

# Study in Sweden Inspiration Day

The Study in Sweden team at the Swedish Institute warmly invites staff from Swedish universities and governmental agencies working with international marketing and recruitment to our Inspiration Day in Stockholm on 21 June 2022.

The purpose of our Inspiration Day is to inspire and support the professional development of those working with international marketing and recruitment in Sweden.

## Programme

Location: Nalen - Regeringsgatan 74, Stockholm

Enter around the corner at David bagares gata 17

Room: Pelarsalen

09:00-10:00 Breakfast mingle & registration

10:00-10:15 Welcome from Madeleine Sjöstedt – Director-General of the Swedish Institute

10:15-11:00 Gerrit Bruno Blöss – Founder and CEO of Study.eu

*Emailing practices for student recruitment: How to maximise success with minimal effort*

11:00-11:15 Fika

11:15-12:00 Tomas Gunnarsson – The Gender Photographer

*How to create gender-aware and inclusive communication*

12:00-13:00 Lunch

13:00-13:30 Updates from Swedish Institute – Study in Sweden

13:30-14:15 Raul Ranne – Senior Advisor at Academic Cooperation Association (ACA)

*Digital tools to boost your international student recruitment – and where to find them*

14:15-14:45 Fika

14:45-15:30 Kamila Szalast – Director Marketing and Recruitment at Lancaster University Leipzig

*Enquiries, leads and applications are in! But, what's next? A quick guide on simple and effective follow up and conversion techniques in student recruitment.*

15:30-16:00 Closing

16:00 and onwards – Networking

## **Speakers**

### ***Gerrit Bruno Blöss***

Gerrit is the Founder and CEO of Study.eu, the most-visited study choice platform focusing on (greater) Europe as a destination. He strives to achieve results with simple, easy methods.

### ***Tomas Gunnarsson***

Tomas Gunnarsson, also known as The Gender Photographer, is a Swedish journalist, photographer and gender expert who lectures about challenging stereotypes and norms in media, photography, and communication.

### ***Raul Ranne***

Raul has been working in higher education for more than 15 years in both public and private sector, his main focus being the internationalization and marketing of higher education.

### ***Kamila Szalast***

Kamila leads the strategic direction, management and growth of marketing, student recruitment and admissions activities at Lancaster University Leipzig. Kamila has worked in the international education industry for over 10 years and held various leadership and student recruitment roles.

If you have any questions about the event, please contact Julia Hahrs at [julia.hahrs@si.se](mailto:julia.hahrs@si.se)