

Guidelines on the internal and global communication of the EHEA

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INTRODUCTION

The objective of the Guidelines on the internal and global communication of the European Higher Education Area is to provide EHEA stakeholders indications and useful guidelines to enhance communication within and outside the EHEA.

These guidelines are intended to serve as a hands-on tool, and they are addressed to stakeholders working to support the objectives of the Bologna Process: national competent authorities, academic and administrative staff of the higher education institutions, quality assurance agencies, experts in higher education and students.

Among the possible communication tools which can be used to support the promotion of the Bologna Process, these guidelines present indications to realise podcasts, video series, event series, video interviews, website contents and newsletter. For each section, the reader will be provided with suggestions regarding the decision to opt for a tool rather than the others, as well as its potentialities. Moreover, required resources (both in term of equipment as well as staff resources) are listed, and examples of scripts and suggested timeline for the organisation and promotion of such tools is also included.

Stakeholders' institutions and experts working in the Bologna Process to whom the present guidelines are addressed can freely adapt the content and the tools to their needs, taking into consideration the specific objectives of the activity for which the use of the tool is considered, as well as the target group and the context.

The present guidelines have been drafted by the Task Force on Enhancing Knowledge Sharing in the EHEA community during the BFUG mandate 2021-2024, with the support of the project IN-GLOBAL “Enhancing knowledge of the EHEA and Global dialogue”, co-funded by the European Union under the Erasmus programme.

PODCAST SERIES

Introduction

This document serves as a general layout for a podcast dedicated to sharing knowledge and increasing dialogue on higher education values, policies and reforms within EHEA and beyond. It aims to provide an overview of the podcast format, common structure, style, and production techniques that would best fit the Bologna process promotion campaign and the needs of the European Higher Education Area community. Whether destined to a seasoned podcast team or to a specialist just getting started, this guide will help outline the key elements of a successful podcast format, and how to create a show that captivates the listeners and keeps them coming back for more. We'll cover everything from selecting the right equipment to developing a consistent branding strategy, so you can create a podcast that truly stands out in today's crowded media landscape.

Podcasts are digital audio recordings that are made available for download or streaming over the internet. They are typically distributed as a series of episodes, each of which focuses on a particular topic or theme. Podcasts can cover a wide range of subjects, from news and current events to entertainment, education, and more. This content format can be listened to on a variety of devices, including smartphones, tablets, laptops, and desktop computers which makes their informational delivery very effective. Listeners can access podcasts through various platforms, such as Apple Podcasts, Spotify, Google Podcasts, and many more.

Podcasts have become increasingly popular in recent years, with millions of people tuning in to listen to their favourite shows every day. A well-produced podcast can inform, entertain, and inspire listeners, making it a powerful tool for content creators and marketers alike. However, with so many podcasts out there, it's important to stand out from the crowd by creating a unique and engaging format that resonates with your target audience.

One of the key features of podcasts is their on-demand nature. Unlike traditional radio shows, podcasts can be downloaded or streamed at any time, giving listeners the ability to listen whenever and wherever they want. This has helped to make podcasts an increasingly popular medium for both creators and listeners.

Podcasts can be produced by individuals or organizations and can range in style and format. Some podcasts are solo shows where one person shares their thoughts and opinions on a particular topic, while others feature interviews with experts or conversations between multiple hosts. There are also narrative-style podcasts that tell a story over the course of multiple episodes.

Of the various podcast types that are available on the market (like the interview, the solo podcast or the narrative podcast), the best content delivery for increasing dialogue on higher education values, policies and reforms within EHEA and beyond is the roundtable podcast type. Nevertheless, for exploring in-depth knowledge about a subject or getting a unique perspective from an expert, the interview type format is advisable.

The roundtable podcast type

The roundtable podcast format is a conversational style that features a group of hosts discussing a topic or series of topics in an informal and collaborative manner. Each host brings their own perspective and experiences to the discussion, resulting in a dynamic and diverse conversation.



The format typically involves multiple hosts but can also include guest experts or audience participation. It is one of the most flexible podcast styles that can cover a large array of topics and perspectives, thus yielding a large amount of information relevant to the topic at hand. They can be more loosely structured and casual than solo and interview podcasts.

In a roundtable podcast, the hosts take turns discussing their thoughts and opinions on a particular subject. The discussion is often guided by a moderator or a set of pre-planned talking points. The goal is to create a lively, engaging conversation that allows listeners to feel like they are part of a group discussion.

The roundtable format is popular for its ability to create a sense of community and foster a deeper understanding of complex issues. By featuring multiple voices and perspectives, the format encourages listeners to consider different viewpoints and approaches. It can also be a great way to showcase the expertise of multiple hosts or guests on a particular topic.

In terms of production, the roundtable format typically involves a group of hosts or guests sitting around a table or in a studio together. However, with the rise of remote podcasting, it is also possible to create a roundtable discussion with hosts or guests located in different parts of the world. This can be accomplished through video conferencing software or by recording individual audio tracks and editing them together in post-production.

Benefits of the roundtable podcast

Having multiple speakers makes it easier to share the production workload. Not every member of the team must participate in every episode. Podcasts are free, accessible, and always contemporary. Podcasts present a broad array of narrative types and subject matter.

A roundtable format creates space for a diverse set of perspectives. This format will allow the sharing of perspectives and points of view that may differ and help to create more meaningful content for their listeners in relation with the Bologna process. Roundtable shows also allow for fun and dynamic discussions and banter. Fans of roundtable shows frequently return to these shows for the engaging discussions.

Challenges of the roundtable podcast

It can take time to find a rhythm with your co-hosts. Having a good system for incorporating everyone in the conversation without interrupting each other is a learning process.

There are more moving parts to getting episodes produced. Scheduling, for example, can get difficult with multiple co-hosts. If you all aren't in the same city, you'll have to coordinate production remotely, which adds more complexity to your production process (Using the Record with Friends feature on Spotify for Podcasters makes this easy for podcasters).

The interview podcast type

An interview podcast is a type of podcast where a host interviews a guest or guests about a particular topic or theme. This format is ideal for exploring in-depth knowledge about a subject or getting a unique perspective from an expert. The podcast host will typically ask questions and prompt discussion from their guest(s), which can result in a deep exploration of the topic at hand.

Interview podcasts can vary in format, from a solo host interviewing one guest to multiple guests in a panel discussion. The host will often have a specific set of questions prepared ahead of time to guide the conversation, but there is also room for spontaneity and follow-up



questions as the discussion progresses.

Interview podcasts are often recorded in a studio or via remote recording software, allowing the host and guest(s) to be in different locations. This makes it easier to bring on guests from around the world, broadening the range of topics that can be explored.

The interview podcast format is great for listeners who are interested in hearing from experts, learning new information about a subject, or hearing from individuals with unique perspectives or experiences. The podcast host can provide a platform for their guest(s) to share their knowledge and insights with a wider audience, and listeners can benefit from the expertise and perspectives of these guests.

Overall, the interview podcast format is a great way to dive deep into a particular subject or theme and to hear from a range of experts or individuals with unique experiences and perspectives. It can be informative, engaging, and enlightening for both the host and the listener.

Benefits of the interview podcast type

The interview podcast type provides several benefits for both the host and the audience. For the host, conducting interviews can be an effective way to build their personal or institutional brand and establish themselves as an authority in their field. By inviting guests who are experts or thought leaders in a particular subject, the host can tap into their guest's knowledge and insights, which can enhance the credibility and value of their podcast. Additionally, interviews offer hosts the opportunity to network and build relationships with their guests, which can lead to future collaborations and partnerships.

For the audience, the interview podcast type can be a source of valuable information and continuously updated news regarding a specific topic or area of expertise. Listening to interviews with experts in a particular field can provide listeners with insights and knowledge that they may not have access to otherwise. This type of podcast also offers a more personal and engaging way to learn from experts compared to traditional forms of media like books or articles. Additionally, the conversational nature of interviews can make them more entertaining and engaging for listeners, who may feel like they are eavesdropping on an interesting conversation between two people.

Finally, the interview podcast type can be a great way to discover or even create new voices and perspectives. By featuring a diverse range of guests, hosts can introduce their audience to new ideas and ways of thinking, which can broaden their horizons and expose them to new viewpoints.

Challenges of the interview podcast

While interview podcasts have numerous benefits, they also come with their own set of challenges. One of the most significant challenges is securing high-quality guests. Finding guests who are knowledgeable, engaging, and have something unique to offer can be a difficult task. It requires extensive research and networking skills to identify potential guests and persuade them to participate in the podcast.

Another challenge is the interview process itself. Conducting a good interview is not an easy task. The interviewer must be well-prepared, able to ask thought-provoking questions, and skilled in navigating the conversation to ensure that it flows smoothly. They must also be able to anticipate and adapt to unexpected turns the conversation may take and keep the interview



on track without appearing too rigid.

