciences, Wedel, Germany.



JESSICA WINTERS, University of Groningen, the Netherlands

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

Jessica Winters is Coordinator Marketing at the University of Groningen. Jessica has over 15 years of experience in (international) higher education and has a Master's degree in Cultural Studies. She was an early adopter in the development, implementation and use of social media in higher education. She coordinates the marketing and recruitment activities (domestic and international) of the University of Groningen in the Netherlands. Jessica is specialised in online and social media marketing. In Groningen, social media is now an integral and successful part of the student recruitment strategy and of the University's internal and external communication. In addition to her work for the University, she also provides online marketing and social media consultancy services specifically for higher education institutions, organisations related to higher education, and other non-profit organisations. In recent years, Jessica has delivered many presentations and workshops on these topics.



GUEST SPEAKERS

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

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

CHRISTOPHER PRICE, Adventus Education & Barton Carlyle, United Kingdom

Course: How to manage your summer school successfully

THE EAIE ACADEMY



Build on your knowledge & enjoy one of the most beautiful cities in the world!

Programme will be online soon:
www.eaie.org/autumn-academy-2015

PRACTICAL INFORMATION

CATERING

Lunch and coffee will be served on the ground floor; the coffee breaks will take place in room 1.22 and the lunch breaks in room 1.27. For specific time slots, please consult your individual course schedule in your course folder. A cash bar is open in the networking area from 07:30 - 17:30. Vending machines are available on the ground floor.

CLOAKROOM

A cloakroom is available on the ground floor in the hall area and has facilities to store luggage if needed. The cloakroom opening times are 08:00-19:00 on Monday and 08:30-17:45 from Tuesday to Friday. The classrooms will be locked during coffee and lunch breaks. The EAIE is not liable for any loss or theft.

FIRST AID

Please contact the EAIE staff for assistance at the Information Desk on the ground floor or in the EAIE Office on the first floor (room 2.06).

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 granted access to the venues.

TOURIST INFORMATION

Please contact the EAIE staff for assistance at the Information Desk on the ground floor.

WIRELESS INTERNET

Wireless internet is available throughout the entire venue. Network name: **H2O6_WIFI**
Password: **h2o6riseba**

COMPUTERS FACILITIES

You can use the computers and printers in rooms 1.05 and 1.06 and the copy machines on the ground floor next to the reception desk. You can pick up the computer login at the reception desk in the ground floor.

TRANSPORT

On Thursday 23 April, free bus transfer is available at 17:00 from the main entrance of the Academy venue (H2O6) to the Welcome Reception. Free bus transfer is available at 18:30 to Locale restaurant.

ACADEMY FOLLOW-UP

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



**THE EAIE
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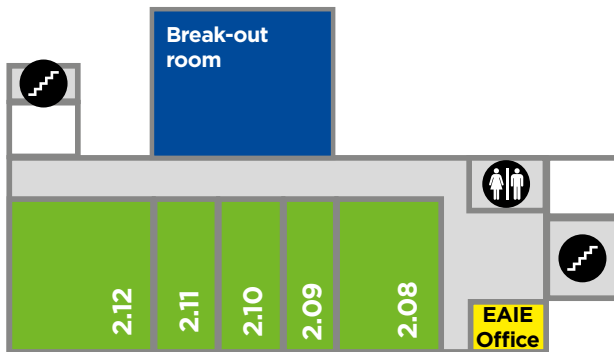
**DON'T STOP HERE!
CONTINUE NETWORKING & LEARNING**

Join the Academy Alumni LinkedIn group
[linkd.in/EAIEAcademyAlumni](https://www.linkedin.com/groups?gid=11111111)

THE EAIE ACADEMY



FLOOR 1



ACADEMY VENUE

RISEBA
Architecture and
Media Centre H2O6
Udens street 6,
Riga, LV-1048
Latvia

GROUND FLOOR

