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Encontro Internacionalização da Educação e Formação

4-6 maio, Universidade do Algarve

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Universities Portugal (Lisboa Consortium)

**A Project for the Internationalization of
Portuguese Universities**



**UNIVERSITIES
PORTUGAL**.COM
CONNECTING KNOWLEDGE

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CRUP
Council of Rectors
of Portuguese Universities

**Universities from
other
Portuguese
regions
(11)**



**Lisboa
Consortium
(5 Universities)**



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Lisboa Consortium Leader



Main Goals

- **Strengthen the capacity of Portuguese universities to attract international students and researchers**
- **Enhance the visibility of our universities and contribute to the increasing of education services exports**



Operational Objectives

1 <u>COMMUNICATION & MARKETING</u>	2 <u>BRAND PROMOTION</u>	3 <u>CAPACITY BUILDING & DISSEMINATION</u>
Development and implementation of a <i>communication and marketing plan</i> , making use of new instruments and digital technologies	Development and implementation of a set of promotional actions for the "UniversitiesPortugal" <i>brand</i> together with other national official entities	Implementation of a <i>capacity-building</i> plan for higher education institutions and fostering of <i>network dynamics</i>

Activities

1 COMMUNICATION & MARKETING	2 BRAND PROMOTION	3 CAPACITY BUILDING & DISSEMINATION
<p>Creation of a Digital Marketing Platform, involving:</p> <ul style="list-style-type: none"> ▪ Creation of a Universities Portugal project website ▪ Creation of a chatbot, landing pages, marketing automation circuit and webapp, to maximize the attraction of international students, based on best practices in use for this purpose ▪ Social networks (Facebook, Instagram, Twitter, WeChat, Weibo) 	<p>Promotion of the Brand <i>UNIVERSITIES PORTUGAL (LISBOA)</i> in target countries:</p> <ul style="list-style-type: none"> ▪ Participation in international fairs at Latin America (Brazil) and Spanish speaking countries ▪ Webinars addressed to students from Brazil and other Latin America countries ▪ Other markets prospection (Asia; North of Africa; Middle East) 	<ul style="list-style-type: none"> ▪ Conferences on internationalization of Portuguese universities and for dissemination of the results of the project ▪ Research on the economic impact of the internationalization of graduate education ▪ Studies to prepare the international offer of Portuguese universities (Benchmarking and preparation of an international offer focused in the target countries) ▪ Ambassadors networking/academic diplomacy

Expected results

- **Growth in the number of foreign students in the Lisbon region**
 - **Increased income for universities resulting from tuition fees**
 - **Economic and social impact linked to new business activities to address different consumption lifestyles**
- **International valorisation of Portuguese universities**
 - **Lisbon as a European capital of entrepreneurship, innovation and business**
 - **Enhancement of the international image of Portugal related with knowledge, technology and innovation, and inclusiveness**

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Obrigada!

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