



**WILLIAM Erasmus+ Project Invites you to a
conference on:
Best Practices for Internationalization at
Home**

Save the Date

March 17, 2020

Ben-Gurion University of the Negev

Internationalization at Home (IaH) is a strategy for institutions of higher learning that wish to reap the benefits of an international social and academic environment on campus despite challenges in the area of actual student and staff mobility.

The conference will focus on:

- Internationalization Strategies
- Marketing International Programs
- Social Integration of International Students on Campus
- Security Procedures for International Students

The program will be especially relevant for policy makers and employees of institutions of higher learning in the following offices:

- International Office, School or Program
- Strategic Planning Unit
- Academic Secretariat
- Dean of Students
- Teaching Center
- Public Relations Department

For a brief film on the project [click here](#).

The conference will take place in Building #51, Auditorium 015

For more information, please contact:

Dr. Stavi Baram

Email: stavi@bgu.ac.il

Telephone: +972-8-6428425

Register



Program

- 9:30 **Reception**
- 10:00 **Greetings from Hosts** – Prof. Limor Aharonson-Daniel, Vice President for Global Engagement, Ben Gurion University of the Negev.
- 10:20 **Introduction to WILLIAM** – Dr. Yael Israel-Cohen, Coordinator of Erasmus + WILLIAM Initiative, College of Management Academic Studies
- 10:45 **Panel Discussion: Internationalization Strategies** – Dr. Uwe Brandenburg, Director of Global Impact Institute; Ing. Violeta Osouchová, Head of Division for Strategy and International Marketing, Masaryk University; Ms. Jane Turner, Head of the International Office, Hebrew University of Jerusalem; Ms. Emma Afterman, Head of International Policy and Cooperation, Council for Higher Education of Israel; Moderator: Dr. Stavi Baram, Director, Office of International Academic Affairs, Ben Gurion University of the Negev.
- 11:45 Coffee Break
- 12:00 **Social Integration of International Students: 3 Case Studies** – Mr. Rasmus Benke-Åberg, Director of Erasmus Student Network; Ms. Sigal Kleynerman, Hebrew University of Jerusalem; Ms. Laila Perlman Soppi, Ben Gurion University of the Negev; Dr. Yoni Kaplan (moderator), Hebrew University of Jerusalem
- 12:45 **Marketing Programs for International Students** – Ing. Violeta Osouchová, Head of Division for Strategy and International Marketing, Masaryk University
- 13:15 **Reform of English Language Skills** – Ms. Emma Afterman, Head of International Policy and Cooperation, Council for Higher Education of Israel
- 13:30 Lunch
- 14:15 **Orientation for International Students** – Ms. Leena Saurwein, Management Center Innsbruck & Ms. Sigal Kleynerman, Hebrew University of Jerusalem
- 15:00 **Safety and Security Protocols** – Prof. Shira Hantman, Tel Hai College
- 15:30 **Jump-starting "Internationalization at Home"** – Dr. Yael Israel-Cohen, Coordinator of WILLIAM, College of Management Academic Studies
- 16:00 Departure

About WILLIAM:

WILLIAM is an Erasmus+ project bringing together Israeli and European institutions of higher learning in order to share current best practices and develop new ways of promoting IaH, including the development of courses in English, the use of virtual classrooms, the integration of existing international students into the local student body and the training of the administrative and academic staff.