

Akademia WSB
WSB University

VIII INTERNATIONAL STAFF WEEK



18-22.05.2026

This Staff Week brings together professionals from International Offices, Marketing, Recruitment and Student Services who want to communicate smarter, connect deeper and think more strategically.

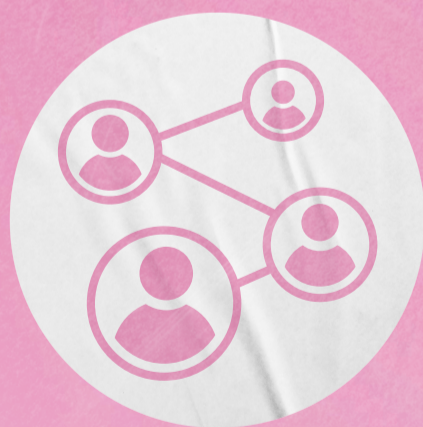
Explore how to effectively reach Generation Z and future generations through:

- innovative communication strategies
- digital marketing trends in higher education
- social media and content creation
- data-driven recruitment approaches

Discover how to strengthen the *teaching dimension of internationalisation* by integrating and promoting international opportunities directly within academic courses:

- Erasmus+ mobility
- COIL (Collaborative Online International Learning)
- microcredentials

This Staff Week is also a space for:



**networking and
exchange of
best practices**



**building long-term
partnerships**



**designing future
joint promotional
initiatives**