

**BLENDED INTENSIVE PROGRAMME**  
**MASARYK UNIVERSITY STAFF TRAINING (MUST WEEK)**  
**9-13 JUNE 2025**  
**BRNO, CZECH REPUBLIC**  
**PRELIMINARY PROGRAMME**  
**INTERNATIONAL OFFICE MARKETING**

**MONDAY – MAY 19, 2025 (ONLINE ZOOM CALL)**

15:00–15:30 Introduction and BIP program details  
 15:30–16:30 MU Faculty-based International Relation Office – case study

**MONDAY – MAY 26, 2025 (ONLINE ZOOM CALL)**

15:00–16:00 CERPEK MU Competence Development Centre

Main Venue: Centre for International Cooperation, [Komenského nám. 2, 602 00 Brno](#) (if not listed otherwise)

**MONDAY – JUNE 9, 2025 (MAIN VENUE)**

**Room no. 300 (3<sup>rd</sup> floor) will be the base for the whole day**

9:00 Registration (room no. 300)

9:30–11:30 Welcome & Introduction of Masaryk University and Centre for International Cooperation (CZS), participants' intro (room no. 300)

11:30–12:30 Organized lunch and networking (room no. 300)

12:30–14:30 Administrative block (for participants of Erasmus+ ICM) (RMU small meeting room, Erasmus+ ICM participants will be guided to get there)

15:00–16:00 Czech language crash course (two groups, room no. 322 and 300)

16:15 Group photo (room no. 300 and nearby)

16:30 Tour of Brno (**starts at the Masaryk statue on Komenského Square 2**), two groups

After tour (app. 18:00) Welcome dinner (place to be confirmed)(will be taken there from the tour)

**TUESDAY – JUNE 10, 2025 (MAIN VENUE)**

9:00–9:50 Promotion of outgoing mobilities – *Motivate students for educational getaway with social media, ambassadors and events*

10:00–10:50 International marketing at MU – *Choose the right channels and learn how to build your brand*

11:00–11:50 International marketing strategy – *How to set a strategy that you will actually use*

12:00–14:00 Marketing lunch

14:00–14:50 Website clinic – *Panel discussion with students, front-end developer & graphic designer*

15:00–15:30	Campaign microsites – <i>Do you need one? Reasons why you do &amp; lessons learnt</i>
15:40–16:20	Internal communication – <i>Pros of University's webzine &amp; magazine, portal and newsletters</i>
16:30–17:10	Alumni & ambassadors – <i>Why do you need them &amp; how to engage with them</i>

## WEDNESDAY – JUNE 11, 2025 (MAIN VENUE)

9:00–9:50	Visual communication – <i>Why consistency is key in both online and offline marketing and branding</i>
10:00–10:50	Design for Non-Designers: <i>Step by Step – Secrets of creating catchy and consistent graphic designs</i>
11:00–11:50	How To: Social Media – <i>Talking to Gen Z, content helpers and the necessity of planning</i>
12:00–14:00	Free time (Unorganized lunch)
14:00–17:00	Content in the field – <i>walk around the city with real-time content creation how-tos w/content specialist + final discussions, Q&amp;A</i>
17:00–20:00	BBB – Burgers, beverages and brainstorming @ East Village Pub

## THURSDAY – JUNE 12, 2025 (VALTICE VENUE)

### 8:30 Meeting point at the Masaryk statue on Komenského Square 2

8:30 – 19:30	Bus trip to southern Moravia with round tables, stay in <a href="#">Valtice</a>
10:00 – 12:00	DISCUSSION GROUPS – ROUNDTABLES (Valtice) Group Therapy Topics: <ul style="list-style-type: none"> <li>- Incoming exchange students</li> <li>- Outgoing exchange students</li> <li>- Marketing of International office</li> <li>- Mobility management</li> </ul>

Afternoon organised lunch + tour in Valtice Chateau and surrounding landscape (UNESCO Site) + wine tasting in a wine cellar  
(return to Brno, Komenského square 2, about 19:30 o'clock)

## FRIDAY – JUNE 13, 2025 (MAIN VENUE)

### Room A. Tryba Club (basement) will be the base for the whole morning

9:00 – 10:30	Consultation session (room no. 322, no. 306, glass wall room) <ol style="list-style-type: none"> <li>1. Centre for International Cooperation staff members (pre-arranged meeting)</li> <li>2. IRO from faculties (pre-arranged meeting)</li> </ol>
10:30 – 11:30	Meeting session for all MUST Week incoming participants (A. Tryba club) – discussion among MUST Week participants
11:30 – 12:30	Final wrap-up, confirmation handover and feedback to Centre for International Cooperation (room A. Tryba club)

## CONTACTS

In case of any questions related to the event, please get in touch with us at:

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The MUST Week programme is subject to change with no prior announcement.