

Symposium Central and Eastern Europe

**“Mobility and European Educational Architecture”
1st-3rd October 2003, University of Vienna**

Organised by Vienna University in co-operation with the Institute for the Danube Region and Central Europe



UNIVERSITÄT



WIEN



UNIVERSITÄT WIEN
CAREER CENTER



Symposium Central and Eastern Europe

Background

Symposium on Central and Eastern Europe

In October 2003 the Symposium on Central and Eastern Europe is being held for the first time. It is organised jointly by the University of Vienna and by the Institute for the Danube Region and Central Europe and will in future be held annually with the intention of offering industry and science a platform for discussion of mutually interesting topics.

The topics of the Symposium are annually chosen from the following:

- ▶ What kind of challenges will face businesses in Central Europe with regard to business management and human resource management?

At this year's Symposium the main topics are "mobility" and "The European educational system".

Experts in the fields of economics and science will share their expertise, practical know how and experience, necessary to meet such challenges, in speeches and workshops.

This symposium is targeted at representatives of businesses, but is also open to graduates of the University of Vienna and students and graduates from other universities in Central Europe.

United Europe – new forms of mobility

In the fields of human resource management and corporate management, Austrian businesses have to orientate themselves to the Central European market or strengthen their position. It is absolutely necessary to adapt to the new circumstances: well-trained competitors from Central Europe are going to make the labour market more diverse, and it will then offer new chances and new challenges.

- ▶ Only mobility creates flexibility
- ▶ Education in Austria has to adapt to development.
- ▶ Science has to adapt the fields of research and education in order to keep on top of current requirements.
- ▶ In order to be successful in your career you have to be mobile and flexible.



Time and place

- ▶ 1st – 3rd October 2003
- ▶ University of Vienna
Neues Hörsaalzentrum
Altes AKH, Alserstraße 4/Hof 2
A-1090 Vienna, Austria

Symposium Central and Eastern Europe

Target groups and targets

Participants are invited from

- ▶ Companies (Small and medium-sized businesses and industry)
- ▶ University lecturers
- ▶ Policy makers in the fields of education, the labour market and industry
- ▶ Journalists from all the media
- ▶ The general public

Participants are not only from Austria but also from the following countries:

- ▶ Bosnia and Herzegovina
- ▶ Bulgaria
- ▶ Croatia
- ▶ the Czech Republic
- ▶ Hungary
- ▶ Poland
- ▶ Romania
- ▶ Serbia and Montenegro
- ▶ the Slovak Republic
- ▶ Slovenia

Graduates from the University of Vienna (with a special interest in Central Europe) and students and graduates from the countries mentioned above will also participate in the Symposium.

Targets

- ▶ Earmarking your company as a Central European Player
- ▶ A dialogue between industry and the universities
- ▶ Networking and an exchange of ideas
- ▶ Effective promotion and PR targeted at decision makers
- ▶ A platform for potential cooperation between industry and the universities
- ▶ Recruiting interested and appropriately qualified graduates of the University of Vienna and of students and graduates from Central Europe



Modules

- ▶ Symposium (2nd – 3rd of October 2003)
- ▶ Presentation (in parallel to the Symposium)
- ▶ Grants
- ▶ Recruiters' Night (3rd of October 2003)
- ▶ Gala Night (2nd of October 2003)

Symposium Central and Eastern Europe

Modules Symposium

3

Modules

- ▶ Symposium
- ▶ Presentation
- ▶ Grants
- ▶ Recruiter's Night
- ▶ Gala Night

Does your company operate at an extended European level?

As an important (Austrian) Central European player would you like to highlight your company? Pass on your knowledge to other participants of the Symposium or broaden your own knowledge by discussion with leading international experts.

Targets

- ▶ A dialogue between industry and the universities
- ▶ Earmarking your company as a Central European Player
- ▶ Networking and PR

Target groups

- ▶ Companies (Small and medium-sized businesses and industry)
- ▶ University lecturers
- ▶ Policy makers in the fields of education, the labour market and industry
- ▶ Students and graduates from Central Europe
- ▶ Graduates of the University of Vienna
- ▶ Journalists from all the media
- ▶ The general public



Symposium Central and Eastern Europe



Modules

Presentation and Grants

Modules

- ▶ Symposium
- ▶ Presentation
- ▶ Grants
- ▶ Recruiter's Night
- ▶ Gala Night

Presentation

Present your company's portfolio and your business performance and objectives to the other participants of the symposium.

Targets

- ▶ Networking
- ▶ Earmarking your company as a Central European Player
- ▶ A platform for potential cooperation between industry and the universities

Grants

As an Austrian company you can give students from Central Europe the opportunity to participate in the Symposium. Meet potential future employees! Present your company at the universities of these other countries.

Scholarship holders must apply with an essay and CV. Applicants will be selected by companies and the Career Centre.

Targets

- ▶ Aid of potential future executive manager
- ▶ Gain standing at universities in Central Europe
- ▶ Meet interested and appropriately qualified students and graduates from Central Europe

Target groups

- ▶ Students and graduates from Central Europe



Target groups

- ▶ Companies (Small and medium-sized businesses and industry)
- ▶ Policy makers in the fields of education, the labour market and industry
- ▶ Students and graduates from Central Europe
- ▶ Graduates of the University of Vienna
- ▶ Journalists from all the media
- ▶ The general public

Symposium Central and Eastern Europe

5

Modules

Recruiter's Night and Gala Night

Modules

- ▶ Symposium
- ▶ Presentation
- ▶ Grants
- ▶ Recruiter's Night
- ▶ Gala Night

Recruiter's Night

Meet Austrian young professionals interested in a job in Central Europe, or rather in a company operating in Central Europe - an exclusive cocktail reception is the best way of meeting people.

