Promoting Mobility
….Making the case…. 

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Your University
“senior leadership”
Promoting mobility

University vision and strategy
Institutional priorities
Navigating through your institution
Aligning mobility to key objectives
Mobility as a strategic tool
Mobility as a facilitator
The friendly face of internationalisation
Talking the language of the University
Students
Promoting Mobility

Understanding the student body
A desirable offering
Generating demand
Starting early
Demonstrating the benefits
Real life examples
Peer-to-peer
Innovation in marketing
Innovation in communication
Out-of-the-box approach
Academics
Promoting Mobility

Faculty strategy / priorities
Understanding the politics
Appreciating academic responsibilities
Demonstrating added-value
Presenting solutions
Mobilising students
Acceptable persistence
Facilitating change
Navigating the system
Translating ideas
Interpreting rules