



## Baltic Sea Region University Network

### Seminar on **Marketing and Networking for Internationalization**

Vilnius University, 25 November 2011

Vilnius, Lithuania

## PROGRAMME

Venues: Vilnius University, Universiteto 3, Administration building, 1<sup>st</sup> floor, Seminar room (room No 239)

- 9.00 – 10.00 Registration, Coffee
- 10.00 – 10.20 Welcome by Prof. Dr. Benediktas Juodka, Rector of Vilnius University and Mr. Kari Hypponen, BSRUN President.
- 10.20 – 12.00 **Session chaired by Dr. Rimantas Vaitkus, Vice-rector for International Affairs, Vilnius University**
- 10.20 - 11.00 Key note speech: Global University Rankings and Their Impact, *Prof. Andrejs Rauhvargers, Senior advisor, European University Association and Secretary General of the Latvian Rectors' Conference*
- 11.00 - 11.20 BSRUN and its Environment, *Mr. Kari Hypponen, BSRUN President*
- 11.20 - 11.40 Communication and Dissemination of Information in the Networks: Nordic Association on University Administrators (NUAS) best practice, *Mauno Lindroos, Director of Administration, Svenska Handelshögskolan (Hanken), Helsinki*
- 11.40 – 12.00 Questions and answers
- 12.00 - 13.00 Lunch
- 13.00 - 15.00 **Session chaired by Mr. Kari Hypponen, BSRUN President**
- 13.00 - 13.20 Using Social Media for Networking and Marketing, *Inga Külmoja, Senior Specialist for International Communication, Tartu University*
- 13.20 - 13.40 Communication and dissemination of information in Projects: Erasmus Mundus Action 2 EU-Russia Triple I consortium, *Elina Tulla, University of Turku*
- 13.40 - 14.00 *Case study:* Marketing strategies and challenges at Lithuanian university of Health Sciences, *Prof. Zilvinas Padaiga, Dean, International relations and Study Centre, Lithuanian University of Health Sciences*
- 14.00 – 14.20 Marketing Strategies at Belarusian State university, *Dr. Vadim Reznikov, Head of the Department of International Cooperation*
- 14.20 - 14.40 Marketing and Branding of IKBFU, *Mr. Vladimir Balobaev, Head of Analytical Department of International Office, Immanuel Kant Baltic Federal University*

- 14.40 – 15.00 Questions and answers
- 15.00- 15.20 Coffee break
- 15.20 - 17.00 **Session chaired by Mr. Kari Hypponen, BSRUN President**  
15.20 -15.40 Association of Vice-rectors on International relations of St. Petersburg Universities – a special internal network for lobbying and solving common problems, *Dr. Dmitry Vasilenko, Vice-rector on international Relations, Saint-Petersburg State University of Economics and Finance, Russia*
- 15.40 - 16.00 University in the Networks: priorities and choices, *Dr. Rimantas Vaitkus, Vice-rector for International Affairs, Vilnius University*
- 16.00 - 16.20 Benefits of University networking – students’ point of view, *Arminas Varanauskas, President of Vilnius University Student Representation*
- 16.20-17.00 Panel discussion
- 17.00 Buffet dinner hosted by Vilnius University.