



Education FAIRS *Manual for Participants*

The Utrecht Network (www.utrecht-network.org) is a “European Consortium of top-level universities with a global outlook”. It offers excellent master programmes, a high number of joint masters funded as *Erasmus Mundus* programmes by the European Commission for their excellence. *Erasmus Mundus* is the European Union *Co-operation and Mobility Programme in Higher Education* which provides scholarships for Non-EU nationals enrolling in these European top-quality Master Courses and scholarships for EU nationals studying in Non-EU countries.

The Utrecht Network provides students the full European experience by:

- offering Summer Schools in different European countries charging a reduced fee, and
- completing an exchange period in another European country in various master programmes.

Part of the marketing strategy of the Utrecht Network, is to participate at Education Fairs worldwide. The main goals of participation at fairs are:

- Increase visibility of the European Consortium *Utrecht Network*
- Recruitment of high quality students for Utrecht Network Master Programmes, as well as Bachelor Programmes and Summer Schools
- Enhance student mobility to the partner Universities
- Exploration of the education market in the target countries

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1. Fair Itinerary and Application to the Fair

Fair Facts:

[Note for the coordinator:

Give a short description about the fair and the web address where to find more information. Add some useful web addresses about the specific country in terms of education.]

Fair Organizer: to be filled in

Place: to be filled in

Dates (incl. Opening Hours) of the Fair: to be filled in

Local Fair Contact Person: to be filled in

Utrecht Network Fair Contact Persons:

- project coordinator
 - responsible for shipment of fair material, booth equipment, and finances
 - general information about the project
 - address:
 - ...
- fair coordinator
 - responsible for coordinating the fair
 - forms: Manual for Participants, evaluation forms, information request forms
 - address:
 - ...

The fair coordinator has successfully registered for the fair. Part of the registration was:

- the profile of the European Consortium "Utrecht Network" (annex 1)
- names and contact of representatives

Please read carefully through this manual. In case of questions please contact the fair coordinator.

2. Representatives

[Note for the coordinator: Give detailed information on participants for the upcoming fair]

University

Name

Position/ Function

Telephone

Fax

e-mail

[Note for the coordinator: Contact details of participants from earlier fairs in the same country as this might be helpful.]

Name of the Fair and date

University

Name

Position/ Function

Telephone

e-mail

3. Support at the Fair (exchange students/ fair assistants)

The local fair organizers usually provide technical support to set up the booth and to assist if problems occur. From the experience it is valuable to have assistants in terms of content at the fair.

- If possible the UN fair coordinator will hire an interpreter to assist.
- Please check for exchange students from your “home” institution now present at the guest institution or find former exchange students from the specific guest location. This student support during the fairs could be valuable in terms of describing a student perspective at a European University and speaking the local language.

However, the assistants have to be briefed about the European Consortium “Utrecht Network” and where to find information at the booth and in the internet about the member universities and the offered study programmes. Please think of a little present since they will not receive a salary.

In order to team up, please inform the other representatives and the fair coordinator about your agreements with student assistants.

4. Make the most of it

In order to use the opportunities abroad please arrange individually visits at the Universities in the region. Nevertheless individually scheduled, it would be very synergetic to inform the other representatives from the Utrecht Network about the meeting schedule. That way your colleagues can join you and do not have to bother the partner twice for the same purpose. Please hand out information material about the Utrecht Network during these visits apart from the information about your individual university.

Other possibilities to explore:

- visit to national representatives (e.g. embassies)
- participation in joint activities, such as seminars or alumni-meetings

5. Content Preparation

Education Offer

The [Utrecht Network](#) is one of the leading University Networks in Europe. The group consists of 33 European universities representing nearly all European countries. All members are prominent and broadly based research universities with intensive international co-operation between them and with partners all over the world. This makes Utrecht Network a true “European Consortium with a Global Outlook”.

