

Dear Colleagues,

We are pleased to invite you to our upcoming Staff Week 18-22.05.2026, designed for professionals working in International Offices, Marketing, Recruitment, and Student Services who want to communicate smarter, connect deeper, and think more strategically.

During this event, participants will explore how to effectively reach Generation Z and future generations through:

- innovative communication strategies
- digital marketing trends in higher education
- social media and content creation
- data-driven recruitment approaches

The programme will also focus on strengthening the teaching dimension of internationalisation by integrating and promoting international opportunities directly within academic courses, including:

- Erasmus+ mobility
- COIL (Collaborative Online International Learning)
- Microcredentials

This Staff Week will provide an excellent opportunity for: networking and the exchange of best practices, building long-term partnerships, designing future joint promotional initiatives

[SIGN HERE](#)

**Registration deadline: 30.04.2026**

Join us to share experiences, gain new insights, and collaborate on innovative approaches to internationalisation in higher education.

Pozdrawiam/Kind Regards,

**Gabriela Węglarz**

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