



# humane

**HUMANE Annual Conference  
University of Foreigners of Perugia  
Friday 14<sup>th</sup> to Saturday 15<sup>th</sup> June 2012**

***International Students: Challenge and Change!***

## **AGENDA**

In the last ten to twenty years we have seen an enormous increase in international mobility of students. In the next ten to twenty years we can expect that universities will further develop themselves as international work and study environments.

Good education and committed teachers, an international atmosphere, good support and guidance, affordable housing, teaching language, reputation of the university, these are all issues that matter when international students decide where to study.

A university is by definition an international institution. Offering international students a good experience in terms of study and social life, and making that clear to the outside world, take very good conditions and measures inside university.

In this annual conference of HUMANE we will discuss the way in which universities can develop an international approach. We will ask the question what international students expect from universities. We will be shown examples of how successful marketing strategies of universities in several countries are (United Kingdom, Italy, Germany, the Netherlands) and the question whether universities can successfully start international branch universities will be dealt with.

Very experienced speakers will shed light on these issues and will also show the possible challenges and pitfalls for institutions. Situations differ from university to university and from country to country. But as students are getting more international, they expect circumstances inside universities that reflect their needs and wishes. The central topic of this seminar is how we as universities can deliver these circumstances.

## Friday June 14, 2013

**VENUE: University for Foreigners of Perugia (Università per Stranieri di Perugia)**

**Registration/Lunch: Palazzo Gallenga. Piazza Fortebraccio 4**

**Conference: Palazzina Valitutti, Via XIV Settembre, 79 (Parco Santa Margherita**

**Chairwoman:** Mieke Zaanen

09.30 – 12.00 *Round Table (Palazzo Gallenga, see below) Round Table Members only*

10.00 – 12.30 Registration Annual Conference, Palazzo Gallenga. Piazza Fortebraccio 4

12.30 – 13.00 **Welcome on behalf of the University for Foreigners of Perugia, in Palazzo Gallenga**

Rector, Prof. Giovanni Paciullo and General Director, Dr. Cristiano Nicoletti

13:00 – 14:00 Lunch (in the Aula Magna, Palazzo Gallenga)

*After lunch the social programme for accompanying people will depart for a coach tour to Gubbio (<http://en.wikipedia.org/wiki/Gubbio>) (Pre-booking is essential to reserve a place – contact [paola.tricoli@unistrapg.it](mailto:paola.tricoli@unistrapg.it))*

Walk to Palazzina Valitutti, Via XIV Settembre, 79 (Parco Santa Margherita), 06121 Perugia (± 700m), venue for the rest of the conference

14:30 – 14:45 Introduction to the Conference by Bert Verveld, HUMANE Chairman and Secretary General, Rijksuniversiteit Groningen (NL) and Mieke Zaanen, Secretary General, University of Amsterdam (NL)

14:45 – 15:15 **Three memos for this millennium**

*Roberto Fedi, Professor of Italian Literature and Dean, University for Foreigners of Perugia (IT)*

15:15 – 15:30 Discussion

15:30 – 16.15 **Branding the intellectual hub in Europe**

*Yasha Lange, Head of Corporate Communication and Spokesman of the Executive Board, University of Amsterdam (NL)*

16:15 – 16:30 Discussion

16:30 – 17:00 *Coffee Break*

17:00 – 17:45 **TBC**

*Paul Greatrix, Registrar, University of Nottingham (UK)*

17:45 – 18:00 Discussion

18:00 – 18:30 Discussion and Summing up the first day

20:00 Dinner – Ristorante Da Cesarino  
Piazza IV novembre, 5, 06123 Perugia

**Saturday June 15, 2013**

**VENUE: University for Foreigners of Perugia (Università per Stranieri di Perugia)  
Palazzina Valitutti, Via XIV Settembre, 79 (Parco Santa Margherita), 06121 Perugia**

**Chairwoman:** Mieke Zaanen

- 09:00 - 09:15 Introduction to the second day by Mieke Zaanen,  
University of Amsterdam (NL)
- 09:15 – 10:00 **TBC**  
*Nannette Ripmeester, Director of i-Graduate Europe (NL)*
- 10:00 – 10:15 Discussion
- 10:15 – 11:00 **TBC**  
*Nina Lemmens, Director for Internationalisation and Communication,  
German Academic Exchange Service (DAAD) (DE)*
- 11:00 – 11:15 Discussion
- 11:15 – 11:45 *Coffee Break*
- 11:45 – 12:15 **Social media strategies for Universities: engaging students on the web**  
*Donatella Padua, Adjunct Professor of Sociology, University for  
Foreigners of Perugia (IT)*
- 12:15 – 12:30 Discussion
- 12:30 – 13:00 Summing up and closure of the conference
- 13:00 Lunch
- 15:30 – 22:00 Excursion and dinner- Assisi

Transfer to Assisi, guided tour of the town and then dinner at the *La Locanda del Cardinale* restaurant – located in the historic centre of Assisi, where it is still possible to see traces of roman ruins and original frescoes painted in the XVI century.

## **Programme for Accompanying People**

### **Friday, 14 June 2013**

Join the group for lunch. After lunch depart for coach tour to Gubbio

(<http://en.wikipedia.org/wiki/Gubbio>)

*(Pre-booking is essential to reserve a place – contact [paola.tricoli@unistrapg.it](mailto:paola.tricoli@unistrapg.it))*

Join the group for dinner.

### **Saturday, 15 June 2013**

The morning is free to enjoy Perugia. Make your way to the University to join the group for lunch.

Recommended in Perugia:

- National Gallery of Umbria – collection of late medieval and early modern paintings
- National Archaeological Museum – with unique findings from Perugia and surrounding area
- Capitolar Museum, with paintings from the Cathedral
- Exchange Guild, with a famous fresco by Perugino

Join the group for an excursion to Assisi in the afternoon and for dinner.