Equipment options

The recommended equipment for a podcast can vary depending on your specific needs and budget, but here are some basic recommendations to get you started:

- **Microphones:** Each host or guest should have their own microphone to ensure clear and consistent audio quality. Dynamic microphones are often recommended for roundtable discussions because they are less sensitive to background noise and provide a warm, natural sound. Popular options include the Shure SM7B, Electro-Voice RE20, and the Audio-Technica ATR2100.
- **Audio Interface or Mixer:** An audio interface or mixer is necessary to connect your microphones to your computer or recording device. A mixer will allow you to adjust levels, EQ, and other audio settings for each microphone separately. Popular options include the Focusrite Scarlett series, Behringer Xenyx series, and the Zoom LiveTrak L-8.
- **Headphones:** Each host or guest should wear headphones to monitor their own audio and prevent any bleed-over from other microphones. Closed-back headphones are typically recommended to prevent sound leakage, and options include the Audio-Technica ATH-M50x, Beyerdynamic DT 770 Pro, and Sony MDR-7506.
- **Recording Software:** You'll need recording software to capture and edit your audio. Popular options include Adobe Audition, GarageBand, Audacity, and Hindenburg Journalist.
- **Room Treatment (recommended, not mandatory):** Roundtable discussions can be prone to audio reflections and reverberation, so it's important to treat your recording space to reduce any unwanted echoes. Acoustic foam panels, sound blankets, and other room treatments can be used to absorb reflections and improve audio quality.

Example: The “EHEA: Transforming Education Together” podcast

Description

This is an EHEA podcast that aims to provide listeners with valuable insights and information related to the Bologna process, higher education policies, reforms, and values within the European Higher Education Area (EHEA) and beyond. The podcast is designed to foster dialogue and encourage critical thinking about important issues related to higher education. Each episode of the podcast features in-depth conversations with experts in the field, including policymakers, academics, researchers, and other thought leaders. The discussions cover a wide range of topics, from the latest developments in higher education policies and reforms to emerging trends and best practices.

In addition to expert interviews, the EHEA podcast also includes news updates, case studies, and student perspectives. Listeners can expect to hear about the latest news and developments in higher education policies and reforms, as well as real-world examples of successful policies, reforms, and programs in the field. Student perspectives are also included to provide listeners with a more comprehensive understanding of the impact of policies and reforms on those directly affected.



Overall, the EHEA podcast is a valuable resource for anyone interested in learning more about higher education policies, values, and reforms in the EHEA. The podcast features candid conversations with successful people from various industries and backgrounds. Each episode showcases the unique experiences and insights of accomplished individuals, providing listeners with valuable lessons and inspiration for their own personal and professional growth. The podcast provides listeners with access to expert insights and a platform for dialogue, making it an essential tool for anyone looking to stay up-to-date on the latest trends and developments in the field.

Structure

1. **Introduction:** Start each episode with an introduction to the podcast and the topic that will be discussed. You can include a brief overview of the episode and any relevant news or updates related to higher education policies and reforms.
2. **Expert Interview or Roundtable Discussion:** The bulk of your episode could feature an expert interview or roundtable discussion on a specific topic related to higher education policies and reforms. This could include in-depth conversations with policymakers, academics, researchers, and other thought leaders, as well as debates and discussions among a group of hosts or guests.
3. **News Update:** After the main segment of the podcast, provide an update on the latest news and developments in higher education policies and reforms. This could include changes in legislation, updates on major initiatives, and analysis of trends and patterns in the field.
4. **Student Perspective or case study:** Include a segment where students can share their perspectives on higher education policies, values, and reforms. This could include interviews with students, discussions with student groups or representatives, and analysis of student surveys and feedback. The perspectives/contributions can either be self-recorded, recorded in the studio or even appear as a comment or email sent by someone to the creators of the podcast. The main idea in this case is creating a dynamic environment where relevant contributions can be made from outside the podcast team.
5. **Q&A Session:** Allow listeners to submit questions related to higher education policies and reforms, and answer them on the podcast. This format can be a great way to engage with your audience and address common concerns or misconceptions.
6. **Conclusion:** Wrap up each episode with a summary of the key points discussed, and provide information on how listeners can engage further with the podcast or get involved in discussions related to higher education policies and reforms.

Host introduction

"Hello and welcome to „EHEA: Transforming Education Together” podcast dedicated to sharing knowledge and increasing dialogue on higher education policies, values, and reforms within the European Higher Education Area and beyond. I am delighted to be your host, and I look forward to exploring this exciting and rapidly evolving field with you.

Through this podcast, we aim to provide listeners with valuable insights and information on higher education policies and reforms, as well as foster dialogue and critical thinking about important issues affecting the sector. We will be speaking with experts in the field, including policymakers, academics, researchers, and thought leaders, to gain their perspectives on the



latest developments and emerging trends in higher education.

As your host, I am committed to bringing you engaging and informative content that will help you stay up-to-date on the latest news and developments in higher education. I am excited to embark on this journey with you and look forward to hearing your thoughts and feedback along the way.

So, without further ado, let's see how we can “Transform Education Together” and discover the exciting possibilities and challenges facing higher education policies and reforms today.”

Proposals of Topics

- Qualifications Frameworks compatible with the QF-EHEA
- The European Credit and Accumulation System (ECTS)
- The Lisbon Recognition Convention
- The Diploma Supplement
- The European Standards and Guidelines for Quality Assurance in Higher Education
- The impact of EHEA on the job market: A discussion on how the implementation of EHEA has affected the job market, including the benefits and challenges for employers and job seekers.
- Studying abroad in the EHEA: A look at the experience of studying abroad within the EHEA, including tips for students on how to navigate the application process and cultural differences.
- Innovative teaching methods in EHEA: A look at how universities are adapting to the changing needs of students in the EHEA, including the use of technology and new teaching methods to engage students and promote student centred learning.
- Challenges facing international students in the EHEA: A discussion on the challenges faced by international students studying in the EHEA, including language barriers, cultural differences, and adjusting to a new academic system.
- Future trends in EHEA: A look at the future of EHEA, including potential changes to the system and how it may evolve in response to globalization, technology, and other trends.
- The benefits of EHEA for non-European students: A look at how EHEA benefits non-European students, including access to high-quality education, job opportunities, and cultural experiences.

Plan for the first three episodes

Episode 1: Qualifications Frameworks compatible with the QF-EHEA

Format: Roundtable Discussion

In the first episode, we will delve into the topic of qualifications frameworks that are compatible with the QF-EHEA (Qualifications Framework for the European Higher Education Area). The roundtable discussion will feature a group of experts who have extensive knowledge and experience in the field of higher education qualifications frameworks.

Introduction:

- Welcome listeners and introduce the topic of qualifications frameworks compatible with the QF-EHEA.



- Provide a brief overview of the purpose and significance of qualifications frameworks in the European Higher Education Area.
- Highlight the key objectives and principles of the QF-EHEA.

Discussion Questions:

- What is the role and importance of qualifications frameworks in the European Higher Education Area?
- Can you explain the key features and structure of the QF-EHEA?
- What are the benefits of having qualifications frameworks that are compatible with the QF-EHEA?
- How do qualifications frameworks contribute to transparency, comparability, and recognition of qualifications across different countries and institutions?
- What challenges and considerations are involved in developing and implementing qualifications frameworks?
- Are there any examples of successful qualifications frameworks that are compatible with the QF-EHEA?
- Can you share some best practices?
- How can qualifications frameworks support the mobility of students and graduates within the European Higher Education Area?
- What are learning outcomes, and why are they important in higher education?
- How do qualifications frameworks contribute to the internationalization of higher education and benefit students?
- Can you explain the process of developing and implementing a qualifications framework that aligns with the QF-EHEA?
- How do qualifications frameworks ensure the quality and standards of higher education programs and benefit students?
- How does the European Credit Transfer and Accumulation System (ECTS) relate to qualification frameworks compatible with the QF-EHEA, and how does it affect students?
- How are qualifications frameworks made comparable and compatible across different countries and regions within the European Higher Education Area, and how does it affect students' mobility?
- Are there any ongoing discussions or initiatives to improve the QF-EHEA and qualifications frameworks? How can students participate or benefit from these improvements?
- How can students, higher education institutions, national authorities, and employers work together to enhance the effectiveness of qualifications frameworks in the QF-EHEA?
- Are there any challenges or potential drawbacks associated with qualifications frameworks compatible with the QF-EHEA that students should be aware of? How can these challenges be addressed?

Conclusion:

- Summarize the key points discussed during the roundtable discussion.
- Highlight the importance of qualifications frameworks compatible with the QF-EHEA in



- promoting transparency, comparability, and recognition of qualifications.
- Emphasize the role of qualifications frameworks in supporting student mobility and internationalization of higher education.
 - Encourage listeners to familiarize themselves with qualifications frameworks and the QF-EHEA to better understand the value and benefits they offer.
 - Recommend seeking guidance from academic advisors and national authorities to navigate qualifications frameworks and leverage their advantages.
 - Highlight the ongoing discussions and initiatives aimed at improving the QF-EHEA and qualifications frameworks and encourage students to stay informed and participate in these developments.
 - Emphasize the need for collaboration between students, higher education institutions, national authorities, and employers to enhance the effectiveness and implementation of qualifications frameworks.
 - Express gratitude to the experts for sharing their valuable insights and expertise on qualifications frameworks and the QF-EHEA.
 - Encourage listeners to explore additional resources, such as official documents and guidelines, to deepen their understanding of qualifications frameworks and their implications for students.

Episode 2: ECTS (European Credit Transfer and Accumulation System)

Format: Interview

In the second episode, we will focus on the European Credit Transfer and Accumulation System (ECTS). This interview-style episode will feature a guest who is an expert in ECTS and has experience in implementing and managing credit systems within the European Higher Education Area.

