

THE EAIE ACADEMY



STAY CONNECTED

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WELCOME TO THE EAIE ACADEMY IN VENICE!

I am delighted to welcome you to the ninth EAIE Academy in the beautiful city of Venice!

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

Venice, one of the most beautiful and vibrant cities in the world.

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 Bucharest, Romania from 18-22 April 2016: www.eaie.org/spring-academy-2016.

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

PROFESSIONAL DEVELOPMENT COMMITTEE

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



THANKS TO
THE HOST
UNIVERSITY



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 16 November
08:30-09:00

Wednesday 18 November
12:30-14:00

Thursday 19 November
08:30-09:00

MONDAY 16 NOVEMBER			TUESDAY 17 NOVEMBER			WEDNESDAY 18 NOVEMBER			THURSDAY 19 NOVEMBER			FRIDAY 20 NOVEMBER		
< 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 >
The fundamentals of building a strategic internationalisation plan Sala Correr														
The development of university strategies for internationalisation in a global context Sala Bellini														
Advising international students: building intercultural competence Sala Berengo														
How do I manage an international office? Sala Vivaldi														
How to run a successful summer school Sala Dorigo														
Overcoming the challenges of foreign credential evaluation Sala Goldini														
Digital marketing and Google analytics Sala Archivio														
Internationalisation at home: affecting change at your university Sala Baratto														
									< 13:30	Developing and managing strategic international partnerships Sala Berengo				
										Change management in international higher education Sala Correr				
										International admissions and recruitment: detecting fraud Sala Goldini				
										Building university brand and reputation to compete for students, resources and influence, Sala Dorigo				
										Teaching in English: from institutional strategy to language support, Sala Archivio				

NETWORKING EVENTS

In addition to the training courses, we have put together a programme of exciting networking events aimed at providing you with ample opportunities to get to know your fellow participants and soak up the epic grandeur of Venice. Enjoy the vibrant international atmosphere!

MONDAY 16 NOVEMBER

Welcome reception I

- 🕒 17:00-18:30
- 📍 Salone del Rettorato, Ca' Foscari, Ca' Giustinian de' Vescovi building, first floor
- 📌 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 at the Salone del Rettorato. This Hall, overlooking the Gran Canal, was reserved for receiving the most illustrious guests of the Republic of Venice in the 15th century.



THURSDAY 19 NOVEMBER

Welcome reception II

- 🕒 17:00-18:30
- 📍 Salone del Rettorato, Ca' Foscari, Ca' Giustinian de' Vescovi building, first floor
- 📌 The Welcome Reception is free for all Academy participants (no registration is required).

Join this Welcome Reception and get to know fellow Academy participants and trainers while enjoying a delightful selection of light refreshments and admiring the sights of this amazing city. You will be able to enjoy one of the Grand Canal views through a splendid Gothic window with inverted arches.

TUESDAY 17 NOVEMBER



Mystery tour Venice

- 🕒 19:30-21:00 (first group) and 20:30-22:00 (second group)
- 📍 Meeting point: by the equestrian statue of Bartolomeo Colleoni in Campo de San Giovanni e Paolo (first group); Calle della Morte by Campo della Bragora (second group)

WEDNESDAY 18 NOVEMBER



Boat trip

- 🕒 16:00-18:30
- 📍 Meeting point: Capitaneria Di Porto, Sestiere Dorsoduro 1408
Boarding at Zattere

