

MASARYK UNIVERSITY STAFF TRAINING (MUST WEEK)

6-10 JUNE 2022  
BRNO, CZECH REPUBLIC

PRELIMINARY PROGRAMME

**Venue:** Centre for International Cooperation, Komenského nám. 2, 602 00 Brno

MONDAY - JUNE 6, 2022

- 9:00 – 12:00      **Welcome & Introduction of Masaryk University and Centre for International Cooperation (CZS) & Networking**  
([Jan Pavlík](#), [Violeta Osouchová](#))
- 13:00 – 14:30      *Administrative block (for participants of Erasmus+ ICM)*
- 17:00                **Tour of Brno**  
([Jan Pavlík](#))
- Evening (TBA)      **Welcome dinner & Czech Culture**  
([Brno Expat Centre](#))

TUESDAY - JUNE 7, 2022

- 9:00 – 10:20      **Project management**  
([Violeta Osouchová](#))
- 10:30 – 12:00      **Centre for students with special needs / Language Centre / Career Centre**  
(Speakers TBA)
- 13:00 – 16:00      **WORKSHOP SESSIONS**
- 1. Project management**  
*What is essential in proper project management practice, how to prepare and submit good quality project proposal, how they are evaluated, how to manage your planning, budgeting or quality assurance.*
  - 2. Services for students with special needs - Teiresiás**  
*The main area of expertise of Teiresiás is inclusive education at HEI, service provisions for students with special needs, such as specific learning difficulties, psychological disorders, visual, hearing or mobility impairments. It focuses on assistive technologies, digitalization, braille encoding, hybrid books, sign language interpreting, language and sports courses, and international mobilities.*

3. **Soft skills – Master Brain** ([Václav Strnadel, AZTEKA](#))

*Learn how the brain and memory works, how to remember things and deliver your message properly, see how you can train your mind and use these mind life hacks in your personal or professional life.*

WEDNESDAY – JUNE 8, 2022

9:00 – 10:20

**Mobility management and administration at MU**

([Kristýna Zemková](#))

10:30 – 12:00

**International Marketing**

([Jakub Motyčka](#), [Petr Bartoň](#))

13:00 – 16:00

**WORKSHOP SESSIONS**

**1. International marketing**

*Take your institution's public image to the next level and boost your appeal employing both well-tested and new practices in creative communications. The workshop is divided into three parts dealing with three major areas within marketing communications:*

- *Emerging trends in social media marketing*
- *Design essentials*
- *Meaningful copywriting*

**2. Student mobilities and international office services**

*This session will cover our mobility management of exchange students at MU, our colleagues will also share how COVID-19 impacted student mobilities. Finally, students from European Student Network will give you an idea how important is their work for internationalization of the university through interactive activities.*

THURSDAY – JUNE 9, 2022

9:00 – 12:00

**DISCUSSION GROUPS - ROUNDTABLES**

Topics: outgoing students, digitalization, safety & security, faculty international office

Afternoon

**Trip to Southern Moravia - [Lednice Chateau](#) and surrounding landscape (UNESCO Site) + Wine tasting**

*(The trip is voluntary, a fee of 50 EUR will be collected – travel, guided tour and wine tasting with refreshment included)*

FRIDAY - JUNE 10, 2022

- 9:00 – 10:30      **Visit** - MU Campus Bohunice, [Central European Institute of Technology, Simulation Hospital of Faculty of Medicine](#)
- 10:30 – 11:30      **Conclusion of the event & feedbacks**  
([Adam Hykl](#))
- cca 13:00          Return to the city centre

## CONTACTS

In case of any questions related to the event, please contact us at:

1. Non-EU partners (Erasmus+ Partner Country participants):
  - a. Věra Honzíková      [honzikova@czs.muni.cz](mailto:honzikova@czs.muni.cz)
  - b. Adam Hykl      [hykl@czs.muni.cz](mailto:hykl@czs.muni.cz)
2. European partners (Erasmus+ Programme Country participants):
  - a. Zita Hrabovská      [hrabovska@czs.muni.cz](mailto:hrabovska@czs.muni.cz)
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