

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



22.OCT.2024-28.JAN.2025

SAP OVERVIEW

During the SAP students will dive into the role of an ambassador, mastering inclusive communication techniques that transcend borders and foster meaningful connections. Through dynamic projects such as creating testimonials, social media campaigns, podcasts, blogs, and vlogs, they'll learn to amplify diverse voices and celebrate the vibrant tapestry of international student experiences.

One part of this journey to become a RUN-EU ambassador is to find the RUN-EU'er inside of every participant. Students will cultivate their skills that are needed to make a lasting impact in their communities and even beyond.

Because this week will be focusing on becoming the ambassador the students will have to be ready to step out of their comfort zones a little bit to be able to bring RUN-EU identity known for others.

LEARNING OUTCOMES

At the end of this SAP, you will be able to:

- Understand what an ambassador is and does.
- Identify your inner RUN-EU'er.
- Communicate in an inclusive way on RUN-EU.
- Students will set up an individual communication plan.
- This program provides training on free programmes such as Canva as communication tool.

SELECTION CRITERIA

The students must be willing to operate as an ambassador within their home institution and promote the RUN-EU activities. Students that have more than two years until graduation are top of the list.

The total number of students to be selected is 5 students per institution.

Organised by: Howest
Co-lead: HAMK

ELIGIBLE PARTICIPANTS

All RUN-EU students from any study cycle that are not graduated before September 2026.

HOW TO APPLY

Fill in the application form

<https://web.ipca.pt/sap/wp-content/codevision/training/trainee-presubscription.php?id=95&tid=95>



DEADLINE FOR APPLICATIONS

1 October 2024

CONTACT DETAILS

Lies.vanhaelemesch@howest.be

Malla.hapaaranta@hamk.fi

DATE From 22 October 2024 to 28 January 2025

Face-to-Face Weeks: Howest Bruges, Belgium 18-22 November

Online sessions: 22 October, 5 and 12 November 2024 and 28 January 2025

MODE OF DELIVERY Blended

LANGUAGE OF INSTRUCTION English

ECTS CREDITS 3

ACADEMIC RECOGNITION

To be defined by each higher education institution.

Generally, most students will have this SAP certified in their diploma supplement, as a minimal condition

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION

22.OCT.2024-28.JAN.2025

+INFO: www.run-eu.eu

COURSES LEADERS | LECTURERS

Courses leaders

Lotta Hirvonen (HAMK)
Annelies Geneyn (Howest)
João dos Santos (IPLeiria)
Milla Rätty (HAMK)
Malla Haaparanta (HAMK)
Lies Vanhaelemesch (Howest)
Ilse Coopman (Howest)
Lieselot Vandamme (Howest)
Koen Vandevorde (Howest)
Fenja den Dulk (NHL Stenden)
Elke Wagenaar (NHL Stenden)

MEANS AND CRITERIA FOR ASSESSMENT

Pass or fail principle will be used.

100% participation in the online sessions
100% participation face-to-face week

10%: deliverable 1 after online session 1
Visualize the RUN-EU student in a MIRO board

10%: deliverable 2 after online session 2
Search for an inspirational ambassador to generation Z in your country that worked well and explain why

10%: deliverable 3 after online session 3
Make the non-inclusive communication inclusive and explain why.

30 % : Students set up an inclusive communication plan according to RUN-EU mission and vision.

40 % : Students roll out their individual communication plan within their peer communities.

LEARNING AND TEACHING STRATEGY

Active learning, learner-centred teaching, collaborative methods.

Activities: project work; problem solving tasks; discussions; presentations; peer teaching/learning.

Live sessions (whole class/group work), independent (group) work + mentor support
Platform: MS Teams

PREREQUISITES

None

CERTIFICATION

To be defined by each home institution. Generally, most students will have this SAP certified in their diploma supplement, as a minimal requirement.

TYOLOGY

Open for undergraduate and postgraduate module

LENGTH

5 weeks: 4 online sessions once a week, 1 face-to-face week

EQF / LEVEL

5, 6, 7, and 8

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



22.OCT.2024-28.JAN.2025

+INFO: www.run-eu.eu

PHYSICAL MOBILITY | SCHOLARSHIPS AVAILABLE

For students:

Maximum number of mobile students: 5 students per institution except for the hosting institution.

