



Expert Round Table
17.01.2011
Vienna

The Expert Round Table (ERT) strives to generate viable parameters to frame the work of the IPN WG 3. Designed as a hands-on expert workshop the ERT focuses on the perspectives of the invited experts and on this basis acts as a catalyst for the IPN WG 3. In a second step both the work plan and the composition of WG 3 will be finally defined (by a call to members of the IPN).

Location: OeAD | Großes Besprechungszimmer, 1st floor | Ebendorferstraße 7 | 1010 Wien



Key Targets of the ERT:

- To clarify the mandate of the working group (IPN sub-WG3) and agree on a work plan incorporating the ideas generated at the IPN meeting in Bonn, December 16-17, 2011;
- To lay out the parameters of the envisaged debate within WG3;
- To receive a professional introduction to basic concepts of higher education promotion and marketing;
- To reach consensus on essential definitions (e.g. marketing, information, promotion)

Agenda

- 10:30-10:40 **Welcome and Opening**
Hubert Dürrstein, OeAD, IPN Steering Committee
- 10:40-11:00 **An Introduction to the IPN – Putting the Experts Round Table in Context**
Ligia Deca, Coordinator, Bologna Secretariat
David Baldinger, OeAD
- 11:00 -12:00 **Presentation of survey and results of DAAD questionnaire**
Irene Jansen, DAAD
- 12:00 – 13:00 **Lunch Break**
Giorgina Bankgasse 2, 1010 Vienna
- 13:00 – 14:00 **Key Note and discussion**
Louise Simpson, The Knowledge Partnership, UK
- 14:00 – 15:15 **Debate Slot #1**
Chair: Louise Simpson, The Knowledge Partnership, UK
- 15' brainstorming on 5-8 key issues to be addressed
These *could* include:
- Reach an agreement on relevant definitions, e.g. promotion
 - Debate on marketing and promotion flow of *WHO* communicates *WHAT* to *WHOM*
 - How can promotion messages be designed within the competition/cooperation pull of the EHEA?
 - Which central EHEA characteristics can be identified in a bid to create a pool of EHEA features which can be tailored to specific needs?
 - Can the EHEA be promoted as a whole?
- 15:15 – 15:30 **Coffee break**
- 15:30 – 17:00 **Debate Slot #2**
Chair: Ligia Deca, Bologna Secretariat
- Clarification of the mandate of WG 3
 - Sketching of a roadmap and definition of a work plan to be presented to the next Steering Committee meeting
- 17:00 – 17:15 **Results and Next Steps**