Make yourself familiar with the database “Utrecht Network Degree Programmes and Summer Schools in Europe”. You will find detailed information about study programmes in all fields of study in

- bachelor programmes,
- master programmes and
- summer schools

of the Utrecht Network Universities. All programmes are recognized by the national authorities and linked with the research programmes of the universities concerned.

www.master-programmes.eu

The emphasis lies on the possibility to enrol in joint degree programmes, internationally oriented programmes as well as degree programmes in English.

One proof of the broad research basis is the possibility to enrol for a PhD-programme at every University of the Utrecht Network.

Target groups

The main target groups are high quality prospective master students. These are current Bachelor students of all fields of studies, who are following an education that fit to the prerequisites that are necessary to do a master programme at one of the Utrecht Network partners.

Prior to the fair, the fair coordinator will provide information about

- the local education system (useful web sites)
- the general entrance requirements for each University of the network, such as language, level of education, tuition etc, and scholarships.
- the difficulties when enrolling in a master programme in Europe.

This information will be the basis for the Frequently Asked Questions of the fairs.

Be prepared for the following questions:

- Do you have scholarships?
- What is the tuition fee?
- How do I apply?
- What are the entry requirements?
- Where can I get more information?
- What are the possibilities for exchange within Europe?

Prepare individually

- Make sure you have checked our *database* (www.master-programmes.eu) and you are familiar with the search function of the database.
- Take the local conditions into account: Learn to speak a few words (hello/goodbye) in the local language, be polite, know the cultural background and the local possibilities for financing studies. Show the visitors that you know your target group well.
- Make sure that the visitors who want more information should fill out an *information request*. They should write down their names, addresses, kind of preliminary education, language abilities, and where they want more information about. You can send the details to the fair coordinator who will send out the follow-up information.

Tips and Tricks

- Be positive about the network and its unique position on the European market.
- We do not work with agents and do not publish ads. However, agents and advertisers may approach you to offer their services.
- Don't put all your supply on the table, but keep part of it out of sight.
- Always take a number of brochures with you in your personal luggage. This way, you can still perform your task at the fair, even if something goes wrong with the shipment, or brochures get lost/damaged.
- Divide the brochures over the different days of the fair, so you won't be left without any or with too many.
- Always take an "emergency set" with you, consisting of scissors, (double-sided) sticky tape.
- Take breaks if you need to. Make sure you don't leave the booth abandoned.
- Don't take any valuables with you to the fair. Keep them in a safe or at the hotel.

Code of conduct

The local fair organization will send out a participant's manual themselves where i.e. the dress code for this special location is also addressed. In general for fairs applies:

- Dress representatively,
- Behave representatively,
- Respect the culture of the host country,
- Treat your colleagues well and work as a team.

6. Booth Equipment



EHEF Fair Bangkok 2006.



EHEF Fair China 2007

There will be a short description of the booth equipment in the exhibitor's manual.

Take time to build up and decorate the stand. It might take about two hours.
Every stand should have a socket in case you want to use lights/electronic equipment.

Material

All the material has been sent to the location of the fair. Including:

- leaflets of the *Erasmus Mundus Master Programmes*
- leaflets of the *Utrecht Network Flyer* (see annex)
- UN pens
- posters to decorate the booth (2 different motives) (see annex)
- 2 banners and European map of the Utrecht Network Member Universities
- DVD of the Utrecht Network Video
- paper copies of Information Request Forms and the ticklist

Tools

- Internet access (to be able to use the database: www.master-programmes.eu) has been ordered for the fair. There are no laptops provided by the fair organization. If possible please bring a laptop with you.
- If available, the fair coordinator ordered a beamer or a TV to display the video or to show the content of the database.

Taking down the booth

Leave the remaining brochures at representing organisations like embassies or universities. If you don't have the opportunity to do so, take them back with you to your home university.

