**INTERNATIONAL WEEK**

**SCHOOL OF MARKETING MANAGEMENT**

**HANZE UNIVERSITY GRONINGEN**

**18  – 21 November 2019**

Dear Partner,

Join us as a visiting lecturer for our next **International Week**, a 4-day event for students, organized by the **School of Marketing Management at Hanze University in Groningen, The Netherlands**, taking place from **November 18 to 21, 2019**. It will be held in our university campus in Groningen.

The International Weeks’ main objectives are to strengthen the cooperation between our University and our partner Institutions, to increase international opportunities and provide international experience for our students.

For the visiting lecturers we would like to create the opportunity to meet and network with peers in a number of fields. We truly believe that successful cooperation is based on personal encounters and meaningful exchange of ideas, experiences, skills and strategies for best practices, which will help us strengthen our existing partnerships, while presenting opportunities for future cooperation.

**VISITING LECTURER’S CONTRIBUTION**

In order to organise the workshops of the international week, we would like to invite you to focus your workshop(s) on **one or two topics**and prepare your contribution **in English.**Each workshop will be one session of three hours with a short break.

**For your orientation, we are interested in the following:**

* we would like you to relate your topic to sustainability (either environmental, economic or social sustainability);
* we would like to learn more about your field of expertise;
* we are interested in interdisciplinarity. We welcome contributions from all domains (agronomy, arts, engineering, health, economics, etc.) that can relate to our students’ studies within marketing, entrepreneurship, business administration;
* we would like you to relate your workshop to initiatives or good practices of your local community (your university home town, your country);
* we would like you to relate your topic to the Hanze spearpoints: entrepreneurship, healthy ageing, energy transition, internationalisation;
* we would like the workshops to be dynamic and interactive (active participation from students)

Should you like to propose a different topic, please let us know and we will do our best to accommodate it!

For your inspiration, below you can find examples of topics of workshops of the International Week we organised in 2018:

1. Logistics and sustainability in Istanbul
2. Galicia: development, sustainability and identity
3. Smart city logistics in Germany
4. Touristic Marketing: the role of IPB in the touristic marketing of Braganca and  the region of Tras-os-Montes

**PROGRAMME**

The 4-day program includes:

1. workshops by visiting lecturers
2. network meetings with Hanze lecturers and visiting lecturers
3. a social and cultural field trip in and around Groningen on Wednesday 20 November
4. a Dinner in down town Groningen on Wednesday 20 November

Besides this, you will have plenty of time to explore Groningen: the attractive student city and charming bicycle capital of the North of The Netherlands!

**Program International Week 2019**

|  |  |  |
| --- | --- | --- |
| **Schedule** | **Date/Time** | **People involved** |
| **Day 1: Welcome and Network Meetings**  **Workshops**      **Day 2:**  **Network Meetings**  **Workshops**      **Day 3:**  **Fieldtrip and dinner**      **Day 4:**  **Network Meetings**  **Workshops** | Monday, 18 November  13:00-15:30  15.30-18.30    Tuesday, 19 November  13:00-15:30  15.30-18.30      Wednesday, 20 November  14.30-20.30        Thursday, 21 November  13:00-15:30  15.30-18.30 | Visiting lecturers  Host: Lydia Altenburg        Visiting lecturers  Host: André Bergsma        Visiting lecturers  Hosts:  Lydia Altenburg, André Bergsma, Michael Chance      Visiting lecturers  Host: Michael Chance |

**REGISTRATION**

If you are interested in participating in our International Seminars, please register **before 1 September 2019**by sending an email to [intofficemm@org.hanze.nl](mailto:intofficemm@org.hanze.nl) and [y.t.l.altenburg@pl.hanze.nl](mailto:y.t.l.altenburg@pl.hanze.nl) attachingthe application form (attached to this mail) and your CV.

Please note that participants have to pay for travel and accommodation themselves. European participants from Partner Institutions can apply for an Erasmus+ Teaching Grant at their own Institution's International Office.

We very much look forward to welcoming you to the city of Groningen in November.

Warm regards,

Lydia

**Lydia Altenburg, MA** | Coordinator Study Abroad & Advisor Internationalisation | Hanze University of Applied Sciences Groningen | School of Marketing Management (IMM) |  Zernikeplein 7, Room T2.05 | PO box 70030, 9704 AA GRONINGEN  |

Tel. + 31 050 5954056 |  E-mail [y.t.l.altenburg@pl.hanze.nl](mailto:y.t.l.altenburg@pl.hanze.nl)  | Out of office on Fridays | <http://www.hanze.nl/marketingmanagement>  **| Share your talent, move the world**

**REGISTRATION FORM**:

**APPLICATION FORM**

**INTERNATIONAL WEEK 2019**

**SCHOOL OF MARKETING MANAGEMENT**

**HANZE UNIVERSITY, GRONINGEN, THE NETHERLANDS**

**18-22 November 2019**

|  |  |
| --- | --- |
| Surname: |  |
| First name: |  |
| Position & Title: |  |
| Home Institution: |  |
| Contact Details:  (Mobile / Email) |  |
| Field of expertise: |  |
| Title of Workshop: |  |
| Short description of session: |  |
| Date of Arrival: |  |
| Departure Date: |  |

**Please send the completed document to these two e-mail addresses:**

[**intofficemm@org.hanze.nl**](mailto:intofficemm@org.hanze.nl)

[**y.t.l.altenburg@pl.hanze.nl**](mailto:y.t.l.altenburg@pl.hanze.nl)