THURSDAY 19 NOVEMBER



Dinner at Trattoria da Ignazio

- 🕒 19:00-21:00
- 📍 2749 Calle dei Saoneri, San Polo 30125

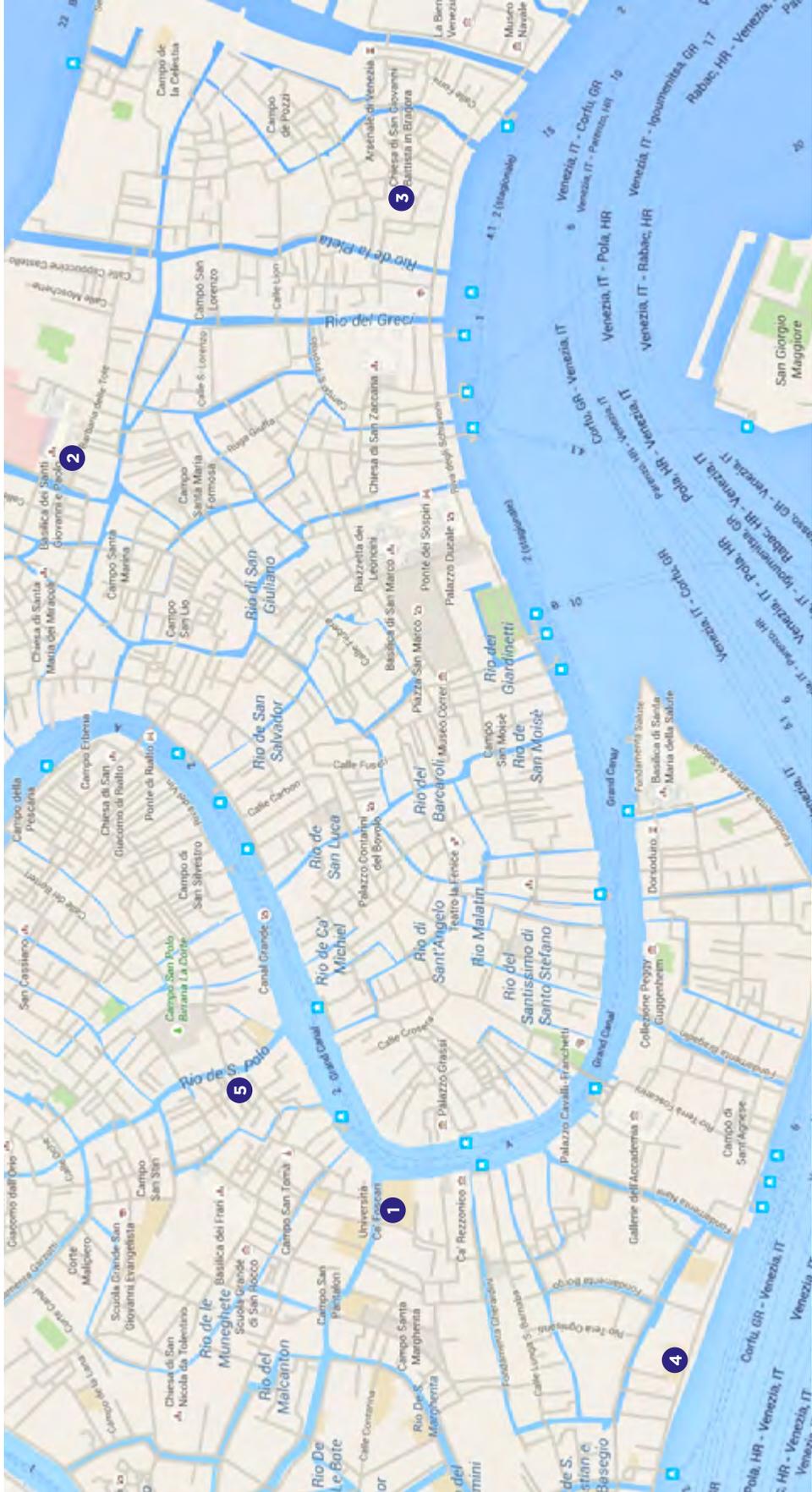
PLEASE NOTE:

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.

NETWORKING EVENTS MAP

1. Università Ca'Foscari
2. Mystery tour meeting point (first group)
3. Mystery tour meeting point (second group)
4. Boat trip meeting point:
Capitaneria Di Porto, Sestiere Dorsoduro 1408
5. Dinner at Trattoria da Ignazio
2749 Calle dei Saoneri, San Polo 30125



PRACTICAL INFORMATION

CATERING

Lunch and coffee will be served on the first floor of the Exhibition building in the Main Hall. For specific time slots, please consult your individual course schedule in your course folder. A cash bar is open in the courtyard from 08:00-19:00.

