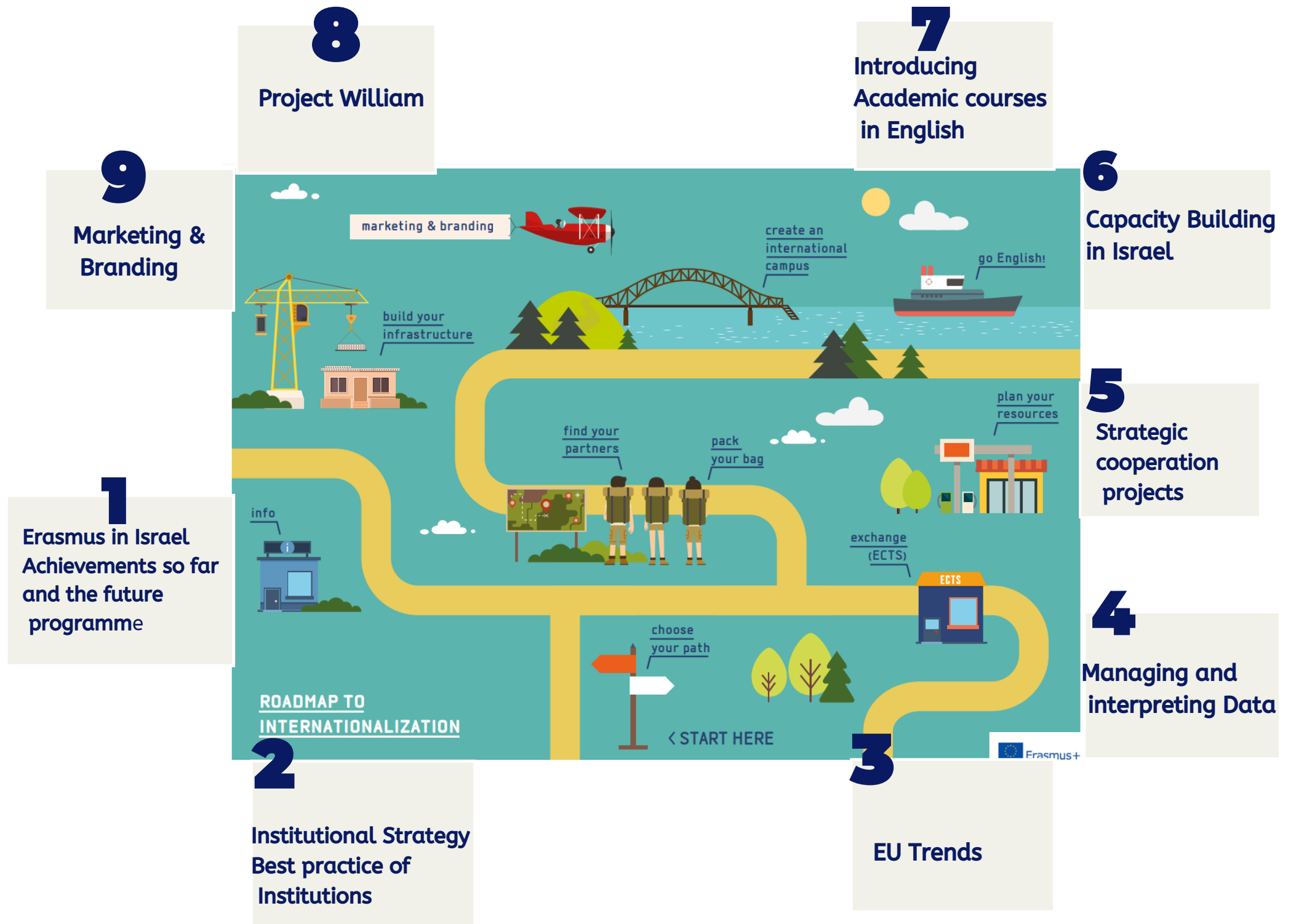


Join our Journey to Internationalisation



- 9:30-10:00** **Registration**
Plenary
- 10:00-10:15** **Greetings**
- 10:15-11:15** **Erasmus in Israel: Achievements, updates and the vision for the future programme**
Kathrin Theurillat, Erasmus+ Israel
- 11:15-11:30** **Coffee**
- Parallel Sessions
- 11:30-12:30** **Internationalisation: tools and best practise**
- **EU Trends and their relevance to Israel**
Members of the Israeli HERE team
 - **Becoming a data driven International Office**
Kathrin Theurillat, Erasmus+ Israel
 - **National Branding and How it Fits into Your HEI's Strategy**
Marissa Gross Yarm - Head of International Student Affairs, CHE
Ofer Dahan, International School Director, Bar Ilan University
 - **Introducing Academic Courses in English**
Linda Weinberg, Head of English Studies Unit, Braude College of Engineering
Daniella Sandler - QA Division, CHE
- 12:30-13:30** **Light Lunch**
- 13:30-14:30** **Internationalisation: knowledge sharing**
- **Internationalisation at Home : Project WILLIAM**
Dr. Yael Israel-Cohen, Coordinator of William, College of Management
 - **The Joint international multidisciplinary course in the field of Assistive Technologies**
Dr. Daniil Umanski, Co-Founder and Academic Director, MADE Lab, HIT
 - **Institutional Strategy Implementation**
Dr. Yoav Friedman, Head of Research and Innovation Authority, Bezalel Academy of Arts and Design Jerusalem
- 14:45-16:00**
- **Capacity Building in Israel**
Kathrin Theurillat, Erasmus+ Israel
Project SILICE - Dr. Zeevik Greenberg and Vered Haas, Project Coordinator, Tel-Hai Academic College

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