It is unreasonably expensive to send the booth equipment back to Utrecht from the fair location. Therefore, please volunteer to take the equipment (banner, map, etc.) as your luggage back to one of the representative's university. And send it within Europe by mail to Utrecht. You or your university will get reimbursed for the probable overweight luggage costs and the mailing cost within Europe. Please send the reimbursement form afterwards to the secretariat of the network.

7. Fair Material in Detail

Information request forms

The information requests should be filled out by prospective students. After the fair, the Information Request Forms should be sent altogether to the fair coordinator within three working days after your return.

Send to:

Fair coordinator

Address: ...

It ensures valuable follow-up information to prospective students and therewith makes sure the Utrecht Network keeps their attention.

The fair coordinator will send all interested students an email and electronically submit addresses and information of the prospective students to the Utrecht Network universities. After reception, the prospective students should be informed within two weeks after the fair. These deadlines are important in order to maintain the attention of prospective students.

The information request form is moreover a way to monitor the interest in the Utrecht Network Master programmes. Therefore, it is very important to make the visitors fill out these forms.

Tick list

In order to get an overview of the number of people visiting the booth, there is a tick list. Note down every one who visited the booth. This includes the students who fill in a request form, but also those who only ask for the leaflet). This ticklist is also used to make statistics.

Leaflets and Posters

Both will be sent out to the representatives as an e-mail attachment. Have a look at them to get familiar with the content.

DVD

This promotional film about the Utrecht Network members displays pictures of all locations. If possible show it during the fair to visualize our campuses and attract students. A CDrom has been sent to the fair together with the booth equipment. For you to have a look before you will find the film under:
<http://www.utrecht-network.org/en/site/whoaremembers>

Evaluation form

After the fair, the Utrecht Network requests the participants to fill in the evaluation form. With this valuable information it will be possible to improve the fair preparation, adjust materials or necessary information for the next fairs, and draw up important statistics. Please read through it carefully before you attend the fair.

8. Transport, Visa and Accommodation

All fair participants are responsible to organize the trip individually (flight, accommodation, visa). But please contact other fair participants for arrangements, e.g. in order to stay in the same hotel.

Restrict the costs of your travel and subsistence costs. If possible, use apex-rates of internet flight bookings, and try to find middle-class hotels near the location of the fair. Always check the suggested hotels from the fair organizer. They may have special prices and are in the proximity of the fair.

Try to avoid overweight luggage, because it is quite pricy and difficult to carry. Make sure the maximum luggage-weight is not exceeded, and take heavier luggage with you in your hand luggage. However, if you take the booth equipment back please provide the means for paying the extra costs and hand in the reimbursement form to the secretariat.

The costs for transport, accommodation, and visa will be reimbursed by the project. Check the conditions for these reimbursements, since they are limited.

9. Health and Insurance

Every participant is responsible to be sufficiently insured. Costs for necessary vaccination will be reimbursed, hand them in with the financial declaration form.

10. Aftermath of the fair

Financial Declaration Form and Declaration of Working Days spent

Please find these documents as e-mail attachments or on the Utrecht Network Member website (login required) and send them as soon as possible after you have returned from fair to project coordinator.

Evaluation

It is important to have a detailed feedback by the participants of the fair, especially when fairs are visited for the first time. Please fill out the evaluation form within one week after return and send it to the fair coordinator.

Annex 1

What the Utrecht Network is

The Utrecht Network is a representative European-wide network of 31 European universities in 28 countries, cooperating in the area of internationalization. Though broadly-based, the network remains highly selective in its membership in order to retain a manageable scale and flexibility of action. This makes the Utrecht Network an institutional network which covers a very broad base, while ensuring a manageable scale. The Utrecht Network is particularly committed to such areas as student and staff mobility, summer schools, the internationalization of curricula, joint curricula and double/joint degrees, while remaining open to other kinds of activities that maintain and strengthen its profile.