CLOAKROOM

A cloakroom is available on the ground floor of the Exhibition building and has facilities to store luggage if needed. The cloakroom opening times are 08:00-17:00 on Monday and Thursday, and 08:00-17:45 on Tuesday, Wednesday and Friday. 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 of the Exhibition building, or in the EAIE Office located on the ground floor of the Ca' Foscari building (International Office).

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 of the Exhibition building.

WIRELESS INTERNET

Wireless internet is available throughout the entire venue.

Network name: **UNIVE WIFI network**

Username: **guest0004**

Password: **XuaK3PxH**

COMPUTERS FACILITIES

You can use the computers, printers and copy machines in the International Office located on the ground floor of the Ca' Foscari building. The office is open from Monday to Friday, 08:30-17:00.

ACADEMY FOLLOW-UP

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

THE EAIE
ACADEMY



CONTINUE NETWORKING
& LEARNING!

Join the Academy Alumni LinkedIn group
[linkd.in/EAIEAcademyAlumni](https://www.linkedin.com/company/eaie-academy)



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: Developing and managing strategic international partnerships

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: Internationalisation at Home: affecting change at your university

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 on the implementation of the international dimension into higher education curricula in a global perspective, in close cooperation with researchers from Europe and Australia.



MARIJKE BLOM-WESTRIK, EP-Nuffic, the Netherlands
Courses: Overcoming the challenges of foreign credential evaluation

Marijke Blom-Westrik is Senior Credential Evaluator at Nuffic. Marijke has over 14 years of experience in the field of international recognition. Her main responsibilities at Nuffic include the design and provision of training courses in the field of credential evaluation, international recognition, and the Chinese educational system as well as the evaluation of foreign credentials. Marijke has acted as trainer and speaker for several sessions and workshops, including those offered by the EAIE and EP-Nuffic. She obtained a Master's degree in Chinese language and culture from the University of Leiden in the Netherlands and is an expert on the Chinese educational system.



GUNILLA CARLECRANTZ, Lund University, Sweden
Course: Developing and managing strategic international partnerships

Gunilla Carlecrantz is Senior Adviser for External Relations at Lund University in Sweden. She has worked in strategic development of international higher education in Europe and beyond, implementing and running international activities and projects. She has been involved in the EAIE for a number of years, both within the *International Relations Managers (IRM)* Expert Community and as a trainer at the EAIE Academy. She has also run workshops and presented at international conferences, including the EAIE. Her academic background is in Media and Communication Science.



MARINA CASALS, Rovira i Virgili University, Spain
Course: The fundamentals of building a strategic internationalisation plan

Marina Casals works as Director of International Relations at Universitat Rovira i Virgili (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 URV in 2005, Marina worked at Al Akhawayn University in Ifrane (Morocco) for over five years, and prior to that she lived in Finland for two years. She has a BA in Translation and Interpreting, an MA in the Teaching of Second Languages and has pursued training in NLP and Systemic Therapy. Marina has contributed with her international and professional experience to the EAIE, where she served the *International Relations Managers (IRM)* Expert Community Board from 2007 to 2014 and now she is a member of the EAIE Board. Marina was awarded the Rising Star Award by the EAIE in 2009.



JOHN DAVIES, Bath University, UK
Course: The development of university strategies for internationalisation in a global context

Professor John Davies' career includes senior institutional management and international research, consultancy and teaching in the field of higher education policy and management. He is currently an international consultant in higher education, Visiting Professor of Higher Education Management at the International Centre for Higher Education Management at the University of Bath and an International Associate of the Leadership Foundation. His previous positions have included Foundation Dean of the Anglia Business School, Dean of a Graduate School, Pro Vice-Chancellor at Anglia Ruskin University for Research and Enterprise and Pro Vice-Chancellor at La Trobe University, Australia for Quality Assurance and Organisation Development. He is one of the leading commentators on higher education management globally and has been a Principal Consultant with the IMHE programme of OECD, the European Rectors Conference (EUA), UNESCO, Soros Foundation, World Bank and the European Commission.



