

THINK SMART. Study in Czechia

Why and how
to promote
Czech education
abroad

OUR GOALS



Study in Czechia

- **Strengthening the prestige of Czech higher education institutions (HEIs) through a unified presentation abroad**
- Recruiting **quality international students** to all HEIs
- Supporting HEIs in **establishing partnerships** with foreign institutions

Activities abroad

- Professional and student fairs, networking missions for HEIs, online promotion



Czechia Alumni

- **Maintaining and making better use of relations** with international graduates
- Supporting **talent retention** for the Czech labor market
- Supporting **economic and diplomatic interests** and reputation of Czechia

Activities abroad

- Alumni meetings of international graduates of Czech HEIs

DZS PROVIDES

- Clear and comprehensive information **all in one place about studying in Czechia** (studyin.cz), including study programs (portal.studyin.cz)
- Help with **promotion at local events**: branding (visual identity) of Study in Czechia and Czechia Alumni, graphics for information stands, preparation of social media materials, connecting with Czech HEIs
- Sending **promotional materials** to educational or career fairs and other events
- Preparing **presentations** for students in the STUDY IN brand
- **Sharing information and offers** with all HEIs (scholarship offers, B2B cooperation, etc.)
- **Research, data, contacts** and other information in the field of education (e.g. student statistics) as well as contacts from the Alumni database
- Support in organizing events for students and alumni

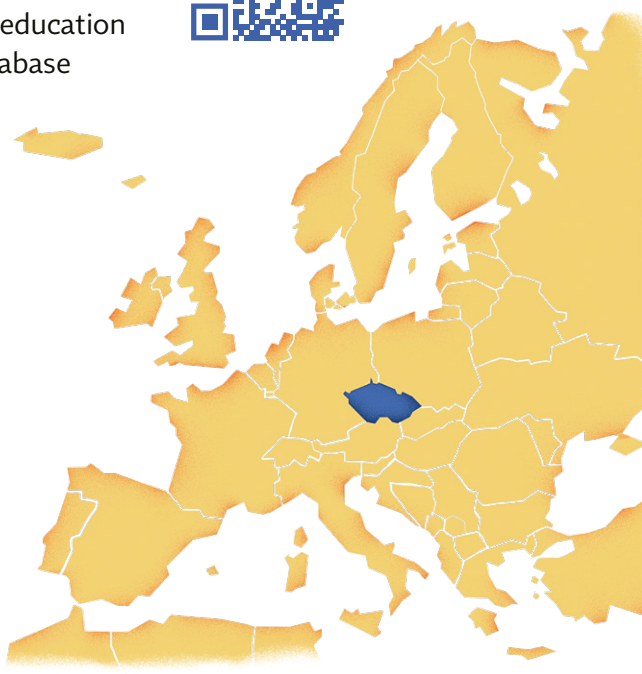


Erasmus+ interns for Czech diplomatic missions abroad

- 100% paid by EU funds
- For both EU and non-EU missions
- Placements of 2–12 months for students of all types of studies

Contact erasmus@dzs.cz for more information.

TIP: Did you know that interns can also be allocated to the education agenda?



HOW TO GET INVOLVED

Study in Czechia

- Presentation of Study in Czechia as the main source of information
- Representation of Study in Czechia at student fairs
- **Promotion in the unified STUDY IN brand**
- Tagging **on social media** in posts related to studies
- Placing banners on the Czech diplomatic mission's website
- **Supporting Study in Czechia activities** abroad in your locality (missions organized for Czech HEIs; networking receptions for HEIs and international partners)
- Preparation of information seminars abroad
- Establishing contacts with local HEIs and connecting them with Czech HEIs

Czechia Alumni

- **Informing about the Czechia Alumni program** and its inclusion in Czech public diplomacy activities
- Sharing information relevant to international alumni
- **Supporting Czechia Alumni activities** abroad (alumni meetings)

WHY WORK WITH STUDENTS AND GRADUATES?

“Czechia as an innovative country for study and science”

Priorities and objectives of a unified international presentation of Czechia

Strengthening Czech diplomatic interests

Economic benefits and offsetting demographic decline in Czechia

WHO WE COOPERATE WITH



Ministry of Foreign Affairs
of the Czech Republic



MINISTRY OF LABOUR
AND SOCIAL AFFAIRS



ČESKÁ CENTRA
CZECH CENTRES

Interested in learning more about international education? Contact us at studyin@dzs.cz

All the information you need at **studyin.cz**
and **portal.studyin.cz**

