

Going Global: German & UK Showcase

The British Universities International Liaison Association (BUILA) is looking to create an innovative Showcase in partnership with the DAIA (German Association of International Education) to target key European stakeholders & influencers during the Going Global Conference in Germany May 2019.

The objective is to foster higher education partnerships and collaborations between the UK, Germany and Europe, to demonstrate UK HE continued commitment to working with European partners and to increase awareness of the range and quality of HE on offer through the UK & German universities to maintain and grow student recruitment. The Showcase will be a high profile in-country event at the British Embassy in Berlin with underpinning press and social media activity, under a theme addressing European priorities.

We are now seeking your help in creating this exciting showcase and would like:

- Up to 10 participating universities (inclusive of German & UK institutions) who can demonstrate:
 - Examples of collaborative research between Germany & UK which address any of the sub themes
 - Innovative joint projects between the two countries which address any of the sub themes
 - Examples of how you are addressing the wider European/Global agenda

Working theme:

Partners in Europe, Innovative HE collaborations to support the wider UK/ European goals

Sub themes:

- Sustainability
 - Energy, especially renewables
- Artificial Intelligence
- Digitalisation
 - Digital world incl. cyber security/cyber attacks
- Health Research,
 - especially use of IT, data in health research; e-health
- European cohesion in the face of rising nationalism and populism

Partners: The event will be delivered in partnership with:

- The British Council,
- UUKI
- FCO Germany
- BUILA

Private Sector Partners

- We have secured one and are looking at securing additional private sector support

Target Audiences: stakeholders (governmental; universities; educational sponsors; scholarship providers; influencers such as International School Counsellors and key local alumni.) + Media. Students.

Showcase Activity

- During an evening EU networking event at the UK embassy in Berlin 14th May 2019

As a participating university you will be showcasing examples of your partnerships, collaborations and individual expertise under the theme above using innovative interactive installations (including video, audio, display panels, and relevant products) as well as your student ambassadors who can interpret the exhibit.

This will bring to life how you and your counterparts are working together and independently to educate the next generation of skilled leaders and talent to help deliver the theme's objective, and the extreme importance of continued partnerships and collaborations post Brexit.

We will be working with our partners to target the relevant trade and education press in media outreach. In addition, video clips of some of the exhibits and student ambassadors explaining them will be created and distributed through BC and Study UK channels. Newsworthy case studies will also be prepared for trade & education press. We will also be exploring use of key education bloggers. We would also be seeking your support in utilising any channels you have.

DAIA & BUILA realise that this is very short notice but we do want to ensure that both the HE sector in Germany and UK do not miss out on this important opportunity. We would therefore welcome your proposals against the sub themes and in accordance with the timetable below.

Timeline

- We are looking to collate initial ideas for the event by 28th February 2019
- Shortlisted exhibits will be discussed during week beginning 4th March 2019
- Final event exhibits confirmed and mapped out by 14th March 2019
- Final design of exhibits signed off week beginning 18 March 2019
- Total design sign off week beginning 1st April 2019
- Fabrication & print completed 29th April 2019

DAIA & BUILA will be selecting content against the following criteria:

- Great example of collaboration between UK & Germany
- Innovative – showcasing something new, cutting edge, world leading
- Visual - ability to demonstrate project/collaboration in an arresting display be that:
 - Visual/video/images
 - Audio
 - Actual product
- Student Ambassadors: the ability to field students that have been involved to bring the project alive to guests & press
- Relevance to the theme

Cost

- We are seeking UK GREAT (government) funding to underpin this project
- BUILA will be contributing to the event to help support costs and by providing the Project Management
- We have a private sector sponsor interested in putting a small amount of money in to support the event
- We are seeking further sponsorship and there may be some limited bursaries to contribute to German Universities' travel.
- Universities will be asked to provide the content/display and materials for their exhibit; the exhibition designer will adapt to fit in with a Showcase style.

Design

- The design of the structure to house the exhibits has been created to reflect connectivity and knowledge exchange.
- It will be using arresting colours and have the capability to have projection of images onto its surface.

- We will be seeking a German University to help fabricate some of the elements. A full spec will be provided.

Please can you submit your initial ideas for the showcase by 28th February 2019 to:

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