

International days at Thomas More Kempen - campus Geel

DAY OF ARRIVAL

Overall topic 2019 : Language and communication

Tuesday 19 March 2019

ALL GUESTS 'BUSINESS'

ARRIVAL IN GEEL

Please inform us about your travel details.

We are pleased:

- to help you with the reservation of a hotelroom in GEEL
- to assist you in reaching Geel in the most convenient way

Your contactperson:

Marc Clerkx

marc.clerkx@thomasmore.be

+32 496 243908

9h00 -
16h00

17h50: 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.)

18h30-
22h00

Welcome dinner for ALL guests

International days at Thomas More Kempen - campus Geel

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	<p>COMPANY VISIT <i>'E-COMMERCE IN ACTION'</i> BLECKMANN Fashion & Lifestyle Logistics™ Industrieweg 38, 2280 Grobbendonk Steffie Claes - steffie.claes@bleckmann.com</p> <p>Alternative Take part in the library talks (theme discussions on entrepreneurial related topics in education, Honours Programmes, Strategic Partnerships outside Europe, international study programmes)</p>
	lunch 13h00-14h15 (cafeteria)
14h15 - 15h30	<p>KEY-NOTE SPEAKER FOR GUESTS Keynote 1 = Edwin Hofman, intercultural communication (author of <i>'Intercultural Conversations: Theory and Practice the TOPOI-Model'</i>) Keynote 2 = Multilingual & Intercultural education in practice 'International degrees @ Thomas More'</p>
	BREAK
16h00- 18h00	<p>OPTIONS: Discovering Geel 'You come and you stay!' (Options: 1. Visiting OPZ (Public Psychiatric Hospital), 2. Visit OLD Hospital museum + Sint-Dimphna church, 3. City Golf)</p>
	Welcome by the Mayor of Geel in our townhall and small reception
19h00- 21h00	Dinner in the city centre of Geel (Italian restaurant Mille Pasta)

International days at Thomas More Kempen - campus Geel
Courses for our 2nd year students 'Bachelor Business Management/Office Management'
Overall topic 2019 : Language and communication
Thursday 21 March 2019

08h45 - 09h15	OPENING SESSION 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) D212 Ms. Katrien Van Heuverswijn	Legal Practice G223 Ms. Daisy Van Velthoven	Accountancy + Finance G114 Ms. Hilde Geerts	Logistics + Retail Mngt + Entrepreneurship G221 Ms. Brigitte Van Opstal	Marketing + Event Mngt G206 Ms. Tessa Vervecken
09h30 - 11h00	Dr. Piotr Gaczek Poznań University of Economics and Business (Poland) 'Do emotions help or harm our decisions?'	Dr. Szilvia Deés Edutus University Budapest (Hungary) 'Personal Branding'	Prof. Sander Schroevers Amsterdam University of Applied Sciences (The Netherlands) '21st Century Skills'	Mr. Mindaugas Samuolaitis Kauno Kolegija, Kaunas (Lithuania) 'Business Logistics'	Mr. Rob de With Atworksolutions (The Netherlands) 'Global Goals as value drivers for personal development and business strategy'
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt) D212 Mr. Philippe Cornu	Legal Practice G223 Ms. Daisy Van Velthoven	Accountancy + Finance G114 Ms. Hilde Geerts	Logistics + Retail Mngt + Entrepreneurship G221 Ms. Brigitte Van Opstal	Marketing + Event Mngt G206 Ms. Tessa Vervecken
11h15- 12h45	Ms. Rose-Line Clippe HELHa, Mons (Belgique) 'Le bonheur au travail'	Dr. David Cordon Benito Universidad Internacional de La Rioja (Spain) 'Corporate Communication in digital environments'	Dr. Dmitrii Enygin Plekhanov Russian University of Economics, Moscow (Russia) 'Intercultural Communication'	Mr. Torben Svane Halmstad University (Sweden) 'Internet of Things'	Dr. Erika Fernández Gómez Universidad Internacional de La Rioja (Spain) 'Communication (market entry) strategy case-study of 'Netflix''
lunch 12h45-13h30 (cafeteria)					
	Office Management (ex. Event Mngt) D212 Ms. Kadija Bouyzourn	Legal Practice G223 Mr. Rik Vanderhaeghe	Accountancy + Finance G214 Mr. Dirk Leysen	Logistics + Retail Mngt + Entrepreneurship D201 Mr. Marcel Vandeweyer	Marketing + Event Mngt G206 Ms. Sabine Verrydt
13h30 - 15h00	Dr. David Cordon Benito Universidad Internacional de La Rioja (Spain) 'Corporate Communication in digital environments'	Prof. Sander Schroevers Amsterdam University of Applied Sciences (The Netherlands) '21st Century Skills'	Prof. Eduardo Sarmento Lusófona University, Lisbon (Portugal) 'Millenials and the challenges of ICT'	Ms. Tarja Autio Haaga-Helia UAS, Helsinki (Finland) 'Content Marketing'	Dr. Fransisco Segado-Boj Universidad Internacional de La Rioja (Spain) 'How to identify fake news and misinformation'
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt) D212 Mr. Jan Van Geel	Legal Practice G221 Mr. Rik Vanderhaeghe	Accountancy + Finance G214 Mr. Dirk Leysen	Logistics + Retail Mngt + Entrepreneurship D201 Mr. Marcel Vandeweyer	Marketing + Event Mngt G206 Ms. Sabine Verrydt
15h15 - 16h45	Mr. Ioseb Gabelaia International Black Sea University (Georgia) & Graceland University (USA) 'The Importance of Communication Management In the 21st Century'	Ms. Olga Zervina Transport and Communication University, Riga (Latvia) 'Enterprise Ethics Policy'	Dr. Edita Jurkonytė & Ms. Margarita Bartkiene Kauno Kolegija, Kaunas (Lithuania) 'Art of negotiations'	Dr. Dmitrii Enygin Plekhanov Russian University of Economics, Moscow (Russia) 'Intercultural Communication'	Mr. Panos Yannakopoulos University West of Attica (Greece) 'Creative Commons/digital tools'
Hotel					
18h00- 21h00	Dinner				

