

International days at Thomas More Kempen - campus Geel

DAY OF ARRIVAL

Overall Topic 2019 : Language and communication

Tuesday 19 March 2019

	ALL GUESTS 'BUSINESS'
9h00 - 16h00	<p>ARRIVAL TO GEEL</p> <p>Please inform us about your travel details. We are pleased:</p> <ul style="list-style-type: none">- to help you with the reservation of a hotelroom in GEEL- to assist you in reaching Geel in the most convenient way <p>Your contactperson: Marc Clerkx marc.clerkx@thomasmore.be +32 496 243908</p>
	We arrange your pick-up at your hotel or at our campus in Geel and we drive all together to our campus in Turnhout (only 20 min.)
18h00- 21h00	Welcome dinner for ALL guests

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STAFF DAY

Overall Topic 2019 : Language and communication

Wednesday 20 March 2019

	ALL GUESTS 'BUSINESS'
9h00 - 9h15	PREPARE FOR COMPANY VISIT (we pick you up at your hotel)
	9h15 departure for company visit by car
10h00 - 12h00	COMPANY VISIT <i>'E-COMMERCE IN ACTION'</i> BLECKMANN Fashion & Lifestyle Logistics™ Industrieweg 38, 2280 Grobbendonk Steffie Claes steffie.claes@bleckmann.com
	lunch 13h00-14h15 (cafeteria)
14h15 - 15h30	KEY-NOTE SPEAKER FOR GUESTS Keynote 1 = Edwin Hofman, intercultural communication (he wrote the book, Intercultural Conversations: Theory and Practice the TOPOI-Model Keynote 2 = Multilingual & Intercultural education in practice 'International degrees @ Thomas More'
	BREAK
16h00- 18h00	OPTIONAL CHOICE: Discovering Geel 'You come and you stay!' (history, welfare, sportive discovery, ecological visit,...)
	Welcome by the Mayor of Geel in our townhall and small reception
19h00- 21h00	Dinner in the city center of Geel

International days at Thomas More Kempen - campus Geel
Courses towards our students '2nd year Bachelor Business Studies'
Overall Topic 2019 : Language and communication
Thursday 21 March 2019

08h45 - 09h15	OPENINGSESSION STUDENTS & GUEST LECTURERS - AUDITORIUM 1 Ms. Sofie Peeters, head of the Business Faculty (Business Management and Office Management) Ms. Kate Van Dessel, head of the department Business Management				
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt)	Legal Practice	Accountancy + Finance	Logistics + Retail Mngt + Entrepreneurship	Marketing + Event Mngt
09h30 - 11h00	Dr. Cordon Benito David <i>Universidad Internacional de La Rioja (Spain)</i> 'Corporate Communication in digital environments'	Dr. Gaczek Piotr <i>Poznań University of Economics and Business (Poland)</i> 'Do emotions help or harm our decisions?'	Prof. Schroevers Sanders <i>Amsterdam University of Applied Sciences (The Netherlands)</i> '21st Century Skills'	Mr. Samuolaitis Mindaugas <i>Kauno Kolegija, Kaunas (Lithuania)</i> 'Business Logistics'	Mr. de With Rob <i>Atworksolutions (The Netherlands)</i> 'Global Goals as value drivers for personal development and business strategy'
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt)	Legal Practice	Accountancy + Finance	Logistics + Retail Mngt + Entrepreneurship	Marketing + Event Mngt
11h15 - 12h45	Dr. Deés Szilvia <i>Edutus University Budapest (Hungary)</i> 'Personal Branding'	Dr. Enygin Dmitrii <i>Plekhanov Russian University of Economics, Moscow (Russia)</i> 'Intercultural Communication'	Ms. Clippe Rose-Line <i>HELHa, Mons (Belgique)</i> 'Le bonheur au travail'	Mr. Svane Torben <i>Halmstad University (Sweden)</i> 'Internet of Things'	Dr. Fernández Gómez Erika <i>Universidad Internacional de La Rioja (Spain)</i> 'Communication (market entry) strategy case-study of 'Netflix''
lunch 12h45-13h30 (cafeteria)					
	Office Management (ex. Event Mngt)	Legal Practice	Accountancy + Finance	Logistics + Retail Mngt + Entrepreneurship	Marketing + Event Mngt
13h30 - 15h00	Ms. Clippe Rose-Line <i>HELHa, Mons (Belgique)</i> 'Le bonheur au travail'	Prof. Schroevers Sanders <i>Amsterdam University of Applied Sciences (The Netherlands)</i> '21st Century Skills'	Prof. Sarmiento Eduardo <i>Lusófona University, Lisbon (Portugal)</i> 'Millenials and the challenges of ICT'	Ms. Autio Tarja <i>Haaga-Helia UAS, Helsinki (Finland)</i> 'Content Marketing'	Dr. Segado-Boj Fransisco <i>Universidad Internacional de La Rioja (Spain)</i> 'How to identify fake news and misinformation'
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt)	Legal Practice	Accountancy + Finance	Logistics + Retail Mngt + Entrepreneurship	Marketing + Event Mngt
15h15 - 16h45	Mr. Gabelaia Ioseb <i>International Black Sea University (Georgia) & Graceland University (USA)</i> 'The Importance of Communication Management In the 21st Century'	Ms. Zervina Olga <i>Transport and Communication University, Riga (Latvia)</i> 'Enterprise Ethics Policy'	Dr. Jurkonytė Edita & Ms. Bartkiene Margarita <i>Kauno Kolegija, Kaunas (Lithuania)</i> 'Art of negotiations'	Mr. de With Rob <i>Atworksolutions (The Netherlands)</i> 'Global Goals as value drivers for personal development and business strategy'	Mr. Panos Yannakopoulos <i>University West of Attica (Greece)</i> 'Creative Commons/digital tools'
Hotel					
18h00 - 21h00	Dinner				