DARLA DEARDORFF, Association of International Education Administrators, USA
Course: Advising international students: building intercultural competence

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.



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MICHEL DOETJES, Saxion University of Applied Sciences, the Netherlands
Course: Digital marketing and Google analytics (NEW)

Michiel Doetjes is Marketing & Communications Officer at the International Office of Saxion University of Applied Sciences, the Netherlands. He holds a Bachelor's degree in Communications and specialises in social media, online marketing and web metrics. Michiel is responsible for Saxion's award-winning international website and manages Saxion's social media outlets. His main focus is measuring return on investment and conversions from online marketing campaigns and he has been able to achieve a steady growth in online marketing results for Saxion over the last couple of years. In addition to working for Saxion's International Office, Michiel recently started his own business, helping entrepreneurs measure and interpret results of online marketing and social media campaigns.



MAJKA DREWITZ, Educational Credential Evaluators, Inc., USA
Course: International admissions and recruitment: detecting fraud (NEW)

Majka Drewitz has worked at Educational Credential Evaluators, Inc. since 1998. She is a native of Poland, where she studied at the University of Adam Mickiewicz in Poznan. Majka obtained her BA in English and Linguistics from the University of Wisconsin, Milwaukee. Her areas of expertise include Eastern and Western Europe, the former Soviet Union, China, Canada, India, Latin America, Syria, francophone education systems, as well as document forensics. Majka authored *ECE Insights: Evaluation Tools for Russian Credentials* and co-authored *ECE's 2011 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.



RAMON ELLENBROEK, VU University Amsterdam, the Netherlands
Course: The fundamentals of building a strategic internationalisation plan

Ramon Ellenbroek is Coordinator of the Non-degree Unit of the International Office at VU University Amsterdam, the Netherlands. In 2003, Ramon started working at Utrecht University, the Netherlands. He has been responsible for the development of a Graduate School in Utrecht, the (development and maintenance of the) international partner network, exchange students and international Master degrees. In 2008 he transferred to VU University Amsterdam as International Office Coordinator at the Faculty of Earth and Life Sciences, with the main task to increase international mobility and the number of incoming international students. In addition to coordinating the Unit, his focus is on the Study Abroad in Amsterdam initiative, with which VU University Amsterdam aims to attract international students for periods shorter than a year (outside normal exchange constellations) and increase mobility in Bachelor programmes.



SIEBELIEN FELIX, Zoom Consulting, the Netherlands
Course: Internationalisation at Home: affecting change at your university

Siebelien Felix works as Director, Consultant and Executive Coach at Zoom Consulting and has been active as a trainer, consultant and coach for more than 15 years. Siebelien is specialised in complex situations in organisations and in the role of the individual professional within the organisation. She is an experienced trainer of trainers and has also been active in that role for the EAIE. In addition, she is Executive Trainer in MBTI for OPP and is supervising intervention groups for the top civil servants of the government. She is also a part-time PhD researcher at the University of the West of England, Bristol where she is researching the impact of semi-privatisation of the health care sector on professionals in the sector.



TOM HAYES, Xavier University, USA

Course: Building university brand and reputation to compete for students, resources and influence

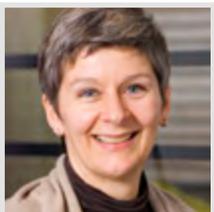
Tom Hayes is Professor in the Department of Marketing at Xavier University, US where he is entering his 40th year of service. He is also Chair of the Department and has served as Director of Institutional Advancement. He was the founder of the American Marketing Association's Symposium on the Marketing of Higher Education and is Associate Editor of *The Journal of Marketing for Higher Education*. He has authored and co-authored a number of books on marketing for higher education and is an internationally recognised expert in services marketing and the marketing of higher education, consulting in these areas on a national and international basis. Tom received a Bachelor's degree in Psychology as well as an MBA in Marketing at Xavier University. He also obtained an MBA in Organisation Behaviour and a PhD in Marketing from the University of Cincinnati, US.