Students' scholarships:

Travel:

Austria - Belgium: € 309

Finland - Belgium: € 309

Ireland - Belgium: € 309

Portugal - Belgium: € 309

Spain - Belgium: € 309

The Netherlands - Belgium: € 211

Subsistence:

The subsistence grant for Belgium is €553 (7 x €79), except for students who already come from Howest.

Flows/Institution.

Applicant selection aims for wide representation of partner institutions implying a maximum of 5 students per university.

SCIENTIFIC / PEDAGOGICAL FIELD + ISCED CODE

0410 Business and administration

0414 Marketing and advertising

RUN-EU FUTURE EIH

Social innovation

SPECIAL CONDITIONS

All RUN-EU students from any study cycle that are not graduated before September 2026.

All SKATE-students should attend this SAP.

SHORT
ADVANCED
PROGRAMME

RUN
REGIONAL
UNIVERSITY
NETWORK
EUROPEAN UNIVERSITY

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



PROGRAMME AT A GLANCE

WEEK 3-12.NOVEMBER.2024-ONLINE

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 | | |
|--------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---|--|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | | |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | | |
| TUESDAY 12/11 | | | | | | | | | | | | WHAT IS INCLUSIVE COMMUNICATION? | |

WEEK 5-28.JANUARY.2025-ONLINE

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 | | |
|--------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------------------------|--|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | | |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | | |
| TUESDAY 28/01 | | | | | | | | | | | | SHOWCASING AND DEBRIEFING | |



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Grant Agreement Number: 101124674.

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



PROGRAMME AT A GLANCE

WEEK 4 · 18-22.NOVEMBER.2024 · FACE-TO-FACE WEEK · HOWEST

| | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|----------------------------|---------------------------|-------------------------------------|-------|----------------|--|-------|-----------------------|-------|-------|-------|-------|
| GMT+2 | | | | | | | | | | | |
| GMT+1 | | | | | | | | | | | |
| GMT | | | | | | | | | | | |
| MONDAY 18/11 | CHECK-IN TEAM BUILDING | LECTURE | | LUNCH BREAK | LECTURE | | | | | | |
| TUESDAY 19/11 | TRAVEL TRIP | LECTURE | | LUNCH BREAK | BREAKOUT GROUPS | | | | | | |
| WEDNESDAY 20/11 | | WORKSHOP AND LECTURE | | LUNCH BREAK | CREATING CONTENT | | GROUP CLOSURE | | | | |
| THURSDAY 21/11 | CHECK-IN | HOW TO MAKE A COMMUNICATION PLAN | | LUNCH BREAK | CREATING CONTENT FOR THE COMMUNICATION PLAN | | OVERVIEW CHECK-OUT | | | | |
| FRIDAY 22/11 | | WORKSHOPS | | LUNCH BREAK | SHOWCASING, FEEDBACK, CELEBRATION | | | | | | |

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

22 OCTOBER

TUESDAY 16H00-18H15 GMT+1 • ONLINE

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

TUESDAY
22/10

INTRODUCTION AND
CONCEPTUALIZING THE
RUN-EU STUDENT

Introduction & Course Overview

- 🕒 16h00-16h10
- 👤 Lies Vanhaelemeesch
- 📄 Lies welcomes the participants, introduces the course, its objectives and its structure. There will be an outline of the course's structure, expectations, the grading system and the resources that are available.

What is RUN-EU?

- 🕒 16h10-16h30
- 👤 João das Santos (IPLeiria)
- 📄 João explains the history of RUN-EU and what the mission and vision is.

What is the identity of a RUN-EU student?

- 🕒 16h30-16h55
- 👤 Lotta Hirvonen
- 📄 Lotta gives an insight of student population of RUN-EU. Explain what the cultures are. Work and how we develop an awareness of our own cultural identity. Also how to characterize the ideal RUN-EU'er.

Explanation of task 1

- 🕒 17h05-17h15
- 👤 Lies Vanhaelemeesch
- 📄 Lies explains what is expected from the students that will go into breakout rooms for task 1.

