EM Global Promotion Project

Erasmus Mundus Co-ordinators Conference - 16 February 2009

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The Study in Europe website

• Aims to answer the questions of students interested in following a course of higher education in Europe
• A portal, with links to national HE promotion websites + search engines for European HE courses/programmes
• A well-developed practical section
The Study in Europe website

- Why study in Europe?
- Courses and Programmes
- European Higher Education
- Application Guide
- Living in Europe (including Jobs)

see www.study-in-europe.org
Welcome to Study in Europe

There are more than four thousand higher education institutions in Europe, from top-level research establishments to small, teaching-focused colleges. Europe itself is a fascinating destination, but which country should you go to? Which university should you choose? What do you need before you leave? What will happen when you arrive? These are just some of the questions you’re probably asking yourself already.

Study in Europe is here to help. We provide up-to-date information on thirty-two European countries, their universities and what it takes to live and study in them.

Use Study in Europe to find the university that suits you best. A well-informed decision will make your time abroad even more valuable.
Why study in Europe?

Quality
Excellence - Quality assured - Value for money - Lasting legacy

Diversity
Choice - Tradition and innovation - Multicultural

Opportunity
World-renowned - Opening doors - Portable skills - Springboard for your travels
Courses and Programmes

How to choose a course

Step 1 - Prioritise your requirements
Step 2 - Gather information
Step 3 - Search and find

Find a course

Erasmus Mundus Masters Courses
Search by Database on Educational Exchange Programmes (DEEP)
MastersPortal (comprehensive information on Masters opportunities in Europe)
Search by Ploteus Engine
Overview

This section contains practical details on applying to study in Europe. You can find out about the application, visa and residency requirements and the funding possibilities that exist.

The following general guidelines should be borne in mind, whatever country you choose to study in:

- Leave plenty of time for the application process. Application submissions are usually required in the first few months of the year in which you are to study, but the process of finding a suitable institution and supervisor and drawing up a good proposal can take many months.
- The grant and funding opportunities listed here are many, but they are by no means exhaustive. Do not hesitate to explore the financial aspects with your future supervisor.
- Foreign nationals should also inquire closely about the immigration requirements to avoid difficulties at the consulate. The faculty where they are proposing to study can usually help with this.
- Visa rules for studying and working can be quite strict, so do not assume you can legally take work during your spare time. On the other hand, research students can often conduct assistant research work (like giving seminars), so these possibilities should be looked into closely.
- Make sure you take into account the language of instruction. English and other languages are increasingly used for degree and coursework, but they remain minority languages outside the United Kingdom and Ireland. Make sure you have adequate language proficiency and, if not, look into the possibilities of acquiring it before or after you arrive in your host country.
The Communication Tool-Kit

- Designed to give guidance and instruction on how to communicate and promote European Higher Education
- Tools for hands-on use and advice on communications and marketing best practice
- Intended as a source of information on technique, **not** on policy
The Communication Tool-Kit

- Introduction
- Promotional Strategy - key messages
- General Promotional Tools - more on Fairs
- Study in Europe Promotional Tools - logo and website
Study in Europe events

- Two key countries - Russia and Brazil

- SWOT analysis in order to choose the best fairs, in Moscow (15-17 November 2008) and in Sao Paulo (27-29 March 2009)

- Aim to raise the visibility as Europe as a place to study by building a “Study in Europe” area within a broader Fair
Study in Europe events

The “Study in Europe” project provides:

- A booth to each European country/project representative
- The possibility for each country/project to hold a workshop during the Fair
- A description of each country/project in the catalogue of the Fair
Pilot network of European HE promoters in Mexico

- Project period: March 2008 - March 2009

- Loose network of 10 Study in Europe Promoters (mostly international officers)

- Stakeholders involved: national agencies and embassies (DAAD, Nuffic, CampusFrance, etc.), EU Delegation, EMA
Pilot network of European HE promoters in Mexico

Activities

- Central training of promoters (ACA and stakeholders)
- Individual counselling of students
- Information sessions for students
- Mini-fairs (inter-institutional)
- Print material, websites, etc. for the local market
- Others
Pilot network of European HE promoters in Mexico

**Recommend** systematic setting-up of Study in Europe networks in third countries. These networks should:

- be centrally co-ordinated
- have close co-operation with EU Delegations
- involve all national agencies/embassies present in the target country and offer a platform for those with no physical presence
- provide training and support of promoters throughout the country
- co-ordinate alumni engagement (e.g. EMA)