

INTERNATIONAL
MARKETING
WEEK
2019
VIENNA



UNIVERSITY OF APPLIED SCIENCES BFI VIENNA

Facts&Figures

- 2200 students
- 22 study and postgraduate programs

research fields

- Financial market regulation, risk management for banks and insurance companies
- Management in project-oriented enterprises
- Location competition and regions



ABOUT US

Lecturers

- ✓ 50 permanent lecturers (600 ext.)

Focus on

- ✓ Management (Project, Logistics, HR)
- ✓ Finance (International Banking, Risk Management)
- ✓ (International) Corporation

Conferences / Events / Publications

- ✓ 75 Papers accepted for top rated international conferences
- ✓ 75 Publications in (top rated Journals, books etc.)
- ✓ Research Events (NEW WORK – NEW BUSINESS)



<https://studyinaustria.at/>

www.fh-vie.ac.at

COMPETENCE CENTRE

Black Sea Region

- ✓ Focused on modern economies and of the interrelations between social, political, and economic action in the black sea region



European Economy and Business Management (EIS)

- ✓ The emphasis of the EIS lies on the crises of the European Union as well as economic and political difficulties of the Member States

INTERNATIONAL MARKETING WEEK VIENNA

31 MARCH - 05 APRIL 2019



Topic

Social Media, TripAdvisor & Vienna Zoo

Evaluation of our existing channels (Facebook, Instagram, YouTube, Twitter) and our ratings on TripAdvisor (at the moment Vienna Zoo is ranked 8th best rated zoo in the world at TripAdvisor). Proposals for improvement, implantation of other social media channels and more ratings on TripAdvisor.



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SOCIAL MEDIA, TRIPADVISOR & VIENNA ZOO

- Pre-Assignments individually
- Group presentation about home country and institution
- Assessment on the quality of the pre-assignments, presentations, participation in the work groups, daily attendance



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IMW 2019 VIENNA:



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Fee includes:

- accommodation for 5 nights (Sunday arrival, Friday departure) in a hostel (up to 6 bed rooms) breakfast incl.
<https://www.meininger-hotels.com/en/hotels/vienna/hotel-vienna-downtown-sissi/>
- public transport ticket for Vienna from Monday to Sunday
- Lunches (sandwiches&drinks)
- one dinner at the FH (Austrian Buffet)
- 1 hour tour with the „Panorama Train“
- Visit to the zoo
- Teambuilding Session

Excluded:

travel costs, some meals and personal expenses,
Additional nights have to be organised and paid by
the students themselves

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IMW 2019 VIENNA:



- Su** Arrival @ Meininger Downtown Sissi
- Mo** Team Building, Country Presentations, Keynote&Tour @ Zoo Austrian Buffet @ UAS BFI
- Tue** Intercultural Learning Session, Panaroma Tram Tour@ Zoo
- Wed,Thu** Work sessions
- Fri** Final Presentations, Feedback

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STUDENTS, PLEASE BRING WITH YOU:

- **Motivation**
- **Energy**
- **Flexibility**
- **Curiosity**
- **Food samples from your home country to share with all**

IMW 2019 VIENNA



Fee: EUR 250
Nomination Deadline: 04 / Jan / 19
Registration Deadline (online): 10 / Jan / 19



CANCELLATION POLICY:

- Until 30 / Jan ... free of charge
- From 31/ Jan ... 30 %
- From 02/ Mar ...50 %
- From 22 / Mar ...100 %

IMW 2019 VIENNA:



Please send a list with your nominated students until 04/Jan/19
to claudia.redtenbacher@fh-vie.ac.at
Online registration for students open until 10/Jan/19

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SEE YOU SOON

INTERNATIONAL MARKETING WEEK @ UNIVERSITY OF APPLIED SCIENCES BFI VIENNA

A
COOPERATION
WITH THE
VIENNA ZOO

2019

31/03
UNTIL
05/04

Program

Sunday		Arrival at Youth hostel: Meininger Downtown Sissi
Monday	09:00 -	Welcome, Country Presentations
	10:00 - 12:00	Teambuilding
	14:00 - 15:00	Key Note @ Zoo Vienna in Schönbrunn
	15:00 - 16:30	Tour @ Zoo Vienna
	18:00	Austrian Buffet @ UAS BFI Vienna
	Tuesday	09:00 -
12:00 - 12:40		Work Session
14:00 - 15:00		Tour with the Panorama Tram in the palace park of Schönbrunn
15:00 - 16:00		tba
Wednesday		09:00 -
	12:30 - 17:00	Work Session
	Thursday	09:00 -
13:00 - 17:00		Work Session continues
Friday	09:00 - 12:00	Final Presentations, Feedback Closing of the International Week 2019 Group Picture

Fee: EUR 250,— Includes 5 nights in a youth hostel dorm, 5 lunches, one „Austrian Buffet @ UAS bfi“, one hour tram tour at Schönbrunn, excluding travel costs, other meals and personal expenses



Contact:

Mag.^a Claudia Redtenbacher
Phone.: +43 (0)1 / 720 12 86 - 80
claudia.redtenbacher@fh-vie.ac.at

Academic Lead

Prof. (FH) Mag. (FH) Roman Anlanger
roman.anlanger@fh-vie.ac.at

Address:

University of Applied Sciences BFI Vienna
Wohlmutterstraße 22 1020 Wien
Phone: +43 (0)1 / 720 12 86
info@fh-vie.ac.at