

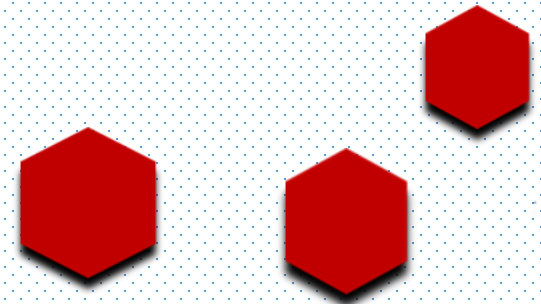
# *Organization & Challenges*



Summer School  
"Science and Art of Communication"

*Gintarė Žemaitienė*

# Content = process of organization



- ❖ Preparation
- ❖ Information dissemination
- ❖ Primary selection
- ❖ Information to participants
- ❖ Implementation of summer school
- ❖ Feedback
- ❖ SAC 2018?

# Preparation for summer school: budget

- Topic *BUSINESS COMMUNICATION*

- Strategy of the price differentiation

**Option 1 “Only studies”** (Educational program (lectures and excursions), coffee breaks (five days) **55 EUR**

**Option 2 “Study & Living”** (Educational program (lectures and excursions), coffee breaks (five days), living place in student hostel (a place in double room)) **100 EUR**

**Option 3 “All included”** (Educational program (lectures and excursions), coffee breaks (five days), living place in student hostel (a place in double room), city tour & guided tour to Trakai (with lunch)) **155 EUR**

- Feed yourself strategy

# Preparation for summer school: team

*Head of summer school*

*Teaching staff*

*Other departments: accountancy, International Office*

*Volunteers*

*Volunteers in preparation AND volunteers in action*

*Erasmus internship*

*Inclusion into study process*

# Preparation for summer school: creating program

*Lecture + workshop + excursion*

**Excursions** to Creative industries incubator, Railway training center virtual class, Tour around city related to marketing, A task in shopping center

*Summer school data and duration*

*Motivation for summer school teachers*

# Experiences & ideas

*Budget planning issues when price differentiation applied*  
*Positive effect of no feeding decision (15 participants 5 different diets!!!)*  
*TEAM WORK – both summer school team and university team*  
*Students can help a lot in preparation via their study process*  
*Volunteering = internship = course work = bachelor work*  
*Emphasis on practical side of topics via presentation of teacher*  
*More differentiation in length of summer school?*

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DO YOU HAVE  
GLUTEN-FREE  
TREATS, LADY?

I'M LACTOSE  
INTOLERANT...

D'YOU  
HAVE  
VEGAN  
CHOCOLATE?

I CAN'T  
EAT NUTS

I AM  
CARAMEL-  
PHOBIC!

I HAVE A  
NOUGAT  
ALLERGY...

GENDER  
NEUTRAL  
CANDY?

ORGANIC  
ONLY!



# Dissemination

*University webpage and social media*

*Institute webpage, Facebook, newsletter*

*SAC webpage and Facebook*

*Selection of emails: partners (for example Erasmus), target audience (countries), “secret” groups and forums*

*Letter in target audience languages (Belarussian, Russian, Armenian, Azeri, Ukrainian, Romanian)*

*How can help other departments of university?*

# Experiences & ideas

*When to start dissemination?*

*Should we apply early bird fee?*

*Optimization of information dissemination processes?*

*How to create institution level contact data basis?*

*Do not forget the list of previous year registrations*

*WOM – word from mouth – last year participants.*

*Ask to use #hashtag of your summer school*

# Primary selection

*62 applications + 15 correspondences*

*39 selected*

*16 willing to participate (2 did not get visa)*

*14 paid*

*+ 5 volunteers from MRU excluded from the fee*

***Application form***

<https://goo.gl/forms/arlQv3cjXYy6Nvwy2>

# Application to Summer School "Science and Art of Communication"

If You have any problem with fulfillment of application, You can write directly to SAC Summer School Director Dr. Gintarė Žemaitaitienė [giparaz@mrni.eu](mailto:giparaz@mrni.eu)