Introduction:

Introduce the guest expert and their background in ECTS implementation. Provide a brief overview of ECTS and its purpose in the European Higher Education Area. Highlight the importance of credit systems for student mobility and recognition of learning outcomes.

Interview Questions:

- What is ECTS, and what is its role in the European Higher Education Area?
- How does ECTS facilitate the recognition and transfer of learning outcomes between institutions and countries?
- Can you explain the key components and principles of ECTS?
- How do institutions implement and manage ECTS within their programs and curricula?
- What are some common challenges and best practices in implementing ECTS?
- How does ECTS support student mobility and the European dimension of higher education?
- Are there any ongoing developments or future trends related to ECTS that our listeners should be aware of?

Conclusion:

- Summarize the key points discussed during the interview.



- Highlight the significance of ECTS in promoting transparency, comparability, and recognition of learning outcomes.
- Emphasize the role of ECTS in supporting student mobility and facilitating the transfer of credits between institutions and countries.
- Encourage listeners to familiarize themselves with ECTS and its implementation within their own educational context.
- Recommend seeking guidance from academic advisors and international offices to ensure a smooth credit transfer process.
- Highlight the importance of staying informed about ongoing developments and future trends related to ECTS.
- Thank the guest expert for their valuable insights and expertise in discussing ECTS.
- Encourage listeners to explore additional resources and institutions' ECTS documentation for further information.

Episode 3: Lisbon Recognition Convention

Format: Roundtable Discussion

In the third episode, we will explore the Lisbon Recognition Convention, an important international agreement that aims to promote the recognition of academic qualifications in higher education. The roundtable discussion will feature a group of experts who have expertise in the field of recognition of qualifications and the implementation of the Lisbon Recognition Convention.

Introduction:

- Introduce the topic of the Lisbon Recognition Convention and its significance for higher education.
- Provide a brief overview of the goals and principles of the convention.
- Highlight the importance of recognition of qualifications for student mobility and academic and professional opportunities.

Discussion Questions:

- What is the Lisbon Recognition Convention, and what are its key objectives?
- How does the convention promote the recognition of qualifications across different countries and higher education systems?
- Can you explain the principles and guidelines outlined in the Lisbon Recognition Convention?
- What challenges and barriers exist in the recognition of qualifications, and how does the convention address them?
- How do institutions and national authorities implement and adhere to the principles of the Lisbon Recognition Convention?
- Can you share examples of successful cases where the convention has facilitated the recognition of qualifications and improved student mobility?
- What are the benefits for students in having their qualifications recognized under the Lisbon Recognition Convention?
- What steps can students take to ensure that their qualifications are recognized when applying for further studies or employment in another country?

- How does the Lisbon Recognition Convention contribute to the internationalization of higher education?
- What role does the European Network of Information Centers (ENIC) and the National Academic Recognition Information Centers (NARIC) play in supporting the implementation of the convention?
- Are there any ongoing efforts or initiatives to further enhance the effectiveness and impact of the Lisbon Recognition Convention?
- What advice would you give to students who are considering pursuing their education abroad and may encounter challenges in the recognition of their qualifications?

Conclusion:

- Summarize the comprehensive insights gained from our roundtable discussion on the Lisbon Recognition Convention, highlighting its pivotal role in fostering international recognition of academic qualifications.
- Emphasize the convention's impact on breaking down barriers for student mobility and expanding academic and professional horizons.
- Reiterate the importance of understanding the principles and guidelines outlined in the convention, as discussed by our panel of experts.
- Encourage students to proactively navigate qualification recognition challenges by seeking advice from ENIC, NARIC, and relevant organizations.
- Express gratitude to our insightful experts for sharing their knowledge and experiences. Lastly, inspire listeners to stay informed about ongoing initiatives aimed at enhancing the effectiveness and impact of the Lisbon Recognition Convention, fostering a global environment where education transcends borders.

VIDEO SERIES

Introduction

The videos are intended to promote and raise awareness regarding the European Higher Education Area (EHEA), its policies, values, and reforms, and to encourage participation and engagement from various stakeholders, such as students, academics, employers, policymakers, authorities as well as the society at large. The videos aim to highlight the benefits and opportunities that come with being a part of the EHEA community, such as access to quality education and the latest research, as well as the chance to contribute to the advancement of higher education and make a positive impact on society. Different versions of the videos may have specific target audiences, such as students and academics or companies and policymakers, and may focus on different aspects of the EHEA's work, such as quality assurance, recognition of qualifications and qualifications framework, and learning and teaching, the fundamental values of higher education or in the social dimension of higher education.

The following concept proposal delineates three distinct content types that can be used to enhance knowledge sharing about the EHEA through a video content series: short-form video content, video interviews, and feature presentations. Short-form videos are easy to consume, mobile-friendly, and highly shareable. Short-form videos can be used to increase engagement, boost brand awareness, stay informed, and connect with others. Video interviews aim to capture personal experiences, insights, and success stories from individuals within the EHEA, fostering relatability and authenticity. Lastly, the feature format provides an in-depth exploration of specific themes, offering a cohesive narrative that delves into the impact and benefits of the EHEA. Together, these content types contribute to a versatile and engaging video series that promotes dialogue, awareness, and participation in the European Higher Education Area community.

Short video content

Short-form video content is any type of video content that is less than 60 seconds, though some marketers agree short-form video content can be as long as three minutes. Short-form videos are meant to be bite-sized, easily digestible pieces of content that are easy for viewers to scroll through and view several at a time. Currently, this kind of is quickly becoming one of the most popular forms of social media content. 59% of Gen Z use short-form video apps to discover things that they watch longer versions of.

In this case, quick facts snapshots could be used to create short, visually appealing videos presenting key facts and statistics about the EHEA, such as the number of member countries, the Bologna Process impact, or notable success stories. These snippets serve as bite-sized information capsules for easy consumption.

Other examples of short form videos are: student testimonials, faculty spotlights, behind-the-scenes insights, interactive polls and surveys, event teasers and so on.

Reportage or Feature videos

The reportage component of the video series serves as a compelling narrative tool, offering in-depth explorations of specific stories within the European Higher Education Area (EHEA). Through immersive storytelling, this segment aims to provide viewers with a deeper



understanding of the Bologna Process, its outcomes, and the transformative journeys of students, teachers, and researchers. The diverse range of topics covered in these reportages or features is carefully curated to showcase the multifaceted nature of the EHEA community. Potential reportage and/or feature topics include:

- Current events and activities within EHEA are perfect topics, as they allow for an ever-evolving content database which increase search engine rankings and follower numbers.
- "My Bologna Process Success Story": In this video, students or alumni can share how the Bologna Process helped them in their career. They can talk about how they were able to get a job or further their education because of the opportunities provided by EHEA.
- "Going Global: How the Bologna Process Helped Me in My International Academic/Business Career": In this video, students or professionals can talk about how EHEA helped them build an international network and gain valuable experience working or studying abroad.
- "From Good to Great: How the Bologna Process Made Me a Better Researcher/Teacher": In this video, professors and researchers can talk about how the EHEA has influenced their teaching and research practices. They can discuss how they have incorporated new methods and ideas from different countries and cultures into their work.
- "Teaching a Diverse Classroom: How to Make a Course Attractive to Exchange Students": In this video, professors can share tips on how to create a welcoming and inclusive classroom environment for students from different cultural backgrounds. They can talk about how they adapt their teaching style to engage with a diverse group of learners.
- "Student Life in the EHEA: Opportunities for Personal and Professional Growth": In this video, students can share their experiences studying abroad and participating in exchange programs. They can talk about how these opportunities helped them develop new skills, make new friends, and broaden their perspectives.

Interviews

The Video Interviews content type serves as a dynamic and personal facet within the video series, providing an authentic platform for individuals to share their firsthand experiences and insights within the European Higher Education Area (EHEA). Spanning a flexible duration, from brief 30-second snapshots to more extensive 5-minute discussions, these interviews offer depth and nuance to the stories of those directly impacted by the Bologna Process.

Ideally, the interviews, should be filmed in on-site locations, (university premises/rectors Offices, laboratories), contain relatable personal experiences and include practical guidance on various aspects of the life of the public it targets.

- **Researcher's Perspective:** In-depth interviews with researchers delving into collaborative projects and advancements made possible through the EHEA. These interviews underscore the global impact of cross-border research initiatives and the importance of international collaboration.
- **Administrator Insights:** Conversations with university administrators or policymakers providing insights into the implementation and effects of EHEA policies within educational institutions. These interviews shed light on the strategic aspects of

managing institutions within the EHEA framework.

- **Corporate Perspectives:** Interviews with professionals from the corporate world, exploring how EHEA experiences contribute to an individual's skill set and worldview. These interviews highlight the value placed by employers on candidates with international academic backgrounds.
- **Tutorial Series:** Short tutorial-style interviews offering practical guidance on accessing and optimizing student exchange programs within the EHEA. These segments provide step-by-step insights, addressing common queries and concerns from both students and administrators.

Feature video Example – “Building Bridges: Connecting Higher Education Communities”

Introduction

The feature "Building Bridges: Connecting Higher Education Communities" explores how the European Higher Education Area (EHEA) serves as a catalyst for fostering collaboration and building connections among higher education communities. Through this feature, we will delve into the impact of the EHEA in promoting dialogue, sharing knowledge, and creating opportunities for students, researchers, and institutions.

