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/.



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





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.





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



IMW 2019 VIENNA:

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







STUDENTS, PLEASE BRING WITH YOU:

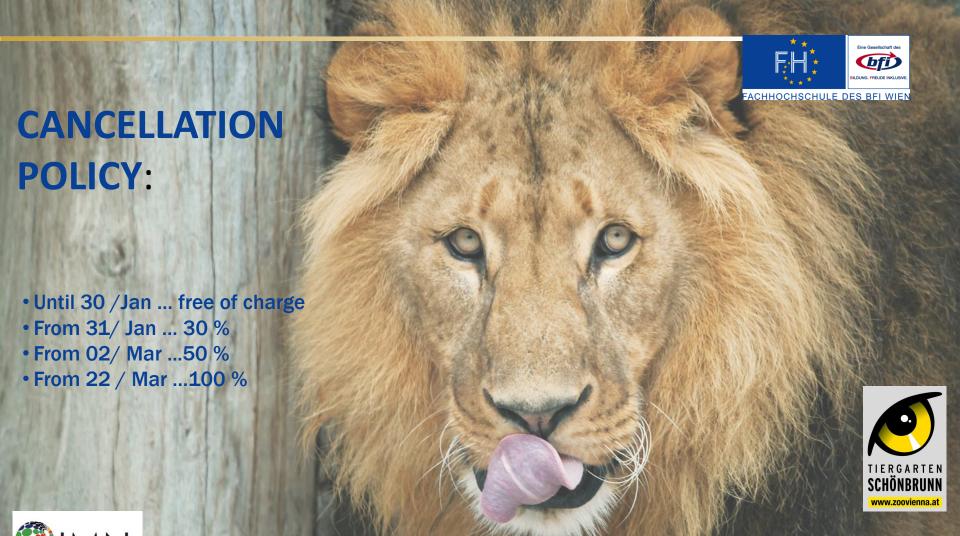


- Motivation
- Energy
- Flexibility
- Curiosity
- Food samples from your home country to share with all

















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 -	Intercultural Learning (Mattl)
	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 -	Work Session
	12:30 - 17:00	Work Session
Thursday	09:00 -	Work Session
	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











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