## WELCOME TO SUMMER SCHOOL "SCIENCE AND ART OF COMMUNICATION" APPLICATION FORM

Mykolas Romeris University, Vilnius, Lithuania

June 27th-July 3rd, 2016



Summer School  
"Science and Art of Communication"

Deadline for registration and payment: 10th of May, 2016

Follow us at: [www.facebook.com/summerschoolSAC/](https://www.facebook.com/summerschoolSAC/)

Email for more information: Gintarė Žemaitaitienė at [giparaz@mrni.eu](mailto:giparaz@mrni.eu)

Add item

After page 1

Continue to next page

Page 2 of 2

### Personal Information

Name and Family Name \*

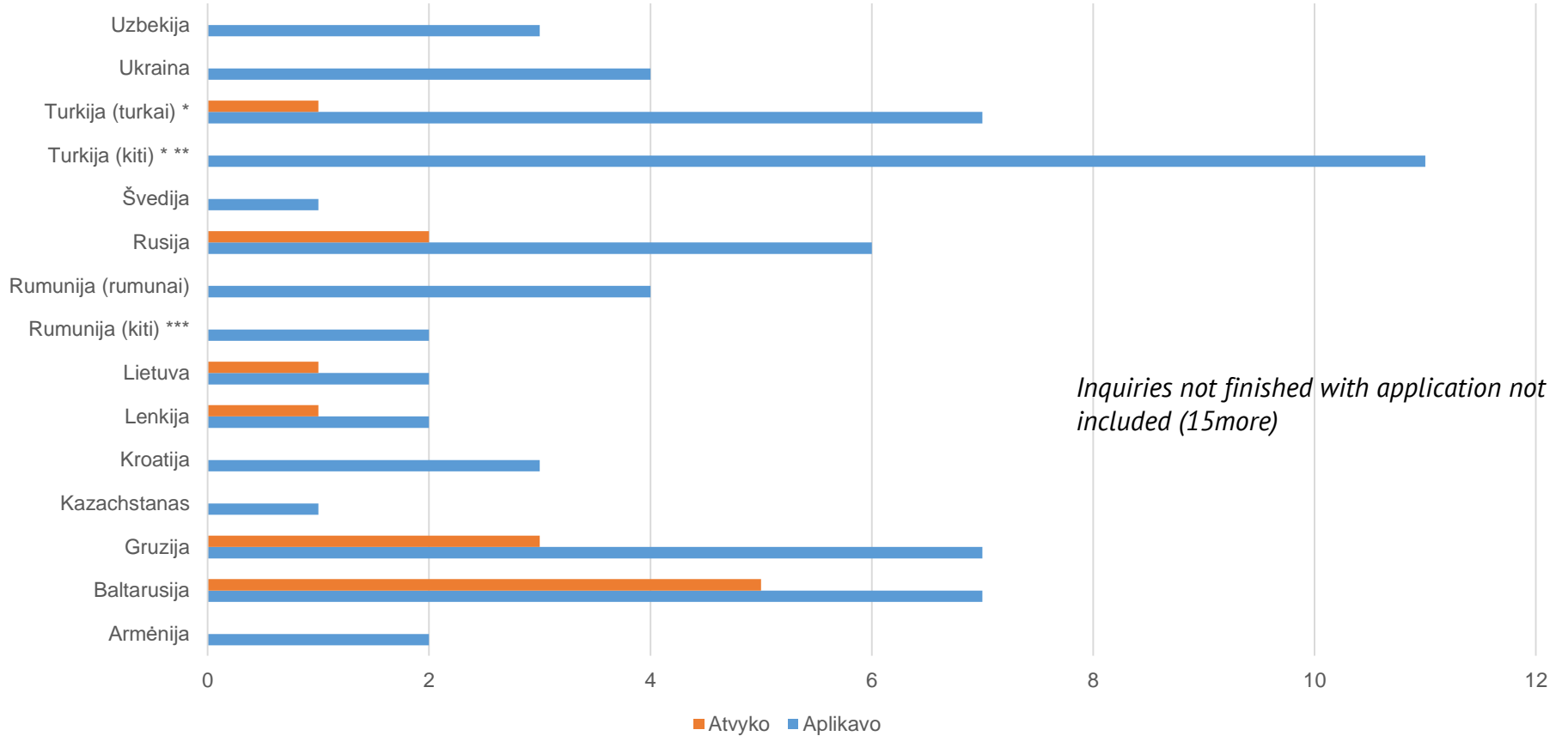
Gender\*

☐ Female

☐ Male

Nationality\*

## Applications by countries



\* Turkish partners have presented with separately prepared list of selected participants

\*\* Afghanistan, Egypt, India, Iraq, Cameroon, Libya, Nigeria, Pakistan

\*\*\* China, Hungary

# Reasons to reject the application

*Unclear motivation*

*Low probability to get visa*

*Poor knowledge of English*

*Professionals, PHD students and etc.*

*Secondary school students*

# Reasons of refusal to participate

*Exam session*

*Health problems*

*Visa refusal*

*Too late to apply for visa*

*Application to get only EU visa (especially Belarussians)*

*No funding from university (relevant for Georgians)*

*Difficulties to reach Lithuania (relevant for Romanians, Moldavians, Hungarians)*

*Did not get vacation from work*

*„Unfortunately due to unexpected circumstances I cannot attend this summer school“*

*„I couldn't join the summer school“*

*„I'm sorry to inform you my plan are changed“*

# Information to the participants

*1-2 intensive months of correspondence*

*... which requires team of flexible, enthusiastic, patient, polite people*

*... which coincides with the rest of the current spring semester work*

*...which is organized from personal email*

*From 1 to 21 email for every interested + contacting on Facebook and via Facebook*

*Preparation of official invitation letters and letters for embassies (thanks to my patient colleagues in International Office)*

# Environment for SS.

## Dissemination of SS teachers & participants

- *The original plan to use the Moodle environment for a summer school was not implemented.*