Targets

- ▶ Recruiting interested and appropriately qualified graduates of the University of Vienna and of students and graduates from Central Europe

Target groups

- ▶ Students and graduates of Central Europe
- ▶ Graduates of the University of Vienna
- ▶ Young Professionals with work experience

Gala Night

The Gala Night allows you to communicate and network in a pleasant and relaxed atmosphere. Take part in this special evening with your employees and experience an entertaining and interesting evening full of pleasant surprises.

Targets

- ▶ Networking
- ▶ Entertainment

Target groups

- ▶ All participants of the Symposium (of all modules)



Symposium Central and Eastern Europe

Program

Wednesday, 1st of October 2003

4 p.m. – 6 p.m. Reception of the scholarship holders
Starting at 06.30 p.m. Reception and opening by the rector of the University of Vienna

Thursday, 2nd of October 2003

The whole day Presentation
08.00 a.m. – 09.00 a.m. Check-In
09.00 a.m. – 09.45 a.m. Opening
10.00 a.m. – 11.30 a.m. Session I: Keynote + Panel
11.30 a.m. – 11.45 a.m. Coffee break
11.45 a.m. – 12.45 p.m. Session I: Working Groups
12.45 p.m. – 02.00 p.m. Lunch
02.00 p.m. – 04.00 p.m. Session II: Keynote + Panel incl. discussion
04.00 p.m. – 04.30 p.m. Tea break
04.30 p.m. – 06.00 p.m. Session III: Keynote + Panel
06.00 p.m. – 06.15 p.m. Coffee break
06.15 p.m. – 07.15 p.m. Session III: Working Groups
Starting at 08:00 p.m. Gala Night

Friday, 3rd of October 2003

The whole day Presentation
09.00 a.m. – 09.45 a.m. Breakfast talk
10.00 a.m. – 11.30 a.m. Session IV: Keynote + Panel
11.30 a.m. – 11.45 a.m. Coffee break
11.45 a.m. – 12.45 p.m. Session IV: Working groups
12.45 p.m. – 01.45 p.m. Lunch
02.00 p.m. – 03.30 p.m. Session V: Keynote + Panel
03.45 p.m. – 04.45 p.m. Session V: Working groups
Starting at 06.30 p.m. Recruiters' Night



Symposium Central and Eastern Europe

Communication

7

Cooperation

- ▶ Cooperation with the Institute for the Danube Region and Central Europe (Institut für den Donauraum und Mitteleuropa IDM)
- ▶ Cooperation with the ORF
- ▶ Newspaper partners in Austria
- ▶ Media partners in participating countries
- ▶ Cooperation with universities of the participating countries

On location

- ▶ Event catalogue
- ▶ Program
- ▶ Poster
- ▶ Flyer
- ▶ Banner
- ▶ Stickers
- ▶ Freebies
- ▶ Video-wall
- ▶ Internet access points
- ▶ Product placement

Direct Marketing

- ▶ Direct mailing to 6.000 graduates of the University of Vienna
- ▶ Direct mailing to 2.000 lecturers from the University of Vienna
- ▶ Direct mailing to 1.000 lecturers from universities of the participating countries
- ▶ 1.000 posters in Austria
- ▶ 1.500 posters in the participating countries
- ▶ 10.000 flyers
- ▶ Personal contact with 1.000 companies in Austria
- ▶ Personal contact with 1.000 companies in the participating countries



Symposium Central and Eastern Europe

Possibilities to present

8

Program

- ▶ Arrange a main topic
- ▶ Arrange a workshop

Supporting programme

- ▶ Reception by the rector
- ▶ Buffet/lunch
- ▶ Breaks
- ▶ Gala Night
- ▶ VIP-Lounge

Presentation

- ▶ Stand

Grants

- ▶ Package with 5 grants
- ▶ Package with 3 grants
- ▶ Acceptance of a grant

Recruiters' Night

- ▶ Partner package
- ▶ Senior partner
- ▶ Main partner

Communication

- ▶ Logo on posters
- ▶ Logo on flyers
- ▶ Logo on banners
- ▶ Nomination as a partner and/or logo on website
- ▶ Banner website
- ▶ Nomination as partner in press releases
- ▶ Insert in the press folder
- ▶ Logo in the event catalogue
- ▶ Advertisement in the event catalogue
- ▶ Border in the event catalogue
- ▶ Advertisement program
- ▶ Partner for newspaper supplements
- ▶ Freebies
- ▶ Contribution at the video-wall
- ▶ Internet access points
- ▶ Product placement
- ▶ Placement in the conference rooms



Symposium Central and Eastern Europe

Partner and Contact

University of Vienna

The University of Vienna is the largest university in Europe. It was founded by Duke Rudolf IV in 1365 and bears the name "Alma Mater Rudolphina". The university is known for the variety of different courses available and the extensive amount of research undertaken. Research and teaching at the University of Vienna, which are both connected with Central European universities, create an important impetus for social and economical development. This often takes place within the context of long term, interdisciplinary research at the university.

www.univie.ac.at

SYC

SYMPOSIUM
CEEUROPE



Institute for the Danube Region and Central Europe

Institut für den Donaunraum und Mitteleuropa (IDM)

The institute carries out research projects about social, historical, economical and other problems in the Danube Region and remaining Central Europe.

Research results are readily available to experts and the public.

www.idm.at

Career Centre of the University of Vienna

The Career Centre creates an interface between university and industry: students and graduates receive information about careers and advice about everything related to getting started with their professional lives. The Career Centre also offers a wide range of seminars and coaching and arranges for jobs and placements.

www.unitrain.at

Contact

Michael Plankensteiner

UNITRAIN, Career Center

Maria-Theresien-Straße 22/12

A-1010 Wien

+43/1/310 48 60-26

michael.plankensteiner@unitrain.at