ANDRE HESSELBÄCK, Uppsala University, Sweden

Course: Overcoming the challenges of foreign credential evaluation/ International admissions and recruitment: detecting fraud (NEW)

André Hesselbäck is a senior officer at Uppsala University, Sweden and has been Credential Evaluator and analyst at the Student Affairs and Academic Registry Division for more than ten years. He also handles the admission of foreign students to Uppsala University's various Master's programmes and is 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 also a founding member of the EAIE task force called Digital Student Data Portability (DSDP). Before taking up a position as a credential evaluator and analyst, André completed his PhD in the Department of Finno-Ugric Languages, Uppsala University in 2001. During his postgraduate studies, André participated actively in work related to quality issues at the faculty.



FIONA HUNTER, Università Cattolica del Sacro Cuore, Italy

Course: The development of university strategies for internationalisation in a global context

Fiona Hunter works as Research Associate at the Centre for Higher Education Internationalisation (CHEI) at the Università Cattolica del Sacro Cuore in Milan, Italy and is Co-Editor of the *Journal of Studies for International Education* (JSIE). 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 DBA in Higher Education Management from the University of Bath in the UK.



ELSPETH JONES, Leeds Beckett University, UK

Course: Change management in international higher education (NEW)

Elsbeth 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: Advising international students: building intercultural competence

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 is now a member of the EAIE General Council.



ESKO KOPONEN, University of Helsinki, Finland

Course: Teaching in English: from institutional strategy to language support (NEW)

Esko Koponen is International Education Adviser in the Rector's Office of the University of Helsinki. His main responsibility is the strategic management of international academic affairs, including the development of programmes in English. He has 25 years of experience in international education, having previously worked at the Centre for International Mobility with European cooperation programmes, and in international student services at the University of Kuopio. He has written a wiki guide on the design of programmes in English and on joint programme agreements for his university. He is a former board member of the EAIE Expert Community *Study Abroad and Foreign Student Advisers* (SAFSA). Esko has run several sessions and workshops on the subject of teaching in English in both national and international contexts, including the annual EAIE conferences.



VICKY LEWIS, Independent consultant, international education strategy and marketing, UK

Course: Change management in international higher education (NEW)

Vicky Lewis is an independent consultant, specialising in advising higher education providers on international strategy development and supporting elements such as staff engagement and marketing planning. She has carried out diverse projects for institutions at different stages of the internationalisation process. Prior to becoming a consultant, Vicky held various senior roles at universities in the UK, including setting up a successful International Office from scratch and leading an 80-person marketing and communications department. Vicky's doctoral thesis investigated different drivers for and approaches to internationalisation within the UK higher education sector. Her current research interests include the marketing of transnational education initiatives.



WESSEL MEIJER, Radboud University Nijmegen, the Netherlands

Course: How do I manage an international office?

Wessel Meijer is an all-round international relations manager with 25 years of experience in the internationalisation of higher education, both as a manager and as a specialist. He is currently Deputy Director of the International Office of Radboud University Nijmegen, responsible for strategic and general management issues. Next to his own projects, he leads a team that is responsible for European projects, scholarship programmes and corporate partnerships. As Head of International Office of Fontys University of Applied Sciences, he managed a team of 15 staff at three locations. At Utrecht University his responsibilities were the Erasmus programmes and the development and implementation of the international marketing strategy. Wessel is involved in several other international projects as a trainer and speaker and is an expert in assessing projects at the EACEA in Brussels and in auditing international courses.