- **Plus:** *responsible person had less work*
- **Minuses:** *we did not take the opportunity to provide everyone with the same level of convenient access to the material and did not create a platform for communication (two of the participants and one of the volunteers did not have a Facebook account)*



## International Summer School "Science and Art of Communication" added 3 new photos to the album: Summer school participants 2016.

Published by Gintarė Paražinskaitė (?) · June 21 at 2:27pm · 🌐

👍 Like Page

"I believe that participating in international educational projects is an excellent way to spend summer time. It looks to me like a wonderful opportunity to learn about social media, to gain new experience and to see beautiful cityscapes of Vilnius all in one!"



ardas Gintaras  
er School volunteer in action



„Cool that I can contribute with something and to feel myself as a part of the university community!"

ool volunteer in action



„70% of communication language, 23% is voice inflection, and only 7% spoken words! Today's leaders have an ability not only to think thoughtfully but also to communicate clearly and persuasively. I think this school program greatly improves my skills and knowledge."

as Gintaras is a first year bachelor degree program student from Communication and Creative Industries program at Business and Media School, MRU.  
ear master degree program student from Communication and Creative Industries program at Business and Media School, MRU.

85 People Reached

12 Likes, Comments & Shares

7 Likes

7 On Post

0 On Shares

0 Comments

0 On Post

0 On Shares

5 Shares

5 On Post

0 On Shares

28 Post Clicks

21 Photo Views

0 Link Clicks

7 Other Clicks

### NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page



Get More Likes, Comments and Shares

## Program & Teachers

### PRELIMINARY SUMMER SCHOOL PROGRAM here

Summer school teacher:  
Dr. Milda Elomora-Cerinskaitė

"Good ideas compensate limited financial resources".  
The seminar will introduce the basics of marketing techniques. Together we will discuss and explore new ways to attract clients.