What the Utrecht Network does

At the present time, the Utrecht Network carries out a wide range of classic student and teacher mobility programmes. Within Europe, mobility is largely promoted within the LLP as well as other programmes allowing for mobility of this type with neighbouring countries. In the case of the United States, mobility takes place within the framework of an agreement with the sixteen-member Mid-America Universities International (MAUI) consortium. A similar arrangement with the Australia Europe Network (AEN) serves to facilitate mobility with that group's seven member universities.

As tools for achieving its ends, the Utrecht Network encourages the creation of special interest groups to explore new areas of activity. These may lead to the creation of specially focused Task Forces, which are provided with substantial long-term funding; seed money is also offered to New Initiatives, especially those aimed at initiating Utrecht Network participation in new projects.

Summer schools have become a fixed component of the Utrecht Network's activities. These receive strong financial support from the group, and draw on academics from member universities for their teaching staff; the majority of students also come from member universities, with others from partners in the MAUI and AEN consortia.

From its early years, the Utrecht Network has promoted administrative staff visits by individuals from member universities to other universities in the network. The intention has been to increase the professional expertise of the group as a whole and thus enable it to meet its primary goals more effectively.

Since 2005 the Utrecht Network decided to jointly promote the Utrecht Network Master's degree programmes to the wider world and to create a comparative advantage by opening up its Utrecht Network summer schools and its Utrecht Network Exchange scheme.

The Utrecht Network is promoted publicly through such means as its website, brochures, publicity materials and specialized publications as well as participation of the group in international conferences and higher education fairs such as the annual EAIE conference and the European Higher Education Fairs.

How the Utrecht Network is organised

Once a year, during the spring, all the members of the Utrecht Network meet at the Annual General Meeting. During this AGM, decisions are taken and future activities are plotted. The delegates are always those persons responsible for, or most closely involved in, the institution's internationalisation policy. There is also a Steering Committee that meets as often as necessary in order to ensure an effective response to topical issues and to take decisions that cannot be postponed. The Executive Secretariat is located at Utrecht University.

Student exchange

Europe

The Utrecht Network started off as a small group that was active in student exchanges since the early 1980s. At the start of the ERASMUS programme, the existing activities were adopted as the first framework ICP, followed by a steady expansion in the number of partners and exchange students. Initially, this quick start formed the great advantage of the institution-wide approach taken by the Utrecht Network. At present, however, the fact that this construction makes practically every student, from each discipline and from all affiliated universities, a potential ERASMUS student, is regarded as the most important advantage. Furthermore, thanks to the large numbers involved, it is possible to correct possible "imbalances" which exist in the mobility, and means that the Utrecht Network can offer all participants a sound basis for broad student mobility.

Each academic year student mobility within the Utrecht network totals about 1200 students.

USA

In the context of co-operation with the USA, too, the Utrecht Network functions as a consortium, while planning and carrying out activities in the field of exchange. Together with the MAUI-consortium in the Mid-West USA, the Utrecht Network developed a system which makes student mobility possible within a wide variety of disciplines and between all participating universities. The participating 14 universities in the USA are:

Baylor University; Waco, TX
Kansas State University; Manhattan, KS
Missouri University of Science and Technology; Rolla, MO
Oklahoma State University; Stillwater, OK
Southern Illinois University at Carbondale, IL
Texas Tech University; Lubbock, TX
University of Kansas; Lawrence, KS
University of Missouri; Columbia, MO
University of Missouri; Kansas City, MO
University of Missouri; St. Louis, MO
University of Nebraska; Kearney, NE
University of Nebraska; Lincoln, NE
University of Nebraska; Omaha, NE
University of Oklahoma; Norman, OK
Approximately 100 students are exchanged each year.

Australia

The Utrecht Network exchanges students with AEN (Australia-Europe Network), a consortium of 7 universities in Australia. The Australian network comprises the following universities:

Deakin University
Edith Cowan University
Griffith University
Macquarie University
University of Tasmania
University of Western Sydney
University of Wollongong
Approximately 50 students are exchanged each year.