INEZ MEURS, Utrecht University of Applied Sciences, the Netherlands
Course: How to run a successful summer school

Inez Meurs currently works as Director of the Business Community at HU Business School Utrecht, the Netherlands. Previously, she worked as a lecturer, project leader and Programme Director at the same university. Inez was also National Programme Manager for the OECD project on Assessment of Higher Education Learning Outcomes and Policy Adviser on Internationalisation to the Board of the University for Applied Sciences in Utrecht. She is Co-Author of the first volume of the EAIE *Professional Development Series for International Educators, Managing an international office* and *International Summer Schools*. 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 school management and has also been a trainer at various EAIE training courses.



SABINE PENDL, University of Graz, Austria
Course: How do I manage an international office?

Sabine is Director of the Office of International Relations at the University of Graz in Austria, managing a team of 30 staff. She has been active in the field of internationalisation for over 20 years: has been managing international projects and summer schools, has worked as a trainer for the development of joint degrees, is an author of articles on international topics such as benchmarking or teaching in English and has participated actively in conferences around the world. In her profession as English teacher, she has experience in adult education. In addition, she is President of the Utrecht Network, Chair of the EAIE Expert Community *Languages for Intercultural Communication and Mobility* (LICOM), and works for the German Rectors' Conference as auditor for the 'Internationalisation of Universities' project.



DAVID ROBERTS, The Knowledge Partnership, UK
Course: Building university brand and reputation to compete for students, resources and influence

David Roberts is the co-founder of The Knowledge Partnership (TKP), a strategic higher education consultancy with offices in the UK, Australia, Asia and North America. TKP powers the World 100 Reputation Network that has over 50 of the world's leading universities in membership. David became the first marketing director in UK higher education at Nottingham Trent University. His radical changes to their approach led the institution to attract 19 applications for every place – a national record. He has spoken and chaired at over 50 conferences internationally. He designed and led the UK's only postgraduate course on university marketing. David also founded the UK's national higher education marketing awards. He launched and edited Europe's first professional magazine dedicated to the promotion of universities. David was also a Director of Youthsight: the UK's leading youth research agency. Its survey, Higher Expectations, is completed annually by 12 000 new students.



JEROEN TORENBEEK, Utrecht Summer School, the Netherlands
Course: How to run a successful summer school

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 was 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*



JENNIFER VALCKE, Université Libre De Bruxelles, Belgium
Course: Teaching in English: from institutional strategy to language support (NEW)

Jennifer Valcke is Content and Language Integrated Learning (CLIL) Adviser at the Université Libre de Bruxelles (ULB). She has set up a comprehensive linguistic and pedagogical support programme for both teachers and students involved in programmes taught partially or fully in a foreign language. She previously taught EFL, EAP and pre-experience ESP to students of engineering, business and literature. She has a keen interest in using new technologies in the language classroom. Born in Brussels, of British and Belgian parents, Jennifer has lived and studied in Nigeria, Belgium and Scotland and is fluent in French, English and Italian. She holds a BA in Modern Languages from the ULB, an MSc in Research and a PhD in Film Studies, both from the University of Edinburgh. Jennifer has published extensively on CLIL in higher education, and disseminated her findings at conferences in Germany, Denmark, Ireland, Spain, the Netherlands, Turkey and the Czech Republic.



THIJS VAN VUGT, iE&D Solutions BV, the Netherlands
Course: Digital marketing and Google analytics (NEW)

Thijs van Vugt has been Director and Partner at iE&D Solutions BV, an educational consultancy firm, since 2006. He previously worked at Tilburg University, the ERASMUS Bureau in Brussels, and Sheffield Hallam University. Thijs is the founder of the EAIE Expert Community *Marketing & Recruitment* (M&R). He was the chair of M&R from 2002-2008 and member of the EAIE Board from 2004-2008. In 2006 he published a book on *The Impact of Tuition Fees on International Student Recruitment* and in 2009 he was awarded the Bo Gregersen Award for Best Practice by the EAIE. Thijs has a Master's degree in Economics from Tilburg University, a post-graduate certificate in Public Management from TiasNimbas Business School, and a post-graduate certificate in Customer Relationship Management (CRM) from Beeckestijn Business School.