Dr. Milda Elomora-Cerinskaitė is a lecturer at Economics and Finance and Business and Media School at Mykolas Romeris University. She works at Lithuanian Marketing Association (LMA). Her research interests and teaching subjects include marketing and advertising, brand value creation.



Summer school teacher:  
Aistė Žilinskienė

I will present the topic "Online media - bigger abilities for business communication. Effectiveness of content marketing".

Aistė Žilinskienė - The President of Lithuanian online media association. Former journalist, lecturer at Business and Media School, Mykolas Romeris University. Interested in online media development, public speaking, communication ethics.



Summer school teacher:  
Dr. Gintarė Žemaitienė

"Presentation is an essential part of your business communication. Moreover, presenting you create a brand of you. We will explore couple of creative presenting ways together."

Dr. Gintarė Žemaitienė is Assoc. Professor at Business and Media School and Social Technology LAB director at Mykolas Romeris University. Her research interests and teaching subjects include social technologies applications for human resource management and electronic government, change management, e-learning, creative techniques.

Summer school teacher:  
Gintarė Gulevičiūtė

During summer school I will present relevant to nowadays business communication topic "From Communication to Marketing: Using Google Tools for Effective E-marketing Campaign".

Gintarė Gulevičiūtė - lecturer and PhD student at Business and Media School, Mykolas Romeris University. Her areas of interest are e-business and e-marketing.



"I will share with you stories and examples about discriminatory advertising. And we also will analyse it's trends."

Search for:

Search

### Recent Posts

- Introduction

### Recent Comments

### Archives

- February 2016

### Categories

- Uncategorized

### Meta

- Log in
- Entries [RSS](#)
- Comments [RSS](#)
- [WordPress.org](#)

# Experiences & ideas

*How to spread information among students of other national institutions?*

*How to decrease number of not arriving applicants?*

*Cooperation with active partners in selection process*

*Establishment of contacts with Georgian universities*

*Erasmus mobility teachers + student group*

*In advance information to embassies*

*Last minute applications. What to do with them?*

# Implementation of summer school

## OR two last hot weeks of summer school director

**Monday:** did our public procurement really happen? How are auditoriums and other things?

**Wednesday:** check out the dormitory. Allocate procurement of products between buildings. Thanks to the waiters for patience.

**Thursday-Saturday:** The director continues correspondence with the participants.

**Sunday:** take dishes, cups, kitchen equipment to the dormitory. Takes Russian participant suffering from atherosclerosis from a train station, another from bus station and organizes volunteers to meet Georgians from airport. Outside is the hottest day of the year. One of the participants 5<sup>th</sup> month pregnant.

**Monday:** 7:30. Auditorium check. After weekend event have to prepare auditoriums for summer school. Flags. Photographer check up. Update of information in all webpages.

**First day.** Delivered online food ordered.

**Everyday:** Almost a "life stream" on Facebook – who is responsible for this? Summer school director  
Another reason to participate everywhere – to understand later the adequacy of feedback  
Coach driver co-ordination. Walking together for excursions.

**Thursday:** the director of a summer school becomes a lecturer. Going on an excursion. Moved back from building I to LAB building.

**Friday:** The lectures include project presentation, feedback collection, photo session and certificate service. The student initiative is organized by the Cultural afternoon.

**Saturday:** cultural program takes place. Helps to print tickets to all, alerts person on duty in hostel when to call the taxis

**Sunday:** everyone goes by themselves. Some people need detailed information on how to get there. Inventory collected from the dormitory. Some cups and dishes are missing.