Core Ideas

- **Showcasing Collaboration:** Highlight success stories of universities, professors, and students collaborating across borders within the EHEA. This can include joint research projects, student exchange programs, and interdisciplinary initiatives that have made a significant impact.
- **The Bologna Process in Action:** Explore how the Bologna Process has facilitated the harmonization of higher education systems and the recognition of qualifications. Showcase concrete examples of how this has resulted in increased mobility and improved educational opportunities for students.
- **Student Experiences:** Share personal stories from students who have participated in exchange programs or pursued their education in different EHEA countries. Highlight the transformative impact on their personal and professional lives, emphasizing the cultural enrichment, academic growth, and expanded networks they have gained.
- **Research Collaboration:** Feature examples of successful research collaborations facilitated by the EHEA. Showcase how researchers from different institutions and countries have worked together to address global challenges, advance scientific knowledge, and drive innovation.

Script Template

Introduction:

Narrator: Welcome to "Building Bridges: Connecting Higher Education Communities," a feature that explores the transformative power of the European Higher Education Area. Join us as we uncover stories of collaboration, exchange, and shared knowledge within the EHEA.



Segment 1: Showcasing Collaboration (Duration: 2-3 minutes)

- Introduce universities, professors, and students who have successfully collaborated across borders within the EHEA.
- Highlight specific projects or initiatives that have made a significant impact on research, education, or societal challenges.
- Interview participants involved in these collaborations, allowing them to share their experiences and the outcomes achieved.

Segment 2: The Bologna Process in Action (Duration: 2-3 minutes)

- Explain the importance and objectives of the Bologna Process in harmonizing higher education systems.
- Share examples of how the Bologna Process has facilitated student mobility, the recognition of qualifications, and the transferability of credits.
- Feature testimonials from students, universities, and policymakers on the benefits and outcomes of implementing the Bologna Process.

Segment 3: Student Experiences (Duration: 2-3 minutes)

- Introduce students who have participated in exchange programs or pursued education in different EHEA countries.
- Showcase their personal stories, highlighting the impact on their personal growth, cultural understanding, and academic development.
- Capture their reflections on the diverse learning environments, new perspectives gained, and the long-lasting connections they have made.

Segment 4: Research Collaboration (Duration: 2-3 minutes)

- Highlight successful research collaborations facilitated by the EHEA.
- Showcase examples of groundbreaking research projects involving multiple institutions and countries.
- Interview researchers involved, emphasizing the value of cross-border collaboration, sharing of resources, and collective knowledge advancement.
- Narrator: As we conclude our feature, "Building Bridges: Connecting Higher Education Communities, "we invite you to explore the endless possibilities and opportunities offered by the European Higher Education Area. Join us in fostering collaboration, expanding horizons, and shaping the future of higher education together.

Structure and Duration

The feature can be structured into four segments, each lasting approximately 2-3 minutes. This duration allows for some exploration of each topic while maintaining viewer engagement. The feature's total duration would be around 10-12 minutes, ensuring a comprehensive and engaging storytelling experience.

By incorporating these elements into the feature, the feature can effectively showcase the impact and benefits of the EHEA in connecting higher education communities and inspire viewers to engage and participate in this vibrant and collaborative ecosystem.

EVENT SERIES

Introduction

This document aims to provide guidelines and ideas for organising one or multiple events at the national, regional, and international levels. The purpose of these events and guidelines is to promote the objectives, priorities, and policies of the Bologna Process, enhance collaboration between member countries, and potentially expand the Bologna Process principles beyond its borders.

To achieve this goal, this document outlines some general principles for organising events, as well as examples of event topics and formats that can be used to address specific themes or issues related to the Bologna Process. The document encourages BFUG members to consider a wide range of event formats, such as conferences, workshops, seminars, webinars and press conferences that can be tailored to meet the needs of different audiences and facilitate engagement and discussion.

Additionally, the document suggests various themes that could be explored in these events, including quality assurance, recognition of qualifications, mobility, and social dimension. It also emphasises the importance of involving a diverse range of stakeholders, including students, academics, policymakers, and representatives from civil society.

The information proposed below is – as the title of the document says – a proposal. The proposed events are to be considered for organisation by the BFUG members.

Potential Topics and event concepts

"Innovations in Higher Education: Empowering Students for the Future". This event could bring together policymakers, educators, and students to discuss new and innovative approaches to higher education, including new teaching methods, emerging technologies, and ways to improve student engagement and success. The event could also explore how policy changes can support these innovations and empower students to be successful in an ever-changing global economy.

- "The Power of Collaboration: Building Stronger Connections Within EHEA". This event could focus on bringing together educators and experts from around the world to discuss innovative ways to collaborate and create impactful change in the global education landscape. Topics could include cross-cultural exchange programs, digital learning initiatives, and international policy frameworks. The event could feature keynote speakers, panel discussions, and interactive workshops to facilitate meaningful dialogue and idea-sharing.
- "Bologna Beyond Borders: Exploring the Benefits of the Bologna Process for a Global Audience" - a dynamic and interactive event where we explore the potential of the Bologna Process to expand beyond its European roots and benefit a global audience. Through engaging presentations, panel discussions, and networking opportunities, we will showcase the advantages of the Bologna Process for higher education systems worldwide and highlight successful initiatives from different regions. From enhancing the recognition of qualifications to fostering international cooperation and mobility, the Bologna Process has much to offer to universities, students, employers, and policymakers everywhere. Don't miss this chance to learn, connect, and contribute to a more inclusive and interconnected higher education landscape.



- "Empowering Education: Micro-credentials and the Digital Learning Revolution" aims to explore the future of education and how digital learning instruments can contribute to its development. The event will focus on the topic of micro-credentials, and how they can provide increased access to education for those who might otherwise be excluded.
- One major brand event, to take place once a year – such as a Gala, with awards and prizes recognising various achievements within the EHEA. The aim of this action is to generate an important event that will be used to attract media attention and international partners. This would take place preferably in the same country each year, so that it may be easier established as the Bologna Process reference Gala.
- At least one big professional event per year, lasting one or two days, containing workshops and a big conference with professionals, students and public interested in the topic, as well as guests with a strong voice in the society, outside the academic environment, who can take the conversation out of the box and engage in cross-disciplinary topics.

Example: "Empowering Education: Micro-credentials and the Digital Learning Revolution" Event

Event mission and objectives

The aim of the event "Empowering Education: Micro-credentials and the Digital Learning Revolution" is to explore the future of education with a focus on the role and means of implementation of micro-credentials and digital learning instruments.

At its core, the event seeks to examine the evolving landscape of educational services – both those offered by universities and the private sector –, and identify the emerging trends, challenges, and opportunities that are shaping the current educational paradigm – such as educational platforms, gamification and the implementation of approaches similar to what micro-credentials aim to achieve.

This is thought especially in terms of knowledge sharing between educational companies and universities. Thus, a particular focus of the event is placed on the transformative potential of micro-credentials, emphasizing their role in providing individuals with accessible and flexible learning opportunities, while at the same time exploring opportunities for collaboration between various stakeholders.

Moreover, the event serves as a platform to highlight the significance of digital learning instruments in advancing flexible education. By delving into the ways in which digital tools and technologies contribute to the field, the event aims to make education more inclusive and adaptable to diverse learning styles and social categories. Through this exploration, the event aspires to foster discussions on the critical issue of access to education, with a specific emphasis on how micro-credentials can address the needs of individuals who might otherwise be excluded from traditional educational pathways.

Ideally, the event will be organised as a partnership among educational institutions, technology companies, and non-profit organizations (which target groups with special educational needs). By bringing these stakeholders together, the event aims to collectively advance the field of education through a report that will be published at the end of it on the EHEA.info official website, with regard to the opportunities for innovation in the field of education, backed by experience and expert opinion. Additionally, through the media impact



of the event and resulting document, the event will contribute to highlighting the value of alternative credentials, such as micro-credentials, within both the education and job markets. Central to the mission of the Task Force on Enhancing Knowledge Sharing in the EHEA community, the underlying objective is the creation of a knowledge exchange platform. As stated, this platform can facilitate educators, industry experts, and stakeholders in sharing insights, research findings, and best practices related to digital learning and micro-credentials. The final report mentioned above has the potential to inspire innovation in educational approaches, curriculum development, and assessment methods through the better integration of digital tools and Micro-credentials in the everyday services provided by HEIs. It is a demonstration of the “Knowledge sharing” approach of the Task Force.

The event planning phase

The following content is tailored to the proposed event: "Empowering Education: Micro-credentials and the Digital Learning revolution" and may vary according to context, location or a different chosen event.

Once the overarching theme of the event has been established, the first meeting of the event planning team is a critical step to establish clear roles and milestones in order to achieve the vision of the event. Although this first step of establishing the team roles is often ignored, it is important to be aware of the fact that clearly defined roles eliminate ambiguity and help team members understand their responsibility. Beyond effective communication and risk mitigation (team members, aware of their responsibilities, can identify and address potential risks promptly) and enhanced decision-making, this step helps, essentially, empower and motivate the entire team by recognizing their strengths and contributions. This fosters a sense of ownership and pride, motivating individuals to excel in their designated roles – a hard to ignore argument.