International days at Thomas More Kempen - campus Geel
Courses for our 2nd year students 'Bachelor in Business Management/Office Management'
Overall topic 2019 : Language and communication
Friday 22 March 2019

	Office Management (ex. Event Mngt) D212 Ms. Katrijne Van Hoof	Legal Practice G114 Ms. Griet Claes	Accountancy + Finance G214 Mr. Dirk Leysen	Logistics + Retail Mngt + Entrepreneurship G117 Mr. Geert Sondervorst	Marketing + Event Mngt G206 Ms. Ria Oris
09h00 - 10h30	Dr. Erika Fernández Gómez <i>Universidad Internacional de La Rioja (Spain)</i> 'Communication (market entry) strategy case-study of 'Netflix''	Dr. Piotr Gaczek Poznań University of Economics and Business (Poland) 'Do emotions help or harm our decisions?'	Ms. Tarja Autio Haaga-Helia UAS, Helsinki (Finland) 'Content Marketing'	Ms. Olga Zervina <i>Transport and Communication University, Riga (Latvia)</i> 'Enterprise Ethics Policy'	Dr. Ruxandra Bejinaru & Prof. Carmen Nastase Stefan cel Mare University of Suceava (Romania) 'Start-up from idea to business'
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt) D212 Ms. Katrien De Smedt	Legal Practice G114 Mr. Piet Lambrecht	Accountancy + Finance G214 Mr. Dirk Leysen	Logistics + Retail Mngt + Entrepreneurship G117 Mr. Geert Sondervorst	Marketing + Event Mngt G206 Ms. Ria Oris
10h45 - 12h15	Dr. Fransisco Segado-Boj <i>Universidad Internacional de La Rioja (Spain)</i> 'How to identify fake news and misinformation'	Mr. Panos Yannakopoulos <i>University West of Attica (Greece)</i> 'Creative Commons/digital tools'	Mr. Istvan Ertl The Court of Auditors (GDLuxembourg) 'The European Court of Auditors: We care about YOUR money'	Ms. Margot Watine The Schoolab, Paris (France) 'Design Thinking'	Ms. Mahdokht Sedaghat & Ms. Kalpana Shrivastava, International Business Academy Kolding (Denmark) 'Innovation across a number of dimensions'
lunch 12h15-13h15 (cafeteria)					
	Office Management (ex. Event Mngt) D212 Ms. Kadija Bouyzourn	Legal Practice D006 Mr. Rik Vanderhaeghe	Accountancy + Finance G223 Mr. Wim Mees	Logistics + Retail Mngt + Entrepreneurship G117 Mr. Piet Lambrecht	Marketing + Event Mngt G008 Ms. Sabine Vermuyten
13h00-14h30	Mr. Istvan Ertl The Court of Auditors (GDLuxembourg) 'L'espéranto, langue et apprentissage optimalisés'	Ms. Nadja Schäfer-Dorn UCL University College Odense (Denmark) 'How to brand a countries inhabitants as the happiest people on Earth.'	Dr. Ruxandra Bejinaru & Prof. Carmen Nastase Stefan cel Mare University of Suceava (Romania) 'Start-up from idea to business'	Ms. Mahdokht Sedaghat & Ms. Kalpana Shrivastava, <i>International Business Academy Kolding (Denmark)</i> 'Innovation across a number of dimensions'	Dr. Karolina Janiszewska Collegium Da Vinci, Poznan (Poland) 'The importance of consumer insight in international brand communication'
Break - G122 (Teacher's Room)					
	Office Management (ex. Event Mngt) D212 Ms. Kadija Bouyzourn	Legal Practice D006 Mr. Rik Vanderhaeghe	Accountancy + Finance G 223 Mr. Wim Mees	Logistics + Retail Mngt + Entrepreneurship G117 Mr. Piet Lambrecht	Marketing + Event Mngt G008 Ms. Sabine Vermuyten
14h45-16h15	Dr. Szilvia Deés Edutus University Budapest (Hungary) 'Personal Branding'	Mr. Carlos Rodriguez Iglesias University of Aruba 'The linguistic complexity of the Caribbean and the challenges for public and private policymaking.'	Ms. Nadja Schäfer-Dorn UCL University College Odense (Denmark) 'How to brand a countries inhabitants as the happiest people on Earth.'	Dr. Karolina Janiszewska Collegium Da Vinci, Poznan (Poland) 'The importance of consumer insight in international brand communication'	Mr. Ioseb Gabelaia International Black Sea University (Georgia) & Graceland University (USA) 'The Importance of Communication Management In the 21st Century'
16h15 - 16h45	CLOSING SESSION (AUDITORIUM 1) - FAREWELL TO OUR GUESTS REFLECTION 2nd year BACHELOR STUDENTS 'BUSINESS'				