

# EURAS EXPRESS

EURAS WEEKLY NEWS

NEWS AND ANNOUNCEMENT

## ❖ **Mustafa(pbuh) Science and Technology Foundation (MSTF)**

With the aim of capacity building and nurturing the young generation for the development of science, technology, and innovation in line with the values and needs of the Islamic society, MSTF and COMSTECH have jointly initiated the Young Scientists' Fellowship Program (YSFP) to support talented youth with the cooperation of prestigious scientific institutes and reputable R&D centers.

YSFP provides short-term fellowships to young scholars, technologists, and faculty members under 45 years of age. Applicants must hold at least master's degree. Duration of fellowships in this program is 6-12 months, which can be more or less depending on the conditions and requirements, with the agreement of the host.

For more details and online application, please visit <http://ysfp.mstfdn.org/>

## ❖ **THE - November 9-10, 2022, Hilton Los Angeles Culver City**

Registration A meeting place for all higher education administrators, managers and leaders. The US higher education sector is, and has long been, the envy of the world and the key to the success of the country's economy and democracy. Yet institutions across the US face an unprecedented range of fundamental challenges including digital disruption, long-term governmental defunding, politicized attacks and existential questions about the costs, essential components and underlying value of an American college degree.

THE Campus Live US is a new and unique event brought to you by the teams at Times Higher Education and Inside Higher Ed. It unites senior administrators from a range of positions across US institutions to take on the sector's shared challenges and provide tailored content, resources and networking opportunities to suit specific roles and responsibilities across the campus.

**For more information, please visit the website:**  
<https://www.timeshighered-events.com/live-us-2022>

EURAS Bulletin Vol.4 No.1

## ❖ **EAIE-European Association for International Education: THE EAIE Academy 31 October & 02 November 2022 (online).**

Succeeding in international student recruitment with content marketing. This interactive hands-on course explores how to successfully execute a content strategy to support your institutional goals. Trainers Herwig Dämon and Joanna Kumpula will guide participants through developing a content strategy plan and implementing their own content marketing plan. This course comprises six hours of face-to-face learning and approximately two hours of self-guided study to be completed before the final learning session.

### **What you'll learn**

You will learn how a user-centred approach can help you to get the right message to the right people, in the right place and at the right time. This workshop will enable you to successfully develop a content strategy (profiling your audience and mapping the student journey) and executing your content marketing plan (scheduling, creating and delivering).

In particular, the online course will help you to:

- Understand the benefit of a content strategy.
- Identify the key success factors for developing your content strategy.
- Find creativity and inspiration.
- Learn how to use specific tools and techniques in student-centred content marketing such as personas and student journey mapping, and how to develop them for your own institution's purposes.

**For more information please visit**

**Website:** <https://www.eaie.org/training/online-academy/content-marketing.html>

**Registration:**

<https://www.eaie.org/training/online-academy/content-marketing/registration.html>