Of course, depending on the composition of the organizing team (which is also consistent with the allocated budget), implementing some of the recommended roles might not be possible – or multiple roles might be assigned to the same person). In the first step described below (Recommended Planning team roles & responsibilities), you will find a series of role proposals and duties which can be used in order to facilitate the process of establishing appropriate roles. Please keep in mind that the structure is written in the spirit of an extended team, and some roles might be considered redundant or doubled when talking about a smaller organizing team. Also, companies, NGO or industry expert might not be included essential to the organizing team.

Recommended Planning team roles & responsibilities

Event Director

- Overall strategic planning and decision-making.
- Liaison between internal teams and external stakeholders.
- Ensuring alignment with the event's mission and objectives.
- Plans the event schedule and agenda.
- Coordinates with speakers and session organizers.

Marketing and Communications

Marketing Manager

- Develops and implements the marketing strategy.
- Coordinates promotional activities and advertising campaigns.
- Manages social media accounts and oversees content creation.
- Manages the creation and curation of event content.

Public Relations Specialist

- Builds relationships with media outlets and influencers.
- Drafts press releases and coordinates media outreach.
- Handles interview requests and media partnerships.

Logistics and Operations

Logistics Coordinator

- Handles venue selection and setup.
- Manages transportation and accommodation for speakers and attendees.
- Coordinates catering and other logistical details.

Technology Coordinator

- Oversees the technical aspects, including virtual platforms if applicable.
- Ensures audio-visual equipment is in place and operational.
- Coordinates tech support for virtual attendees.

Sponsorship and Partnerships

Partnerships Coordinator

- Collaborates with educational institutions, companies, and organizations.
- Facilitates partnerships for promotional purposes.
- Manages collaboration logistics.
- Identifies and secures sponsors for the event.
- Develops sponsorship packages and agreements.
- Maintains relationships with sponsors.

Attendee Experience

Registration Manager

- Oversees the registration process for both virtual and physical attendees.
- Manages ticketing and attendee information.

Experience Coordinator

- Plans attendee engagement activities.
- Organizes networking opportunities and social events.
- Collects feedback from attendees.

Finance and Budget

Finance Manager

- Creates and manages the event budget.
- Handles financial transactions and ensures fiscal responsibility.
- Works closely with the sponsorship team on financial matters.

External Stakeholders

Educational Institution Representative

- Provide insights into educational trends and needs.
- Assist in speaker recruitment from academia.
- Support in promoting the event within educational networks.

Industry Expert (Digital Learning Technology)

- Offer insights into the latest trends and technologies.
- Participate as a speaker or panelist.
- Facilitate connections with technology companies for sponsorships.

Non-profit Organization Representative

- Bring a social impact perspective to the event.
- Collaborate on outreach to underserved communities.
- Contribute to discussions on accessibility and inclusion in education.

Media Partner

- Provide media coverage before, during, and after the event.
- Assist in promoting the event through various channels.
- Possibly host exclusive interviews or features related to the event.

Format

The format of the event can be conference, webinar, peer learning activity, consultation, etc. Considering the nature and objectives of the event, a hybrid format that incorporates both in-person and virtual channels and media elements is the most effective.

Date

The Bologna Process was initiated with the signing of the Bologna Declaration on June 19, 1999. Organizing the event on the anniversary of the Bologna Process could be a meaningful and symbolic choice. It would provide an opportunity to reflect on the progress made in European higher education since the signing of the declaration and to explore new directions, such as the role of micro-credentials and digital learning in shaping the future of education.

Additionally, choosing this date could help attract attention to the event and the Bologna Process itself, especially within the context of many of the original signatories attending. It would also emphasize the commitment to continuous improvement and innovation in education, aligning with the spirit of the Bologna Process.

Lastly, organising an event on the date when the Bologna Process began can be a beginning for



the wider knowledge exchange platform we are proposing. However, practical considerations such as venue availability, participant schedules, and logistical arrangements should also be taken into account when deciding on the event date.

Target audience and their needs

STAKEHOLDERS	NEEDS
Policy-Makers	Insights into how micro-credentials and new adaptive digital learning instruments can align with and inform education policies. Understanding the potential impact (even on a more granular level) on national education systems and regulations.
Academics	Access to cutting-edge research and best practices in implementing micro-credentials. Opportunities for collaboration with industry professionals and insights into adapting curriculum to digital learning.
Industry Professionals	Knowledge on how micro-credentials can address industry skill gaps. Opportunities to engage with educational institutions for workforce development. Insights into the practical applications of digital learning in professional development.
Technology Experts	Exploration of technological advancements in digital learning platforms. Opportunities to showcase innovations and discuss how technology can enhance educational experiences through micro-credentials.
Educational Institutions	Strategies for integrating micro-credentials into existing academic programs or new programs. Insights into digital learning tools and technologies to enhance teaching methods. Opportunities for collaboration with industry to align curriculum with industry needs.
Students	Understanding the value of micro-credentials in terms of employability. Insights into flexible learning options and how digital learning tools can support diverse learning styles. Access to resources for pursuing micro-credentials.
Non-Profit Organizations (Special Educational Needs)	Understanding how micro-credentials and digital learning can be tailored to address the specific needs of marginalized and special educational groups. Opportunities to advocate for inclusivity and accessibility in education.

The above table is an ongoing exploration of the needs of various stakeholders. Understanding and addressing the diverse needs of these stakeholder groups is crucial for the success and impact of the event. Tailoring sessions, workshops, and networking opportunities to cater to the specific concerns and interests of each group will contribute to a more inclusive and valuable conference experience.

Promotion and dissemination

The first step in the promotion and dissemination planning phase is developing a communication plan to promote the event and ensure effective communication with attendees. The plan should use multiple channels, including email, social media, and website updates, to keep attendees informed about the conference's program, speakers, and logistics. Promotional materials such as flyers, social media posts, and email invitations are to be developed before the event. The organising team must ensure that the materials are well-designed and convey the conference's theme and objectives. The conference should be promoted through multiple channels to reach the target audience properly. Guidelines for the communication plan and actions of the event can be found below.

Online Presence

Event Website

Create a dedicated website with detailed information about the conference. Include the agenda, list of speakers, venue details, and registration information. Optimize the website for search engines to ensure visibility. In order to optimize search engine ranking, we strongly recommend creating a “News” or “Blog” section, where information can be posted often and in a timely manner.

Social Media

Leverage platforms like X, LinkedIn, Facebook, and Instagram. Regularly post updates, speaker highlights, and relevant content using event-specific hashtags and links to the official website of the event. Encourage speakers, partners, and participants to share event-related posts.

Email Marketing

Develop an email marketing campaign targeting potential participants. Send out regular newsletters with updates, sneak peeks, and important information. Utilize segmented lists for different target groups (educators, industry professionals, etc.). Explore the opportunity to collaborate with various online influencers. Identify influencers or thought leaders in the education and technology sectors. Seek their collaboration in promoting the event through blog posts, interviews, or social media shoutouts.

Traditional Media

Press Releases

Draft and distribute press releases to relevant media outlets. Highlight the significance of the conference, key speakers, and the topics to be discussed.

Partnerships with Educational Publications

Seek cooperations with educational magazines, journals, and websites for coverage. Prepare and offer exclusive interviews or articles to each of the partner publications



(this will be an important selling point for partnerships).

Networking and Outreach

Collaborations with Educational Institutions.

Reach out to universities and educational institutions to promote the event within their networks.

Offer special discounts or incentives for students and faculty. Engage with Professional Associations Partner with educational and industry associations to expand outreach. Request their support in promoting the event among their members.

Event Branding

Create Engaging Content.

Develop visually appealing promotional materials (posters, banners, infographics).

Produce engaging videos featuring speakers, sneak peeks, and the event's mission.

Utilize Microsites.

Explore the opportunity to create targeted microsites or landing pages for specific aspects of the event (e.g., micro-credentials, digital learning).

Optimize these pages for search engines.

Registration Incentives Early-Bird Registration.

Offer early-bird registration discounts to encourage early sign-ups. Promote these discounts prominently in all promotional materials.

Referral Programs

Implement a referral program where registered participants can invite others and receive incentives.

Use personalized referral links for tracking.

Continuous Promotion

Countdowns and Reminders.

Create countdowns on social media and your website to build anticipation. Send regular reminders as the event date approaches.

Post-Event Engagement

Live Streaming and Recordings

Consider live-streaming key sessions for virtual audiences.

Record sessions and make them available post-event for those who couldn't attend.

Event Recap and Highlights

Share post-event content, including highlights, key takeaways, and participant testimonials. Continue engaging with attendees through surveys and feedback sessions.

Remember to monitor the effectiveness of each promotional channel and adjust the strategy accordingly. When gathered, the information can be extremely effective both in optimizing communication for the current edition of the event and – just as important – for choosing effective channels for the next editions of the event. Within the

communication plan, find manners in which to engage with the event’s audience, respond to inquiries promptly, and leverage the collective reach of speakers and partners to maximize visibility.

Post event monitoring and evaluation

Share post-event content, including highlights, key takeaways, and participant testimonials. Continue engaging with attendees through surveys and feedback sessions. Remember to monitor the effectiveness of each promotional channel and adjust the strategy accordingly. When gathered, the information can be extremely effective both in optimizing communication for the current edition of the event and – just as important - for choosing effective channels for the next editions of the event. Within the communication plan, find manners in which to engage with the event’s audience, respond to inquiries promptly, and leverage the collective reach of speakers and partners to maximize visibility.

