



Universitat
de les Illes Balears

International mobility for developing your personal brand and promote your university

Dear Partners,

We at the Faculty of Economics and Business of the Universitat de les Illes Balears (Palma) are convinced of the importance of internationalization in an increasingly globalized world, and have therefore set out to organize the second International Week with the aim of improving our knowledge of the functioning and possibilities offered by the different universities we are currently working with. Our proposal, therefore, is that you come to Mallorca from 1th to 3th Jun 2015 so that you can achieve the maximum diffusion of your respective centres and at the same time, take part in different seminars and workshops based on a theme which is of great concern for students, professors, training centres and government institutions alike given the current economic situation. The general title under which we feel the present situation can be summed up, along with the commitment of universities and other training centres, is: International mobility for developing your personal brand and promote your university.

So we are looking for sessions which address how international programmes can contribute to enhancing the personal brand of future professionals. We welcome proposals from an academic perspective but also all those extracurricular activities that help students to reinforce their skills, and ultimately to increase their opportunities in the labour market.

We also feel that it is a good opportunity to get to know each other better, put a face to the names of the different people we habitually exchange information with, and for each of us to present the advantages of studying in our respective centres. With this last objective in mind we intend to organize a small exhibition with documentation (information brochures, posters, photos, power point presentations, etc.) relating to all of the centres the faculty has agreements with. We are very excited about the event, although we are aware that fitting this activity in with the teaching and research tasks inherent in our profession implies a great effort. Consequently, we would be grateful if you could inform us of your interest in taking part as soon as possible, and let us know whether the dates proposed are compatible with your calendars (even though you may not be able to spend the whole week with us). Finally, we ask that you give the event maximum publicity amongst the colleagues of your respective centres and those of other universities you may have contact or agreements with.

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