

International days at Thomas More
COMMON STAFF DAY FOR ALL VISITING COLLEAGUES
Tuesday 19 March 2024

	Staff day
	Organised by the International Office Transport to Mechelen arranged by Thomas More
10H15	Departure bus to Mechelen - bus stop: campus Geel and Railway station Geel
11H30	Welcome @ campus De Nayer, Mechelen
12H00	Lunch @ campus De Nayer, Mechelen
13H45	Keynote by Pieter van Boheemen*
15H00	Afternoon Activities in the city of Mechelen
18H00	Aperitive and dinner @ Mechelen
21H00	Departure bus to Geel
	<p>* "Sacrificing democratic values on the altar of AI" casts a critical eye on the governance, or the striking lack thereof, in the AI age of efficiency and excitement. This presentation exposes ethical challenges posed by AI technology, emphasizing that mere good intentions, self-governance, or superficial safety measures are insufficient. Learn how to spot "ethics washing" - the facade of ethical compliance without substantial action. And become wary of "false alarmism" – talks on preposterous existential risks that aim to distract from today's impact, such as the indecent work conditions in the AI industry, ecological impact, bias, and manipulation. Together we unravel what it truly means to engage with AI responsibly and regain democratic control over AI and future emerging technologies.</p>

International days at Thomas More - Business unit campus Geel
Students 2nd year Bachelor of Business studies and 1st year Associate Degree Marketing Communication Support
Wednesday 20 March 2023

Compulsary for all students of 2nd Y Business Management (Skills) + 1st Y Associate Degree 'Marketing Communication Support'						
	Accountancy (#31)	Marketing + Supply Chain Mngt (#17)	Finance + Real Estate (#28)	Legal Practice (#21)	Business & Entrepreneurship (#28)	Marketing Communication Support (Group A #25)
Session 1 09h15-10h45	room G119 Mr. Peter Thijs	room G204 Ms. Charlotte Remeysen	room G213 Mr. Nick Sauvilliers	room G102 Ms. Katrien Vangeel	room G223 Mr. Philippe Cornu	room G006 Ms. Judy Van Den Putte
	Saija Råtts "People do business with people they like" - Personal brand as a tool in business life Seinäjoki UAS, Finland	András Kovács GeoMarketing and AI. Integration of online/offline spaces in marketing. Budapest Business University, Hungary	Dinand Warringa Business Diplomacy Language Windesheim Hogeschool, The Netherlands	Jesmond Friggieri Psychology and Leadership Malta Leadership Institute, Malta	Gintarė Jurkševičiūtė "Checking the business idea / how to clarify a good business' idea. Kauno kolegija UAS, Lithuania	Vanda Papp The role of AI in marketingcommunication Budapest Business University, Hungary
	Break					
Session 2 11h00-12h30	room G119 Mr. Peter Thijs	room G204 Ms. Charlotte Remyesen	room G213 Mr. Nick Sauvilliers	room G102 Mr. Rik Vanderhaeghe	room G223 Mr. Philippe Cornu	room G006 Ms. Ellen Vermunicht
	Prof. Dr. Michelle Cummings-Koether Intercultural Management&Communication, Argumentation and Negotiation Deggendorf Institute of Technology, Germany	Saija Råtts "People do business with people they like" - Personal brand as a tool in business life Seinäjoki UAS, Finland	Luisa Zozaya Durazo user behavior, and the study of online business practices. Universidad Internacional de La Rioja, Spain	Benedetta Podestà "Unfair competition and Intellectual Property Rights. New technologies and further concerns" - Part 1 Swiss School of Management Rome Italy	Beatriz Feijoo Children and advertising Universidad Internacional de La Rioja, Spain	Lina Gelaznikiene highlights in sales, marketing and communication in 2024 from a practical perspective. Klaipėdos valstybinė kolegija, Lithuania
	Break					
Session 3 13h30-15h00	Accountancy (#31)	Marketing + Supply Chain Mngt (#17)	Finance + Real Estate (#28)	Legal Practice (#21)	Business & Entrepreneurship (#28)	Marketing Communication Support (Group B #25)
	room G119 Ms. Katrien Vangeel	room G204 Mr. Nick Sauvilliers	room G213 Ms. Hilde Thijs	room G102 Ms. Daisy Van Velthoven	room G223 Mr. Philipp Cornu	room G006 Ms. Judy Van Den Putte
	Chris Veeningen Social entrepreneurship, some dilemmas Avans Hogeschool, The Netherlands	Erika Fernández-Gómez Branding. The democracy of advertising. How brands use micro-influencers to get their audiences Universidad Internacional de La Rioja, Spain	András Kovács GeoMarketing and AI. Integration of online/offline spaces in marketing. Budapest Business University, Hungary	Benedetta Podestà "Unfair competition and Intellectual Property Rights. New technologies and further concerns" - Part 2 Swiss School of Management Rome Italy	Teemu Myllylä Next steps of AI in operational Supply chain work Vaasa University of Applied Sciences, Finland	Vanda Papp The role of AI in marketingcommunication Budapest Business University, Hungary
Session 4 15h15-16h45	Break					
	room G119 Ms. Kathleen Tielemans	room G204 Mr. Nick Sauvilliers	room G213 Ms. Hilde Thijs	room G102 Mr. Marc Clerkx	room G223 Mr. Philippe Cornu	room G006 Ms. Judy Van Den Putte
	Jesmond Friggieri Psychology and Leadership Malta Leadership Institute, Malta	Teemu Myllylä Next steps of AI in operational Supply chain work Vaasa University of Applied Sciences, Finland	Prof. Dr. Michelle Cummings-Koether Intercultural Management&Communication, Argumentation and Negotiation Deggendorf Institute of Technology, Germany	Panos Yannakopoulos Project Management From theory to practise. Can AI assist the procedure? University of West Attica Greece	Chris Veeningen Social entrepreneurship, some dilemmas Avans Hogeschool, The Netherlands	Lina Gelaznikiene highlights in sales, marketing and communication in 2024 from a practical perspective. Klaipėdos valstybinė kolegija, Lithuania
17h45-21h00	'Belgian traditional food' - Dinner on campus Geel					