Post event monitoring and evaluation

The post-event monitoring and evaluation component of the event is essential in terms of organisational learning and measuring in what degree the event has reached its objectives and fulfilled its potential. Within the first meetings of the event, several of the following monitoring and evaluation instruments should be implemented: feedback surveys (containing indicators such as content relevance, speaker effectiveness, organizational aspects, overall satisfaction, ratings for individual speakers and sessions, clarity, engagement and relevance), social media monitoring (including engagement, mentions, shares, user generated content, sentiment analysis and potential areas for improvement), attendance metrics (attendance numbers against expectations – analysing patterns throughout different sessions and days, audience engagement during Q&A sessions, workshops, and networking events, participation in interactive elements such as polls and discussions, providing insights into the level of engagement among attendees).

Event planning task list

15 Weeks prior

TASK	COMMENTS
Determine goals and purpose of event	Who is the target audience for the event? What are your objectives? What are your key messages? What do you hope to accomplish? How will you gauge effectiveness? How does this event complement the general strategy of the Bologna process?
Select date and time	Ensure hosts, VIPs, and/or speakers are available for specified dates Consult national calendar & religious calendars when selecting
Set budget	Research potential funding sources such as partnerships or participation fee

	You can use the budget template provided with this document
Select and reserve venue	Remember to review: A/V capabilities Parking availability/restrictions Maximum capacities Other events occurring near space – will they conflict? Accessibility – how will persons with disabilities enter the venue? Access times to space Load-in/delivery capabilities Included equipment with room rental Surrounding sound impediments Potential security issues
Determine guest list	Consider your target audience and key messages When possible, research similar past events to determine RSVP prognosis Ensure inclusivity, accessibility, and sustainability Investigate needs for special permits, licenses, insurance, etc.
Research potential vendors & caterers	Review national or local policies regarding contracts, procurement, and RFPs
Develop a production schedule for any design elements	Include items like your program, flyers, website graphics, and signage Determine deadlines to send items to printers to receive materials on time
Determine meeting schedule for your committee	Create a reoccurring calendar appointment

12 Weeks Prior

TASK	COMMENTS
Develop a communications plan	What is your event’s main message? What media reaches your target audience? Determine what channels to advertise and when is the best time to send messages Consult with BFUG’s Task Force on Enhancing Knowledge Sharing in the EHEA for advice and inspiration
Update any website material	Include common guest questions such

	as parking, dress code, and program schedule Ensure the website offers accessible features like alt text in images and proper color contrasts
Determine if you will live stream your event	Who is coordinating? Where will the webcast run on the website? Who will write copy for the site? When will the site go live? How will you communicate the webcast to your guests/audience? Where will the video be archived afterward? Who will caption the stream live? Can you run analytics afterward? If so, do for assessment purposes
Schedule photographer, if needed	
Schedule videographer, if needed	
Select designer/printer	
Order/design save-the-date cards or emails	
Secure mailing house if you are to send out save-the-dates	
Begin researching travel arrangements and hotel options	
Schedule meeting with event logistics responsible	

10 Weeks Prior

TASK	COMMENTS
Reserve hotel, plane, and travel accommodations for speakers/VIPs and staff, if applicable	Consider requesting a hotel block if a large portion of your attendees are traveling
Secure A/V needs for event	Lighting Supplemental video needs Sound Ensure you have wireless presenter remote, if using ppt and projector/screen Coordinate additional mics in the audience for any Q&A needs Ensure you have on-site A/V tech for event Confidence monitors for speakers
Design and create/order	Confirm a way to ask guests about any

invitations	accommodation requests such as a specific disability access request or dietary needs
Select & book catering	Do any of your guests have dietary restrictions? Remember vegetarian options Determine VIP's F&B (Food & Beverage) preferences Will you need linens from the caterer or other rental company? Remember waters for the podium and/or bottled for guests, if applicable
Secure entertainment/musicians	
Begin designing printed pieces (i.e. invitations, tickets, flyers, programs, pamphlets, out-of-town guest booklets, etc.)	
Develop press release and calendar listings	
Request and receive speakers'/VIPs' bios	Ask for photo if included in program – high-res jpeg
Send save-the-dates	
Order plants/flowers	Remember rental plants for staging and all floral needs
Schedule supplemental staffing	Ushers, crowd management, etc.
Send preliminary volunteer requests	Student associations are great resources
Request participation of additional speakers	Masters of ceremonies, presenters, etc. Always have someone introduce the VIPs
Order additional décor materials	Flowers Other?
Reserve additional set-up materials	Rental chairs Stage Podiums Tables Coat rack Heat lamps
Complete/submit Event Details	Update the upper management

8 Weeks Prior

TASK	COMMENTS
Review printed materials with your designer	
Set menu with caterer – find out when is the last date when you can confirm the headcount of the event	
Secure necessary permits	

Determine if awards/trophies will be given and research companies that produce the awards/trophies	
Release press announcements to national and local print media	List all your relevant media contacts
Order any giveaways	Do not include a date, if possible, so items can be reused
Arrange for transportation (buses, shuttles) if necessary	
Determine parking for visitors	Direct guests to a simplified map for directions
Confirm accessibility resources	Will you employ CART Transcription? Do you need ASL Interpreter? Ensure you have an operational plan in place for assisting those with disabilities and that volunteers are fully briefed on
Begin editing printed programs/materials	
Schedule A/V run-through the day before the event	Schedule speakers/musicians and others to participate (if live streaming or captioning, include those individuals, as well as any social media testing, i.e. Facebook Live)

6 Weeks Prior

TASK	COMMENTS
Assemble/address invitations	
Create RSVP tracking system	Confirm a way to ask guests about any accommodation requests such as special access or dietary needs
Mail invitations	Set RSVP 1.5-2 weeks (at minimum 1 week) prior to event date Update website with RSVP information
Order awards	
Distribute flyers/emails advertising event	
Finalize transportation logistics for VIPs and out-of-town guests	
Release press announcements to local TV, radio & other media	
Secure musicians/entertainers	Determine if any sound checks are necessary
Determine beverages needs, if any	
Purchase all needed decorations	
Begin making decorations, if need be	

4 Weeks Prior

TASK	COMMENTS
Make a safety and emergency preparedness plan	
Place local print ads and watch for media hits	
Confirm staff/volunteers for each aspect of the event	
Make parking and directional signs that can be created in-house	
Create welcome packets/materials for attendees	
Create script where necessary	Clearly mark each speaker change with dividers in the script book Request scripts from all participants with a talking role to create a complete script book and ensure that speakers are not redundant Include phonetic spellings for any individuals' names that might be difficult to pronounce
Confirm all travel arrangements	
Confirm security needs and plan walk-through of site with them	
Coordinate with accounts payable and vendors on when payment will be received (in most cases, unless you purchase alcohol, after services are rendered)	
Schedule volunteer training	

2 - 1 week(s) prior

TASK	COMMENTS
Follow-up with RSVP list – make personalized phone calls & emails, if necessary	
Send final numbers to the caterer	
Confirm participation with all VIPs/presenters Send them updated event details, run of show, and talking points	
Create seating plans and room diagrams for assistance with set-up and day-of-event questions	Ensure you follow correct protocol for head table seating Create place cards, if needed Ensure you have back-up seating options available for changes within head table seating arrangements
Develop photo shoot list	
Hold pre-event meeting with all significant stakeholders (vendors, managers of venue, key	

committee members and volunteers, etc.)
Do one last walk-through of venue
Hold training session with volunteers
Ensure all printed materials/collaterals are assembled and correct
Make follow-up calls to media
Make nametags/lanyards for attendees and extra plain ones for surprise guests
Create “Event Day Survival Kit” full of needed items: pens, sharpies, tape, scissors, etc.
Create detailed hour-by-hour event agenda (event plan) for key volunteers/vendors and distribute to them
Confirm set-up/breakdown with all vendors
Send final information to participants, including directions, maps, last-minute details, etc.
Create volunteer duty form
Send completed Run of Show and RSVP list to VIPs

2 - 1 days prior

TASK	COMMENTS
Create final to-do list to determine all tasks are complete	
Ensure all appropriate contacts’ information is listed where you can easily retrieve it	Recommend they are added to your phone for easy texting capabilities on event day
Purchase floral arrangements if not provided by vendor	
Recheck all equipment/materials to ensure nothing is damaged, quantity is correct, etc.	
Reconfirm schedule with caterer	
Set-up registration area, if possible, so you are prepared for the next day	
Decorate room if needed	
Display parking/directional signs	
Gather all needed materials (name badge, notebook, etc.)	
Deliver materials/equipment to venue site	
Test web streaming	
Discuss final rain plan logistics	

Day of the event

TASK	COMMENTS
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Arrive early and do one last walk-through	
Oversee vendor set-up	
Ensure all VIP materials are correctly labeled and in place	Provide a program to President and VIPs so they know speaking order
Check all set-ups	
Ensure water bottles are on podium	

Up to a week after the event

TASK	COMMENTS
Send thank you notes	
Handle invoices	
Hold post-event meeting with key players	
Send pictures/mementos to VIP guests	
Pack up and inventory all materials	
Update website	
Book next year's venue, for annual event	
Rate caterer's performance on Student Center websites	
Create final report in which you analyse if and how well you have reached the event purpose and indicators, and what is there to learn for the next events	
Based on the above report, update the current checklist and the events guidelines document	

VIDEO INTERVIEWS CONCEPT PAPER

Introduction

The Paris Communiqué (2018) stressed that unlocking the potential of the EHEA requires “successful implementation and full ownership of all our agreed goals and commitments ... and... depends on the concerted efforts of national policymakers, public authorities, institutions, staff, students and other stakeholders”. The ministers committed through the Rome Communiqué (2020) to build “a more closely connected and sustainable higher education community, which fosters inclusion, communication, cooperation, and solidarity, essential for the relevance and excellence of the future EHEA.”