# Experiences & ideas

- *Is it possible to give credits? At least write the length of the program in hours.*
- *Relate final project of the summer school to country or institution they are visiting*
- *Motivate by different certificates – certificate of completion and certificate of participation*
- *Improve internal communication process*

# Feedback

*2 sessions of feedback organized*

## ***In process (or feel the pulse):***

*Tuesday afternoon: to identify topics of the projects and to manage crisis*

**Method:** *active meeting*

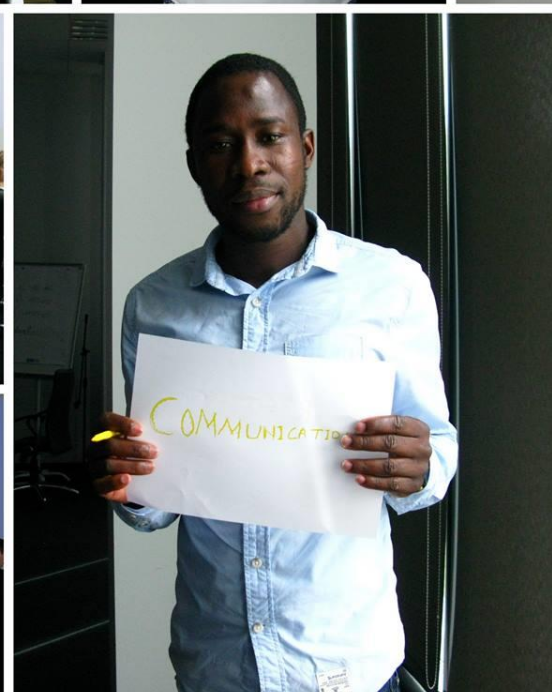
*Thursday morning: to explain the essence of the excursions and to exchange views*

**Methods:** *discussion in the pairs, re-telling impressions of the other*

## ***At the end:***

- Photography with the sheet of paper and word illustrating the emotions*
- Fill in very detailed*

**Survey:** <http://goo.gl/forms/6YtW4PniAOPTZHWA2>



YOU WANT TO KNOW WHAT IS...

Summer School  
"Science and Art of Communication" ???



International Summer School "Science and Art of Communication" added 24 new photos to the album: Moments from SAC summer school 2016.

Published by Gintarė Paražinskaitė (7) · July 1 at 9:25pm ·

#summerschoolsac



917 people reached

Boost Post

Like Comment Share

Büşra KÜÇÜK, Joana Joana and 18 others

1 share



Write a comment...

THIS WEEK

1,657

Post Reach

436

Post Engagement

4

Book Now

1

Website Click

0 of 0

Response Rate

2 hours

Response Time

0

Check-ins

Examples of effect in social media

Results from Jun 10, 2016 - Jul 07, 2016

Organic Paid

## Actions on Page

June 9 - July 6

8

Total Actions on Page ▲300%



## People

June 9 - July 6

Women 18-24

Largest Audience (34%)

Mobile Devices

Most Common Device (65%)

## Page Views

June 9 - July 6

316

Total Page Views ▲475%



## Page Likes

June 9 - July 6

28

Page Likes ▲460%



## Reach

June 9 - July 6

3,789

People Reached ▲1,176%



## Post Engagements

June 9 - July 6

9,374

Post Engagement ▲1,786%



Results from Jul 01, 2016 - Jul 07, 2016

Organic Paid

### Actions on Page

June 30 - July 6

5

Total Actions on Page ▲150%



### Page Views

June 30 - July 6

118

Total Page Views ▼16%



### Page Likes

June 30 - July 6

10

Page Likes ▼29%



### Reach

June 30 - July 6

2,059

People Reached ▲82%



### Post Engagements

June 30 - July 6

4,261

Post Engagement ▲1%















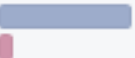





































### Videos

June 30 - July 6



We don't have data to show you this week.

