

Dear Colleagues,

You are warmly welcome to the Erasmus Staff Training week “Digitalization and Social Media”, to be held at the University of Tartu, Estonia from 5–9 May, 2014.

We would like to share with you our best expertise in two related fields: digitalization and the use of social media by university and its units. Together with dedicated staff of our central library and museums, we will discuss the best practices and challenges of digitalization. On the Social Media module, you will be a part of the workshop for advanced Facebook users and page managers. We will also learn from each other’s experience of managing university social media accounts.

Programme

The programme is designed for universities’ administrative staff and library staff. Other staff members interested in the programme are also warmly welcome. We can welcome approximately 30 participants in total, 12-15 persons in both modules, social media and digitalization.

Costs

Participation in the scheduled programme is free of charge. Please note that all participants are responsible for covering their own accommodation and travel costs and some meals during the week.

Application

Please fill in the application form via this link: <https://www.ut.ee/survey/index.php?sid=64732&lang=en>

Application deadline is March 10, 2014

All applicants will get information about the selection by March 20, 2014. The successful applicants will be given further information about practical arrangements. Please do not book your flights or accommodation before receiving the confirmation.

The International Week will be held in English.

Please see additional information here: <http://www.ut.ee/en/international/staff-mobility-week>

For any questions, please contact sirli.urbas@ut.ee

Kindly note that the timing of the week offers participants an opportunity to participate international literature festival Prima Vista which is held on 7-10 May. More information is available at <http://kirjandusfestival.tartu.ee/about-festival>

More cultural events can be found at <http://kultuuriaken.tartu.ee/?setlang=EN>

Welcome to Tartu!

International Cooperation Unit and Personnel Office

Preliminary Programme
Erasmus Staff Training Week
University of Tartu, Estonia
5-9 May 2014

Monday, 5 May

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| | Arrival to the hotel (London/Tartu) |
| 14.00-16.00 | Welcome. Introduction and overview of the University of Tartu. Tour of the Main Building |
| 19.00 | Welcome dinner |

Tuesday, 6 May

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| 10.00-11.30 | Use of multimedia and digitalisation on the example of UT museums |
| 11.30-13.00 | Lunch |
| 13.00-15.00 | Digital library (tour of the library incl) |
| 16.00-18.00 | City tour (1h walking tour, 1h bus tour) |

Wednesday, 7 May

Workshop Day

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| 09.30-10.30 | Introduction to Estonian language and culture |
| 11.00-12.30 | Group I: Social media Group II: Digitalization in Library/Electronic library catalogue ESTER |
| 12.30-14.00 | Lunch |
| 14.00-16.00 | Group I: Taskforces: Image building/web marketing? Group II: Information literacy/User training |

Thursday, 8 May

Personal Meetings Day

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| 09.00-10.00 | Introduction to Estonian language and culture |
| 11.00-15.00 | Personal meetings Group II: Institutional repository DSpace and Digital Projects in UT Library. Introduction of your home libraries |
| 17.00 | Tour to the nature |

Friday, 9 May

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| 10.00-12.30 | Erasmus staff week conclusions Tour of the History Museum Departure |
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