The Task Force on Enhancing Knowledge Sharing in the EHEA Community was created with the scope to “Devise ways to enhance knowledge sharing within the EHEA, involving academic communities, stakeholder organizations, national authorities and the BFUG itself, in order to enable better understanding and closer collaboration in developing and implementing the EHEA policies.” An action plan was developed in that sense and approved by the Bologna Follow-up Group, that includes the development of dissemination tools such as videos, and TV/radio reportages/podcasts on topics related to the Bologna process.

Objective

New communication channels allow us to shape the narrative regarding the European Higher Education Area (EHEA) and widen its audience. Video content might be created to explore how the Bologna-Follow-up Group is working, the achievements within the Bologna Process after 25 years, as well as thoughts about the future of the EHEA. To achieve this, a video series example is presented in these pages, aimed at raising public awareness and sparking meaningful dialogue about current and future developments in the European Higher Education Area.

Interview Questions

Below are presented questions that might be used for the interviews, either general or specific to different topics, but participants are encouraged to suggest additional subjects for discussion. The individual questions will be agreed with the participants in advance.

General

- What is the BFUG and how it works?
- Describe your organisation and its role in the BFUG context.
- What are, from your perspective, the main achievements of the Bologna Process since the last ministerial conference/after 25 years?
- Do you think engaging with the academic community is important? How best to assure ownership and impact of the Bologna policies and reforms?

Key Commitments (Quality Assurance, Qualifications Framework, Diploma Recognition)

- Describe the main features of the (a) key commitment(s) and its (their) level of implementation in the EHEA.
- Why are these called “key”? What is their impact on the development of the EHEA?



- How is the BFUG working to foster the implementation of the key commitments?

Social Dimension of EHEA

- How has the Bologna Process contributed to creating a more inclusive and equitable higher education space in Europe?
- What are some key challenges persisting in achieving true inclusivity within the EHEA, and how can we address them?

Fundamental Values of EHEA

- Briefly explain what the fundamental values of the EHEA are and why are they essential?
- Are these values upheld or challenged?
- What role the BFUG is playing in promoting and safeguarding the EHEA's fundamental values?

Learning and Teaching

- What are the features of quality education in the EHEA? What are the challenges to achieving it?
- How is the BFUG working to foster quality learning and teaching in the EHEA?

Global Dialogue

- Is the Bologna Process known beyond the EHEA borders?
- Should EHEA collaborate with other regions of the world? Why? How is the BFUG working on that?

Future Outlook and Adaptability

- How do you envision the EHEA evolving in the next decade to meet the changing needs of students and society?
- What emerging trends or developments do you believe will have the most significant impact on EHEA in the coming years?
- How can the EHEA remain agile and adaptable in the face of rapid technological advancements, demographic shifts, and geopolitical changes?

Why EHEA Matters to You

- Tell us your story: How has your education or career been impacted by the EHEA?
- What specific features or opportunities the EHEA offers have been most valuable to you?
- Do you think the Bologna Process is essential for the future of European higher education and society as a whole? Why?

Additional Prompts

- Beyond the specific themes, feel free to share any other thoughts, concerns, or aspirations you have regarding the EHEA and its future.

- What message would you like to convey to a wider audience about the EHEA?
- How can we continue to improve the EHEA and ensure its continued relevance and impact?

EHEA.INFO WEBSITE IMPROVEMENTS

Essentially, the roles of the ehea.info website could be defined as (1) efficiently provide already stored information and offer a foundation for building a larger community aimed at generating dialogue, insofar as dialogue is one of the foundational values of the Bologna Process. As the target groups of the website are significantly varied, both functions may prove difficult to implement and especially challenging from a user experience standpoint – increasing the complexity of the website menu beyond the usability threshold. In order to accommodate both of the functions without expanding upon the number of buttons and menus within the website, we propose the following.

Implementing a chatbot within the website.

A chatbot based on GPT (Generative Pre-trained Transformer) technology is an AI-powered conversational agent that uses a pre-trained language model to generate human-like responses to user input. GPT is a type of machine learning algorithm that uses deep neural networks to analyse and understand natural language. By training on massive amounts of text data, GPT can generate responses to text-based queries that mimic human language patterns and syntax. Chatbots based on GPT technology can be used for a wide range of applications, including customer support, language translation, and personal assistants.

Adding a chatbot based on GPT technology to the ehea.info website can offer several benefits. Some of these benefits include:

1. **Improved User Experience:** The chatbot can provide personalized and interactive assistance to users, making it easier for them to find the information they need on the website.
2. **Increased Efficiency:** The chatbot can handle a large volume of inquiries and provide instant responses to users, reducing the workload of the customer support team.
3. **24/7 Availability:** The chatbot can provide assistance to users 24/7, even outside of regular business hours, improving the accessibility and availability of the website.
4. **Cost-Effective:** Implementing a chatbot can be a cost-effective solution compared to hiring additional staff for customer support or maintaining a call center.
5. **Data Collection:** The chatbot can collect data on user inquiries and preferences, which can be used to improve the website and its content.
6. **Competitive Advantage:** Adding a chatbot can improve the website's overall user experience, making it more attractive to users and giving it a competitive advantage over other websites in the same space.
7. **Training Specific to Website:** By training the chatbot specifically for the ehea.info website, it can provide more accurate and relevant responses to user inquiries, improving the overall experience for the user.

That could provide the website visitors with instant and personalized support 24/7 without any human intervention. This is precisely what a chatbot based on GPT technology can do. By using GPT-4, the largest language model developed to date, the chatbot can understand and respond to a wide range of user queries and provide them with relevant information and assistance.

One of the key benefits of using ChatGPT is that it can significantly enhance the user experience

of the website visitors. Instead of having to navigate through multiple pages or wait for a human agent to respond, users can get instant answers to their queries, saving them time and frustration.

Another benefit is the scalability of the chatbot. As the website traffic increases, so does the volume of user queries. With ChatGPT, it can be handled an infinite number of user queries simultaneously, without any drop in the quality of service.

ChatGPT can also provide valuable insights into user behaviour and preferences. By analysing user queries and interactions, areas of improvement for the website can be identified, such as frequently asked questions that are not adequately addressed or areas of confusion that need to be clarified.

Overall, using ChatGPT can lead to higher customer satisfaction, increased engagement, and improved conversion rates for the website. It is a powerful tool that can help a website stay ahead of the technological curve in today's fast-paced digital world.

Finally, as one of the main issues of the current website is searchability, by using a GPT chatbot we can dramatically improve the searching capability of the whole website. The chatbot can be trained to understand natural language queries and return relevant results based on the keywords or phrases used in the query. The chatbot can also be integrated with existing search engines or databases to provide more comprehensive and accurate results.

Implementing a forum on the website

Online forums are web-based platforms that allow individuals to discuss, share ideas, and collaborate on various topics of interest. They are also known as discussion boards, message boards, or internet forums. Users can create new discussion threads, reply to existing ones, and interact with other participants by posting messages or comments. Online forums are often organized into categories or topics to make it easier for users to find and participate in relevant discussions. They have become a popular way for people to connect and engage with others who share similar interests or concerns, and can provide a sense of community and support.

Data collection on online forums involves gathering information from posts, comments, and discussions made by forum users, with the user's consent. This can include text data, user demographics, and user behavior data. Online forums are a rich source of data for researchers, marketers, and businesses looking to understand the opinions, attitudes, and behaviours of their target audience.

Data collection allows policy makers to identify trends and patterns, monitor progress, and evaluate the impact of their policies. It also enables them to identify emerging issues and anticipate future challenges, helping them to develop proactive policies that can prevent problems before they occur.

In addition, data collection can help policy makers to understand the needs and preferences of different groups within their constituencies, allowing them to tailor policies to better serve those populations. This can help to reduce inequalities and ensure that policies are equitable and inclusive.

Overall, data collection is crucial for policy makers as it provides them with the information they need to develop evidence-based policies that are effective, efficient, and responsive to the needs of their communities.

Implementing data collection techniques across the website

Data collection techniques refer to methods used to gather and analyse information for a specific purpose or research objective. In the context of a website, data collection techniques can include tracking user behaviour, gathering feedback through surveys or forms, analysing search queries, and monitoring website traffic. These techniques allow website owners to better understand their users and improve their overall experience on the site. The data collected can also provide valuable insights for decision-making and strategy development. Implementing data collection techniques across the website can provide various benefits to enhance knowledge sharing within the EHEA and increase global dialogue on policy development and implementation beyond the EHEA. Some of the benefits are:

1. **Understanding user behavior:** Data collection techniques such as website analytics can provide insights into user behavior, including what content is most popular, which pages are visited the most, and how long users spend on the website. This information can help the project team to identify areas for improvement and tailor content to meet the needs and interests of the website visitors.
2. **Tracking policy impact:** By collecting data on website visitors, it is possible to track the impact of policies and initiatives on the website and determine which policies or initiatives are resonating with the audience. This can help the team to refine and improve policies and initiatives based on feedback from the audience.
3. **Measuring engagement:** Data collection techniques can help to measure the level of engagement of website visitors, such as how many visitors are returning, how long they stay on the site, and how frequently they interact with the content. This can provide an indication of how effective the website is in engaging with its target audience.
4. **Identifying trends:** Data collection techniques can help to identify trends in user behavior over time, which can provide insights into how the website can be improved and how policies and initiatives can be refined to better meet the needs of the target audience.
5. **Improving outreach:** By collecting data on website visitors, it is possible to identify gaps in outreach and engagement and to adjust outreach efforts accordingly to ensure that the project is reaching the widest possible audience.