Published	Post	Type	Targeting	Reach	Engagement
07/01/2016 9:25 pm	 #summerschoolsac			917 	904 219 
07/01/2016 8:58 pm	 This is the answer what is summer school SAC to participant			604 	272 47 
06/27/2016 9:23 pm	 DAY 1			446 	1.2K 129 
06/30/2016 9:19 am	 Day 4. When summer school director is the teacher as well...			348 	42 13 
07/01/2016 4:57 pm	 We finished!!!!			343 	41 19 
06/28/2016 9:57 am	 Monday excursion in search for guerrilla marketing @Mehmet			336 	265 58 
06/29/2016 4:05 pm	 We are ... "driving" trains today ! Can anyone guess the reason			159 	9 8 
06/29/2016 10:45 am	 #summerschoolsac			154 	668 44 
07/01/2016 10:55 am	 Day 5. We just heard that discrimination in advertising is a prob			140 	22 4 
06/02/2016 10:55 pm	 Summer school participants 2016			133 	441 36 



BMS - Business and Media School at MRU shared International Summer School "Science and Art of Communication"'s post.

Published by Gintarė Paražinskaitė (9) · July 1 at 6:15pm · 🌐

This group of wonderful young people are participants of 3rd International summer school on Science and art of communication. This week they were studying business communication, traveling around Vilnius an in organizations and finally defended their projects. See more moments here [www.facebook.com/summerschoolSAC](http://www.facebook.com/summerschoolSAC)



International Summer School "Science and Art of Communication" added 2 new photos — with Rima Maclutysė and 6 others.

Published by Gintarė Paražinskaitė (9) · July 1 at 4:57pm · 🌐

👍 Like Page

We finished!!!!

209 people reached

Boost Post

#### THIS WEEK

209

Post Reach

27

Post Engagement

0

Send Message

0

Website Clicks

0 of 0

Response Rate

5 minutes

Response Time

0

Check-ins

#### See Your Ad Here



BMS - Business and Media ...  
Join us to keep up-to-date on news, events and student work at BMS [bms.imuni.lt/en](http://bms.imuni.lt/en)

👍 Like Page · 450 people

like this page

Promote Page

*To increase popularity need to share in university webpage as well*

# SAC 2018?

- *Contact data basis started*
- *We have experience in dissemination, selection, organization*
- *We have photos, projects that we can use for attracting (a kind of WOM)*
- *Increased cooperation between university levels*
- *Bigger team for preparation & implementation*
- *Financial motivation or inclusion into workload is required for lecturers*
- *Credits should be provide for the course*

Results from 10 October 2017–5 November 2017

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

## Actions on Page

9 October – 5 November



We don't have data to show you this week.

## Page Views

9 October – 5 November

4

Total Page views ▲ 300%



## Page previews

9 October – 5 November

4

Page previews ▼ 33%



## Page Likes

9 October – 5 November



We don't have data to show you this week.

## Reach

9 October – 5 November



We don't have data to show you this week.

## Recommendations

9 October – 5 November



We don't have data to show you this week.

## Post engagements

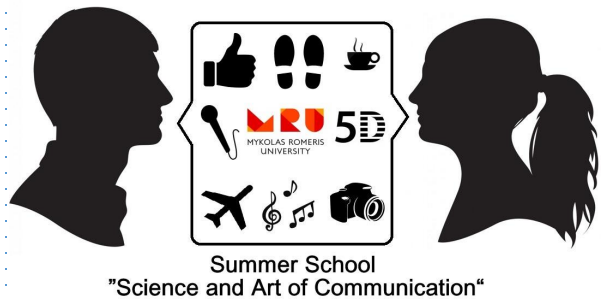
9 October – 5 November

2

## Videos

9 October – 5 November

insights



*In cooperation with:*



***Our webpage: [sac2016.mruni.eu](http://sac2016.mruni.eu) (not working at the moment)***

***We are at facebook'e: [facebook.com/summerschoolSAC/](https://facebook.com/summerschoolSAC/)***

***2016 m. summer school director:***

***Dr. Gintarė Žemaitaitienė***

***Associate professor and vice dean at Institute of Communication***

***[giparaz@mruni.eu](mailto:giparaz@mruni.eu)***