

CHARM-EU Table @ Julius Maximilians University Würzburg (JMU) and Eötvös Loránd University (ELTE)

Promoting CHARM-EU at university events

Goal

The primary goal of the CHARM-EU Table is to give visibility of the institution's participation in CHARM-EU at diverse university events and thus engage a broad audience among whom awareness is raised about various opportunities available to students and staff through the Alliance. By staffing the CHARM-EU Table with colleagues already involved in CHARM-EU, it provides an excellent opportunity to answer open questions. In addition, distribution of CHARM-EU branded give-aways foster a sense of excitement and involvement in the Alliance.



Target group



- Students at any level of their education (BA/BSc, MA/MSc, PhD)
- Academic and administrative staff

Format & type of content

The CHARM-EU Table adopts an engaging and informative format designed to appeal to diverse audiences. Info shared at the Table is customized according to the type of event and carefully curated to showcase the various CHARM-EU opportunities relevant to the event's target group: educational offers (CHARM-EU Master's, transnational online learning), mobilities for students and staff, opportunities for academic staff etc. Visual materials highlight key benefits and application processes, ensuring clarity and accessibility for attendees. The open format facilitates direct engagement and allows for personalized inquiries. Promotional give-aways enhance the appeal of the Table.



Channels & tools used



- Personal presence of CHARM-EU staff at university events
- Information materials (brochures, posters etc.), CHARM-EU branded give-aways
- Fun activities (quizzes, fun fact guessing games) for interactive, enjoyable experience

Impact and efficiency

- Number of participants at the table
- Increased awareness of and engagement with CHARM-EU offers
- Participants' feedback (feeds into the fine-tuning of future outreach strategies)



Necessary resources

- Human resources: scouting for events; coordination with main event organizers; tailoring content and preparation of materials; staffing the Table
- Technical and material resources: furniture; information materials (brochures, posters etc.), CHARM-EU branded give-aways (preferably sustainable materials and merchandising)



DEI aspects

- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- Multiple, accessible formats for information materials; multiple language options
- Ensuring diverse representation among gender and other lived experiences when staffing the Table



*CHARM-EU Table at the Freshmen's Bootcamp
@ ELTE, 2024*

*CHARM-EU Table at the International Evening
@ JMU, 2024*