Data collection techniques that can be implemented on the EHEA website:

- **Forms:** Creating online forms to gather data from users, such as contact information or feedback.
- **Surveys:** Conducting online surveys to collect information about user preferences, behavior, and attitudes.
- **Cookies:** Using cookies to collect information about website usage and user behavior, such as tracking clicks and page views.
- **Web analytics:** Using web analytics tools, such as Google Analytics, to track website traffic and user behavior.
- **Heat maps:** Using heat maps to track user clicks and mouse movements on a website, which can provide insight into user behaviour and preferences.
- **A/B testing:** Comparing two versions of a website or webpage to determine which one performs better in terms of user engagement and conversion.
- **Social media analytics:** Tracking user engagement on social media platforms, such as

- likes, comments, and shares, to better understand user behaviour and preferences.
- **User testing:** Conducting user testing sessions to gather feedback from real users about the website's usability and functionality.

EHEA NEWSLETTER GUIDELINE

Introduction

Since its establishment in 1999, the Bologna Process has led to significant reforms in the field of higher education in the member countries. Nevertheless, this is a continuously evolving process, and information and knowledge sharing are considered crucial for gaining ownership of the policies agreed upon and their meaningful implementation.

In answer to this challenge, the BFUG has approved, as part of the action plan of the Task Force on Enhancing Knowledge Sharing in the EHEA community (TF), the initiation of an EHEA Newsletter, which aims to be the gateway to the Bologna Process and EHEA environment. The EHEA newsletter is a comprehensive source of news, updates, and insights on the latest happenings and developments regarding the Bologna Process. The goal of the newsletter is to inform a global audience of stakeholders, including higher education institutions, policymakers, other institutions with responsibilities in the higher education field, and the wider public. By providing a timely and informative snapshot of EHEA affairs, it aims to foster a deeper understanding of its transformative impact on higher education in the member countries.

While the newsletter is a Task Force on Enhancing Knowledge Sharing in the EHEA community initiative, it is based on the knowledge and contributions of BFUG members, consultative members and partners and is realised in collaboration with the BFUG Secretariat.

The present document serves as the Guideline for Contributors to the EHEA Newsletter, providing clear instructions and expectations for submitting high-quality and engaging content that aligns with the newsletter's mission and goals. It outlines the editorial principles, content guidelines, format guidelines, submission guidelines, review and editing process, copyright and usage, feedback and collaboration guidelines, and the overall vision for the newsletter. By following these guidelines, contributors can ensure their submissions are appropriate and informative and contribute meaningfully to the newsletter's success in informing and captivating its global audience.

Just like the EHEA, this Guideline is an evolving document which will be iteratively improved based on the needs, feedback, and preferences of its audience.

Vision

The vision of the EHEA newsletter is to serve as a comprehensive, informative, and engaging platform for disseminating news, updates, and insights related to the European Higher Education Area (EHEA) to a global audience of stakeholders, including higher education institutions, policymakers, other institutions with responsibilities in the higher education field, and the general public.

Goals

- Establish the EHEA Newsletter as a trusted and authoritative source of information on EHEA developments.
- Provide a regular overview of key events, initiatives, and achievements within the EHEA.
- Highlight innovative policy initiatives within the EHEA.
- Promote international cooperation and exchange in higher education.
- Foster a sense of community and engagement among EHEA stakeholders.



Target Audience

- Higher education institutions and their governance and staff.
- Policymakers and government officials.
- Institutions/organisations with attributions and interest in the field of higher education.
- Researchers and academics.
- Students and prospective students and their unions.
- The general public interested in higher education.

Contributors

All members, consultative members and partners of the EHEA are invited to send contributions to the EHEA newsletter, and proposals for interviews, opinions of experts or other relevant individuals, research outcomes etc., as described in the table below.

Type of contributions and general requirements

The contributions can be articles, news items, interviews, or case studies and best practices that are relevant to the Bologna Process. They can also describe the BFUG work in the respective period.

Your contributions will help us shape a newsletter that is genuinely representative and engaging for our global audience. The content you provide will be included in the newsletter and, if needed, its long-form content will be published on the EHEA.info website.

The submissions should be clear, concise, informative, tailored to a general audience interested in higher education. It should also be accurate, unbiased, and well-researched, providing factual information and citations, if that's the case.

Type	Description	Size
Introduction	A brief overview of the newsletter edition, highlighting key themes and featured content. Typically should be drafted by the co-chairs/vice-chair of the current period.	200-500 words
Editorial	An opinion piece or analysis on a current issue or trend in EHEA, written by an expert or thought leader.	500-800 words
Article	An in-depth exploration of a specific topic related to EHEA, including research findings, best practices, or studies.	500-1500 words
Outcomes of BFUG working structures	Description of activities and outcomes of BFUG working structures in the respective period. Typically should be drafted by the co-chairs of the working structures.	200-500 words
News Item	A short report on a recent event, development, or achievement within the EHEA.	150-300 words
Interview	A Q&A with an interesting figure in the EHEA, providing insights and perspectives on current issues.	300-1000 words
Case	A detailed look at a successful initiative or program	500-800 words

Study/Best practice	implemented by an EHEA institution.	
Projects	Description of activities, events or outcomes and results of projects on topics related to the Bologna Process, in which BFUG members, consultative members and partners are involved.	500-800 words
Infographic	A visual representation of data or information related to EHEA, using charts, graphs, and icons.	N/A (Size varies depending on complexity). For lengthy visuals, the graphic should be adapted to a vertical layout
Video	A short clip showcasing an EHEA activity, event, or achievement. High-Resolution distributable .mp4 videos, adapted to formats, sizes and resolutions used across social media services.	N/A (Length Varies depending on content)
Webinar Recording	A recording of a live online event on an EHEA-related topic.	N/A (Length varies depending on recording)
Personal Story	A first-hand account of someone's experience with EHEA, such as a student studying abroad or a researcher collaborating with colleagues across borders.	300-500 words
Book or scientific article review	A review of a recent book or scientific article, relevant to the EHEA and its goals.	300-500 words
Policy Analysis	An overview and analysis of a new policy impacting the EHEA.	500-800 words
Upcoming Events	A listing of upcoming conferences, workshops, and other events related to EHEA. The BFUG members and consultative members are responsible to send to the BFUG Secretariat description of future Bologna Process related events, together with the link to the event page.	100-200 words

Editorial Guidelines

Your submission should respect the following characteristics:

- Submit in Microsoft Word (.doc or .docx) format.
- Adhere to specific word counts based on the content type (the long-form source or only the preview):
 - Content to be published on the EHEA.info website and then linked in the newsletter, mentioning the source of the article: 500-2000 words.



- Content to be published as a preview of articles, interviews, case studies, video content, published on your institutional website or other official channels and linked in the newsletter: maximum 200 words.
- Include a clear and concise title that accurately reflects the content.
- Should include the URL link, in the case the long-form content is already published by you or your institution.
- Representative, high-quality pictures are recommended, if appropriate. If that is the case, please aim for a resolution of at least 72 dpi (preferably 150 dpi) and always include an accurate description of each picture.

Title	
Institution	
Preview text (maximum 200 words)	
Link to the articles (if the article is posted elsewhere than on EHEA.info)	
Relevant pictures if available	

Frequency and distribution channels

The newsletter should be produced and published twice a year, a call for contributions being sent by the Secretariat at least with 6 weeks ahead of the publication date. The newsletter will be available on EHEA website and sent through email to all EHEA members, consultative members and partners, which are encouraged to distribute it through their channels. It will also be announced on social media.

A subscription invitation will be available, preferably as a button or pop-up on the EHEA website and social media.

Review and editing

Once they reach the BFUG Secretariat, submissions undergo an editorial review process to assess clarity, relevance, and adherence to guidelines. Minor edits and suggestions may be made for improved clarity, consistency, and style guide alignment. Major revisions may be requested for significant changes to align with guidelines or enhance content quality.

This process will be conducted by the BFUG Secretariat with the support of the BFUG working structure in the field of knowledge sharing, while the final version will be approved by the co-chairs and vice-chair of the respective working period.

Copyright and use

By submitting content, authors grant the EHEA Secretariat the right to publish and disseminate it on the newsletter, EHEA.info website and the official EHEA social media channels. The EHEA Secretariat ensures that it attributes authors properly and always acknowledges their contributions. Authors retain copyright ownership of their work.

Feedback and Collaboration

Feedback from contributors and readers on the newsletter content and format is welcomed, to identify and cover the most relevant newsletter topics and formats and to improve the current guideline. An annual report regarding different aspects related to the content and

outreach of the newsletter will be drafted and submitted for discussion to the BFUG.