MULTIDISCIPLINARY STUDENT DAY, THURSDAY, MARCH 21

" HOW CAN AI INCREASE (E)QUALITY FOR ALL? "



From

- 08h15 Information session coaches
- 09h00 Kick-off Multidisciplinary student day 'introducing the topic'
- 09h30 BREAK and walk to the 'Break-out room'
- 09h45 Icebreaking in the small groups per break-out room
- 10h15 Empathy Phase
- 10h45 Define the problem Phase
- 11h15 Ideation Phase
- 12h15 LUNCH
- 13h15 Prototyping Phase + preparing pitch
- 14h30 BREAK and walk to your (semi-)final room
- 14h45 Pitching battles in (semi-)finals
- 16h00 Wrap up and Closing words (+video)

First name	Surname	country	Name of your home organisation	Teaching Topic	Mail	Hotel
Jesmond	Friggieri	Malta	Malta Leadership Institute	Psychology and Leadership	jesmond.friggieri@maltaleadershipinstitute.com	
Panos	Yannakopoulos	Greece	UNiversity of West Attica	Project management; hands on experience	pyannakopoulos@yahoo.co.uk	AirB&B: Markt 15
Saija	Råttis	Finland	Seinäjäki University of Applied Sciences	"People do business with people they like" - Personal brand as a tool in business life	saija.ratts@seamk.fi	Corbie Hotel
Michelle	Prof. Dr. Cummings-Koether	Germany	Deggendorf Institute of Technology	Intercultural Management&Communication, Argumentation and Negotiation	michelle.cummings-koether@th-deg.de	Corbie Hotel
Luisa	Zozaya Durazo	Spain	Universidad Internacional de la Rioja	user behavior, and the study of online business practices.	luisadolores.zozaya@unir.net	Corbie Hotel
Beatriz	Feijoo	Spain	Universidad Internacional de la Rioja	Children and advertising	beatriz.feijoo@unir.net	Corbie Hotel
Erika	Fernández-Gómez	Spain	Universidad Internacional de La Rioja (UNIR)	Branding. The democracy of advertising. How brands use micro-influencers to get their audiences	erika.fernandez@unir.net	Corbie Hotel
Gintarė	Jurkševičiūtė	Lithuania	Kauno kolegija Higher Education Institution	Workshop "Clarifying your business idea and communication in the team"	gintare.jurkseviute@go.kauko.lt	AirB&B: Pastoor van Neylenstraat 35
Ramunė	Bagočiūnaitė	Lithuania	Kauno kolegija Higher Education Institution	Networking	ramune.bagociunaite@go.kauko.lt	AirB&B: Pastoor van Neylenstraat 35
Teemu	Myllylä	Finland	Vaasa University of Applied Sciences	Next steps of AI in operational Supply chain work	teemu.myllyla@vamk.fi	Hotel Verlooij
Dinand	Warringa	Netherlands	Windesheim University of Applied Sciences	Business Diplomacy Language	d.warringa@windesheim.nl	Hotel Verlooij
Thomas	Eppel	Germany	SRH University Heidelberg	Networking	thomas.eppel@srh.de	Roosendaelfhof
András	Kovács	Hungary	Budapest Business University	Geomarketing and AI	kovacs.andras2@uni-bge.hu	Hotel Guzy, Lier (pick up @ railwaystation)
Vanda	Papp	Hungary	Budapest Business University	The role of AI in marketingcommunications	papp.vanda@uni-bge.hu	Hotel Guzy, Lier (pick up @ railwaystation)
Benedetta	Podestà	Italy	Swiss School of Management Rome	"Unfair competition and Intellectual Property Rights. New technologies and further concerns"	benedetta.podesta@libero.it	travel by own car
Lina	Gelaznikiene	Lithuania	Klaipėdos Higher Education Institution	It is not only AI - the most important highlights in sales, marketing and communication in 2024 from a practical perspective.	l.gelaznikiene@kvk.lt	travel by own car
Chris	Veeningen	Netherlands	Avans Hogeschool	Social entrepreneurship, some dilemmas	ch.veeningen@avans.nl	travel by own car