GUEST SPEAKERS

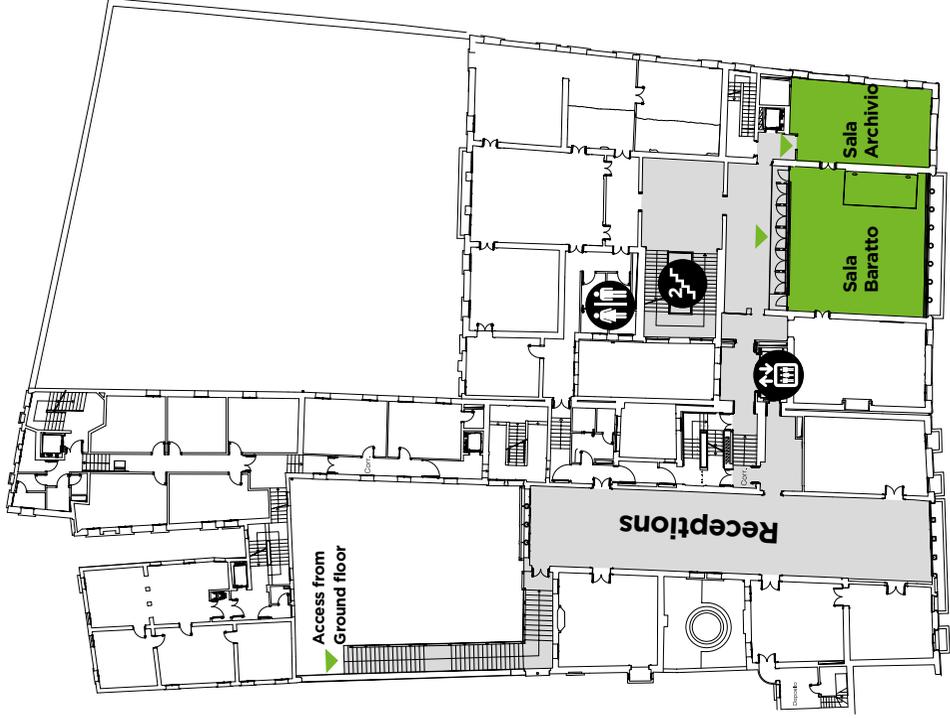
ALICIA BERLANGA, UNESCO Chair of Higher Education Management, Technical University of Catalonia
Courses: The fundamentals of building a strategic internationalisation plan

MICHELE MEOLI, Università degli Studi di Bergamo
Course: Building university brand and reputation to compete for students, resources and influence

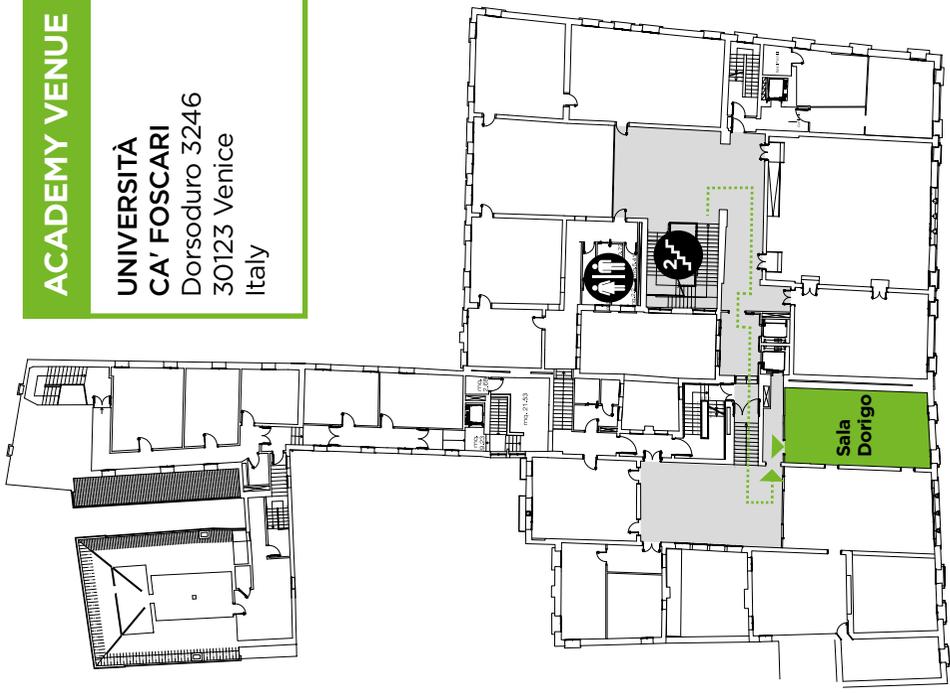
CHRISTOPHER PRICE, Adventus Education & Barton Carlyle, UK
Course: How to run a successful summer school

