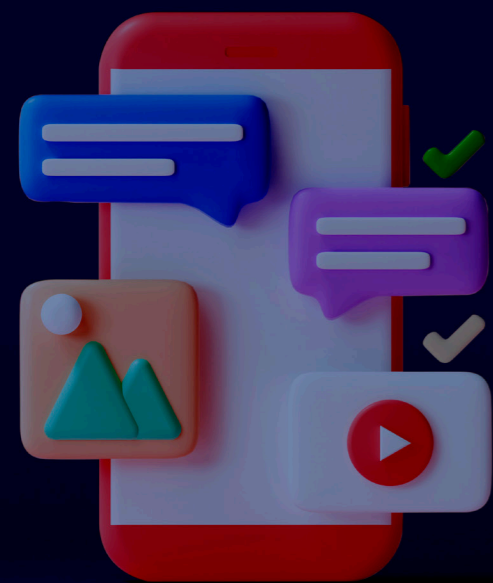




PORTO

COMMUNICATION

Higher Education Staff Week



[GLOBAL ENGAGEMENT]

15 to 19 May 2023 - Porto, Portugal

MAY 15th (Monday)

10:00 am Registration - Main Entrance

10:30 am Networking Brunch and Presentation Session

02:30 pm **Diana Aguiar Vieira** (ISCAP)

Why are Alumni important to HEI's? Inspiring stories and the "ICARE Community and Alumni engagement"

04:00 pm Coffee Break

04:30 pm FEUP Campus visit

MAY 16th (Tuesday)

09:00 am **Brian Campbell and Kristina Benova** (The University of Edinburgh)

Podcast "Sharing Things" and Storytelling - The Importance of Giving Back

10:30 am Coffee Break

11:00 am **Madalena Borges de Sousa** (Nova School of Business and Economics)

Bridging the Gap: A discussion on fostering meaningful relationships with Alumni

12:30 pm Lunch Time

02:30 pm Workshop at Serralves - **Marília Moura** (Centro PINUS)

How to make a short video to social media

05:00 pm Visit to Serralves Museum

07:30 pm Dinner (place to be confirmed)

MAY 17th (Wednesday)

Parallel sessions at "Círculo Universitário do Porto"

9:00 am **Cristiane Lazoti Kafajian** (EduPortugal)

How to attract international students to universities: the experience of EduPortugal

09:00 am **Neil Mason** (coach/mentor/trainer/intercultural and leadership specialist)

Intercultural Communication: How to bond

10:15 am Coffee Break

10:45 am **Cristiane Lazoti Kafajian** (EduPortugal)

How to attract international students to universities: the experience of EduPortugal

10:45 am **Neil Mason** (coach/mentor/trainer/intercultural and leadership specialist)

Intercultural Communication: How to bond

12:00 pm Lunch at Círculo Universitário do Porto

02:30 pm Visit to the U.Porto Rectory

04:00 pm Climb to the Clérigos Tower

05:30 pm Visit to Mercado do Bolhão and city center

07:00 pm Sunset near Douro River

MAY 18th (Thursday)

9:00 am Engaging communities

(places to be confirmed - There are a limited number of places for each site.

Each participant should choose one of the three sites for the visit)

INESC-TEC - On the track of Researchers and Innovation

CIBIO - Strengthen ties with the scientific community

Porto Planetarium - How to challenge people to reach the stars - the connection with the public

12:00 am Final Considerations /Lunch Time

MAY 19th (Friday)

Optional programme and paid separately

Travel to Guimarães by bus - Visit to the Castle Complex and lunch in the historical city centre (World Heritage Site)