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Friday 22 March 2019

	Office Management (ex. Event Mngt)	Legal Practice	Accountancy + Finance	Logistics + Retail Mngt + Entrepreneurship	Marketing + Event Mngt
09h00 - 10h30	Dr. Fernández Gómez Erika <i>Universidad Internacional de La Rioja (Spain)</i> 'Communication (market entry) strategy case study of 'Netflix''	Dr. Cordon Benito David <i>Universidad Internacional de La Rioja (Spain)</i> 'Corporate Communication in digital environments'	Dr. Bejinaru Ruxandra & Prof. Nastase Carmen Stefan cel Mare University of Suceava (Romania) 'Start-up from idea to business'	Ms. Zervina Olga <i>Transport and Communication University, Riga (Latvia)</i> 'Enterprise Ethics Policy'	Ms. Sedaghat Mahdokht & Ms. Shrivastava Kalpana, <i>International Business Academy Kolding (Denmark)</i> 'Innovation across a number of dimensions'
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt)	Legal Practice	Accountancy + Finance	Logistics + Retail Mngt + Entrepreneurship	Marketing + Event Mngt
10h45 - 12h15	Mr. Estl Istvan <i>The Court of Auditors (GDLuxembourg)</i> 'L'espéranto, langue et apprentissage optimisés'	Mr. Panos Yannakopoulos <i>University West of Attica (Greece)</i> 'Creative Commons/digital tools'	Ms. Autio Tarja Haaga-Helia UAS, Helsinki (Finland) 'Content Marketing'	Ms. Watine Margot The Schoolab, Paris (France) 'Design Thinking'	Dr. Janiszewska Karolina Collegium Da Vinci, Poznan (Poland) 'The importance of consumer insight in international brand communication'
lunch 12h15-13h15 (cafeteria)					
	Office Management (ex. Event Mngt)	Legal Practice	Accountancy + Finance	Logistics + Retail Mngt + Entrepreneurship	Marketing + Event Mngt
13h00- 14h30	Dr. Segado-Boj Fransisco <i>Universidad Internacional de La Rioja (Spain)</i> 'How to identify fake news and misinformation'	Dr. Deés Szilvia <i>Edutus University Budapest (Hungary)</i> 'Personal Branding'	Mr. Estl Istvan <i>The Court of Auditors (GDLuxembourg)</i> 'The European Court of Auditors: We care about YOUR money'	Ms. Sedaghat Mahdokht & Ms. Shrivastava Kalpana, <i>International Business Academy Kolding (Denmark)</i> 'Innovation across a number of dimensions'	Dr. Bejinaru Ruxandra & Prof. Nastase Carmen Stefan cel Mare University of Suceava (Romania) 'Start-up from idea to business'
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt)	Legal Practice	Accountancy + Finance	Logistics + Retail Mngt + Entrepreneurship	Marketing + Event Mngt
14h45- 16h15	Dr. Gaczek Piotr <i>Poznań University of Economics and Business (Poland)</i> 'Do emotions help or harm our decisions?'	Mr. Rodriguez Iglesias Carlos <i>University of Aruba</i>	Dr. Enygin Dmitrii <i>Plekhanov Russian University of Economics, Moscow (Russia)</i> 'Intercultural Communication'	Dr. Janiszewska Karolina Collegium Da Vinci, Poznan (Poland) 'The importance of consumer insight in international brand communication'	Mr. Gabelaia Ioseb International Black Sea University (Georgia) & Graceland University (USA) 'The Importance of Communication Management In the 21st Century'
16h15 - 16h45	CLOSING (AUDITORIUM 1) - THANKS TO OUR GUESTS REFLECTION 2nd year BACHELOR STUDENTS 'BUSINESS'				