Rooms: Conceptualization of the RUN-EU student

- 🕒 17h15-18h15
- 📄 The participants will be divided into breakout rooms. They start with a 15-minute ice-breaker activity to get to know each other. Each group will discuss and conceptualize the RUN-EU student: brainstorm on the perfect day in a life, favorite food, drinks, emoji, quote, travel, destination,... At the end of the session, each group will present their visual (made in a MIRO board) to the larger group. This is the first deliverable that has to be uploaded at the end of the session in the Teams channel. This will be evaluated.

Q&A

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

5 NOVEMBER

TUESDAY 16H00-18H15 GMT+1 • ONLINE

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

TUESDAY
05/11

WHAT IS AN AMBASSADOR?

Review and Recap from session 1

- 🕒 16h00-16h15
- 👤 Lies Vanhaelemeesch
- 📄 Lies reviews the main takeaways from the previous session, summarizing group task 1. The participants are encouraged to share their reflections and any further thoughts on the previous session's activities.

What is an ambassador?

- 🕒 16h15-16h55
- 📄 A keynote presentation of the meaning of an ambassador will be given with the following topics: what role can an ambassador have? What are the criteria to be a RUN-EU ambassador? How do you communicate as an ambassador to influence your community?

A testimonial of a FHV-student. The participants are encouraged to ask questions and engage in brief discussions during the presentation.

Explanation task 2

- 🕒 17h05-17h15

Breakout rooms per home country

- 🕒 17h15-17h45
- 📄 Breakout rooms per institution. The groups will discuss the potential of an ambassador and harvest the insights of the keynote speaker. The students search for an inspirational ambassador to generation Z of their home country that worked well. They write down what the purpose is of the chosen ambassador or campaign.

They work on a MIRO board together and make:

- The profile of the ambassador
- The purpose
- The campaign
- The criteria of the ambassador

Upload this visual on the Teams channel. This will be evaluated.

Presentations of the ambassador/campaign

- 🕒 17h45h18h15

Q&A

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

12 NOVEMBER

TUESDAY 16H00-18H15 GMT+1 • ONLINE

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

TUESDAY
12/11

WHAT IS INCLUSIVE
COMMUNICATION?

Review and Recap from session 2

- 🕒 16h00-16h10
- 👤 Lies Vanhaelemeesch
- 📄 Lies will review the main takeaways from the previous session, summarizing group task 2. The participants are encouraged to share their reflections and any further thoughts on the previous session's activities.

What is inclusive communication?

- 🕒 16h10-16h55
- 👤 Malla Haaparanta
- 📄 An inspirational keynote by Malla.

Explanation task 3

- 🕒 17h05-17h15
- 👤 Malla Haaparanta
- 📄 Malla explains the third task. The students will receive a piece of communication (text, visual, blog, vlog) that is non-inclusive. They have to transform this in a more inclusive way. The students give feedback on why and how they transformed the communication parts. They make a presentation of it (Prezi or PowerPoint)

Breakout rooms per home country

- 🕒 17h15-17h45

Group presentations

- 🕒 17h45-18h15
- 📄 Each group shows their presentation and explains why they changed things. A debate will come out of this.

Looking forward for the face-to-face week

- 🕒 18h15-18h30
- 📄 Prepare a visual of yourself but don't add a picture or name. Bring local food and beverage with you for the European aperitif:
 - Per country
 - Something to drink
 - Something to eat
 Bring clothes or flags of your country with you.

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

18 NOVEMBER

MONDAY 9H00-21H00 HOWEST BRUGES

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

| | | | | | | | | |
|-----------------|---------------------------|---------|----------------|---------|--|--|--|--|
| MONDAY 18/11 | CHECK-IN TEAM BUILDING | LECTURE | LUNCH BREAK | LECTURE | | | | |
|-----------------|---------------------------|---------|----------------|---------|--|--|--|--|

Check-in & Welcome

- 🕒 9h00-9h30
- 👤 Lies Vanhaelemeesch
- 📄 The facilitator welcomes the participants to Howest and briefs them on the day's schedule and conducts some ice-breaker activities. This way, we create a friendly and relaxed atmosphere. She explains what the expected output of the ambassador's program is.

Wall of participants

- 🕒 9h30-10h30
- 📄 Who is who? Every participant hangs his one-pager on the wall. See online session 3. Other participants have to guess who is who by writing down the name with it.

How does RUN-EU work?

