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Promotional Kit EU universities towards Caribbean,

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**EURASHE - EUROPEAN ASSOCIATION OF
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Promotional Kit EU universi towards Caribbean – understanding the concept



- What do we understand by it? What is the deliverable?
- Leaflets, banners to the EU universities?
- Relation to the promotion of EM?
- All of the promotional activities? What is the objective?
- General approach to the promotion?
- What are the target groups?
- What message?
- Who is doing what?
- Time line

Target groups

Caribbean:

- Students
- Researchers
- HEI's (Managers?, International officers?)
- HE Policy Makers
- Public

● Europe:

- Students
- Researchers
- HEI's (Managers?, International officers?)
- HE Policy Makers
- Public

Target groups

Are we really aiming to reach all of these targets group?

And what do we want them to know?

multiple approaches to be applied

(including all of the components of the project – Survey + Survey results, Web for the Caribbean students, Promotional videos, Integration seminars, Green/White papers, Policy seminar in Brussels).

All of these activities going beyond a simple promotional kit such as banners, leaflets or website presentation.

General vs. Specific Information

What to promote? To who?

promote EHEA in the Caribbean and vice versa

general message in the Caribbean

- it is nice to study and/or in/with Europe since Europe as such has a lot of to offer” (Newsletters, press releases, posters at the Uni or by a presence on an educational fair in the Caribbean)

specific message in the Caribbean

in order to promote a specific message to concrete target groups we first have to have something concrete to promote

promotion should be around Erasmus Mundus?

- On the other options/sources of the EU- Caribbean cooperation (UNIs + students)
- Promotion of the EM for the new potential interested in joining (UNIs)

General vs. Specific Inform

EUROPE



general message

- it is nice to study and/or in/with Caribbean since Caribbean as such has a lot of to offer” (Newsletters, press releases, posters at the Uni or by a presence on an educational fair in the EUROPE)

specific message in the EUROPE

in order to promote a specific message to concrete target groups we first have to have something concrete to promote (info on the Caribbean UNIs)

promotion should be around Erasmus Mundus?

- On the other options/sources of the EU- Caribbean cooperation (UNIs + students)
- Promotion of the EM for the new potential interested in joining (UNIs)

USE OF ADVISORY BOARD for the promotion

WHO? Time line?

- Consortia partners (Especially the UNIs related)
- Role of Study portals
- USE OF ADVISORY BOARD for the promotion
- Policy promotional activities

TIMELINE

- What are the planned activities?

ANY QUESTIONS?

**THANK YOU FOR YOUR
ATTENTION!**