ACADEMY VENUE

**UNIVERSITÀ
CA' FOSCARI**
Dorsoduro 3246
30123 Venice
Italy



SECOND FLOOR



THIRD FLOOR



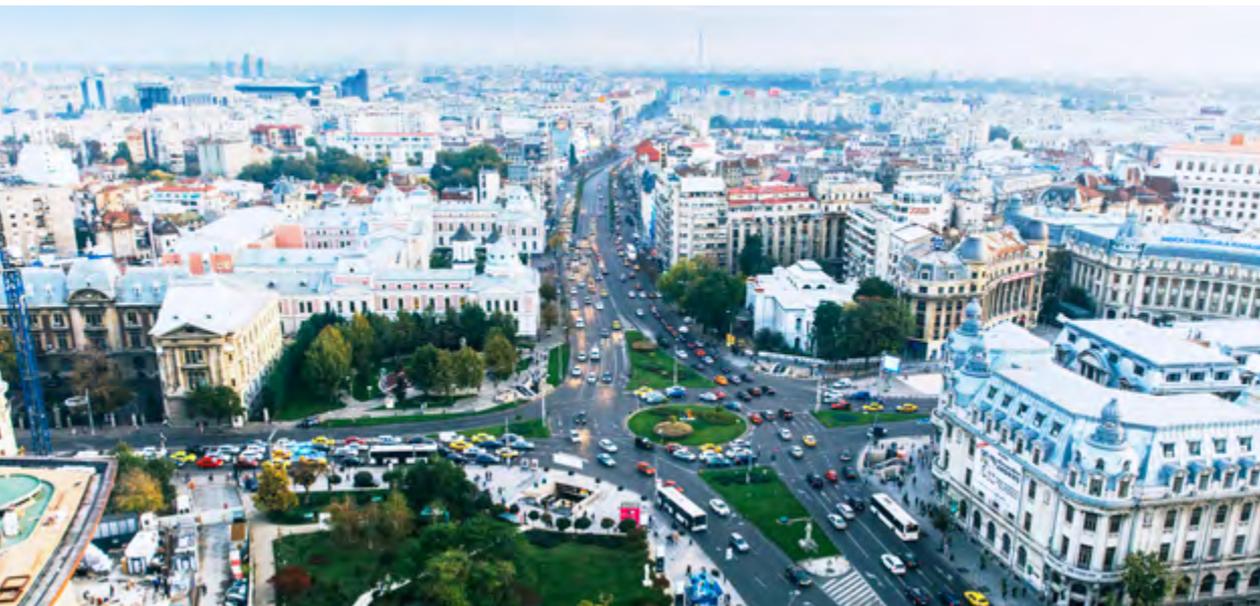
GROUND FLOOR



FIRST FLOOR

Staircase 1
to Sala Bellini, Sala Vivaldi, Sala Correr
Staircase 2
to Sala Mario Berengo

THE EAIE ACADEMY



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the spirit of an eclectic city**

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www.eaie.org/spring-academy-2016