- 🕒 10h30-11h30
- 👤 João dos Santos
- 👤 Lies Vanhaelemeesch
- 📄 During this session we will talk about how our European University

Alliance works and what the different work packages are and how they meet up. In addition we look at how decisions are made and what the different roles are. But where does this program for ambassadors fit in? A Q&A session will be included for any immediate questions or clarifications.

Testimonial

How to become an ambassador of RUN-EU

- 🕒 11h45-12h30
- 👤 Milla Rätty
- 📄 She was there at the beginning and is now working as an employee for RUN-EU at HAMK as a project assistant. That's why she will talk about how she experiences the RUN-EU adventure and what it did with her life.

Input sessions to become a true ambassador

- 🕒 13h30-17h00
- 👤 Annelies Geneyn (Howest)
- 👤 João dos Santos (IPLeiria)

- 👤 Ilse Coopman (Howest)
- 📄 You will learn how to write a text, quote, blog,... Learn the secrets of effective copywriting in this workshop, designed to equip you as a RUN-EU ambassador with the tools to craft persuasive and impactful content that speaks directly to your peers. You will learn tips and tricks to make an appealing presentation visually but also contentwise. In addition, you will learn how to make a speech that persuades your audience. For that we look at the critical elements you need to apply to create an intensitive public.

European aperitif

- 🕒 19h00-21h00
- 📄 At cafeteria the DAD
- 📄 Bring your local food and beverage. Promote your country and culture by making an attractive stand. Dress up in your country colors.



HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

19 NOVEMBER

TUESDAY 8H45-16H30 HOWEST BRUGES

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

| | | | | | | | | | | |
|------------------|----------------|---------|----------------|-----------------|--|--|--|--|--|--|
| TUESDAY 19/11 | TRAVEL TRIP | LECTURE | LUNCH BREAK | BREAKOUT GROUPS | | | | | | |
|------------------|----------------|---------|----------------|-----------------|--|--|--|--|--|--|

Train trip to Kortrijk

- 🕒 8h45-9h45
- 📄 Students take the train to the other campuses in Kortrijk. Howest provides train tickets, you have to be on time at the front side of the railway station of Bruges. The arrival time in Kortrijk is 9h44.

Using video techniques

- 🕒 10h00-12h30
- 👤 Koen Vandevoorde (Howest)
- 👤 Lieselot Vandamme (Howest)
- 📄 What are the do's and don'ts of creating content with video? And how do you edit a video in an user-friendly tool? You will discover it in this workshop.

Making video content

- 🕒 13h30-16h30
- 📄 In this session, you will apply these insights learned from the morning session into the making of a campus or a personal video. Visit the other campuses of Howest:
 - The Level
 - Industrial Design Center
 - The Buda Campus
 - The IT-campus.

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

20 NOVEMBER | WEDNESDAY 9H00-16H30 HOWEST BRUGES

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

| | | | | | | | | |
|--------------------|----------|----------------|----------------|------------------|------------------|--|--|--|
| WEDNESDAY 20/11 | CHECK-IN | TECHNICAL PART | LUNCH BREAK | CREATING CONTENT | GROUP CLOSURE | | | |
|--------------------|----------|----------------|----------------|------------------|------------------|--|--|--|

Check-in

- 🕒 9h00-9h15
- 📄 The facilitator welcomes the students and will provide an overview of the days schedule. She will also repeat the expected output of the SAP.

Technical part

- 🕒 9h15-12h30
- 👤 Elke Wagenaar
- 👤 Fenja Den Dulk
- 📄 You will learn how to take a good photo and how to make attractive content using userfriendly tools such as Canva.

Creating content

- 🕒 13h30-16h30
- 📄 We start with an introduction to the Mind-and-Makerspace through explanation of the machinery and tools. Then, we will create content for RUN-EU: developing, tangible and digital material. We will explore the possibilities for dissemination towards the different cases of RUN-EU, through a photo and video, RapidMooc, stickers, totebags,...
- Students will work in the atelier of the Mind-and-Makerspace at Howest. Feedback will be given by the lecturers while working together.

Check-out and overview of day 3

- 🕒 16h30-17h00
- 📄 A short presentation, elevator pitch and sharing creatures.

Cultural program: city game in Brugge

- 🕒 19h00
- 📄 The participants gather together for a fun game in the city center. The game is on!

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

21 NOVEMBER THURSDAY 9H00-21H00 HOWEST BRUGES

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

| | | | | | | | | |
|-------------------|----------|-------------------------------------|----------------|--|-----------------------|--|--|--|
| THURSDAY 21/11 | CHECK-IN | HOW TO MAKE A COMMUNICATION PLAN | LUNCH BREAK | CREATING CONTENT FOR THE COMMUNICATION PLAN | OVERVIEW CHECK-OUT | | | |
|-------------------|----------|-------------------------------------|----------------|--|-----------------------|--|--|--|

Check-in

- 🕒 9h00-9h45
- 👤 Lies Vanhaelemeesch
- 📄 The facilitator welcomes the students and will provide an overview of the day's schedule, sharing best practices of the techday and repeats the expected output of the SAP.

How to make a communication plan?

- 🕒 9h45-12h30
- 📄 This practical workshop will guide you through the steps of designing a comprehensive communication plan. Learn how to set clear objectives, identify your key audiences, and choose the most effective channels and tactics to ensure your message not only reaches but also resonates with your peers.
@work: make your individual communication plan as a true ambassador for RUN-EU.

Creating content for the communication plan

- 🕒 13h30-16h00
- 👤 Students continue to work at the Mind-and-Makerspace for the creation of creative and attractive visuals to promote RUN-EU amongst students of their home institution. Doing photoshoot, video, RapidMooc, making stickers, totebags, sewing creatures, ...

Check-out & Overview of Day 4

- 🕒 16h30
- 📄 The participants gather together for the check-out session. Each student briefly shares their creations to inspire each other.

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

22 NOVEMBER

FRIDAY 9H00-20H00 HOWEST BRUGES

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

| | | | | | | | | | | |
|-----------------|-----------|----------------|-------------------------------------|--|--|--|--|--|--|--|
| FRIDAY 22/11 | WORKSHOPS | LUNCH BREAK | SHOWCASING, FEEDBACK, CELBRATION | | | | | | | |
|-----------------|-----------|----------------|-------------------------------------|--|--|--|--|--|--|--|

Check-in

- 🕒 9h00-9h15
- 📄 The facilitator welcomes the students and will provide an overview of the days schedule. • She will share the best practices of the techday and will repeat the expected output of the SAP.

Integration

- 🕒 9h15-10h30
- 📄 How can I integrate the RUN-EU activities in my communication plan? You will adapt and work out your communication plan accordingly and adapt your video techniques in your plan.

Guidelines

- 🕒 10h30-11h00
- 📄 The students will make the guidelines for setting up a campus video policy.

Try-out

- 🕒 11h00-12h30
- 📄 The students make a video of the campus using the guidelines generated in the previous session and will edit the video.

The grand finale

- 🕒 13h30-14h30
- 📄 The students showcase their video, communication plan, created content (digital and/or tangible). There is a forum for students to share their thoughts, feedback, and reflections on the entire course. The students evaluate learning strategies and means of assessment.

Debriefing of the instructions to set up the guidelines and communication plan

- 🕒 14h30-15h00
- 📄 The students receive final feedback to become and act as a true ambassador for RUN-EU. They will be guided by the awareness and promotion team of EMIC (European Mobility and Innovation Centre) of their home institution.

Celebration

- 🕒 15h30-16h00
- 📄 A formal closing of the course and next steps for the students.

Closing diner

- 🕒 20h00
- 📄 Closing diner.

HOW TO BECOME A TRUE AMBASSADOR FOR RUN-EU? 1ST EDITION



+INFO: www.run-eu.eu

28 JANUARY

TUESDAY 16H00-18H15 GMT+1 • ONLINE

| GMT+2 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 | 20h00 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| GMT+1 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 | 19h00 |
| GMT | 8h00 | 9h00 | 10h00 | 11h00 | 12h00 | 13h00 | 14h00 | 15h00 | 16h00 | 17h00 | 18h00 |

TUESDAY
28/01

SHOWCASING AND
DEBRIEFING

Welcome

- 🕒 16h00-16h10
- 📄 Check-in and welcome.

Q&A and sharing best practices

- 🕒 16h10-16h55
- 👤 Beforehand: what are your ideas, questions, struggles you have experienced rolling out your communication plan?

Showcase of the campus tour videos of the institutions

- 🕒 17h05-17h30

Debriefing

- 🕒 17h30-18h00