

BFM International Week 2025

From *28 January 2025* until *31 January 2025* we will organize the third **BFM International Week**. As a much-valued partner, we would like to warmly invite you to send colleagues to participate in our week. This invitation includes important information about our event and a link to the registration form.

Purpose

This year's theme is "*Current Trends and Innovations in Business*" and the event aims at both developing knowledge on this subject and enhancing the students' intercultural understanding. Approximately 600 students from all undergraduate programs in our faculty of Business, Finance and Marketing will take part in the week. There will also be ample opportunity for you to get to know our faculty and university and network with other (visiting) lecturers.

Setup of the week

We will offer different types of activities during the week and as a visiting lecturer we would like to invite you to indicate what kind(s) of activities you would like to facilitate. Each day we will offer 60-minute lectures for approximately 100 students, next to 120-minute workshops (in classrooms for approximately 25 students) and social activities. The content of the lectures and workshops should be related to the theme of the week as mentioned above and the social activities are meant to increase group cohesion, enhance cultural understanding and offer nice, engaging activities for the students.

If you are unsure your topic of interest will fit our week, just send me a message and we can discuss.

This table shows the draft program for the week:

28 January 2025	29 January 2025	30 January 2025	31 January 2025
Tuesday	Wednesday	Thursday	Friday
	09:30 – 10:30 Reflect & energize	09:30 – 10:30 Reflect & energize	09:00 – 15:00 Students finish portfolio
11:00 Welcome	11:00 – 12:00 Lecture	11:00 – 12:00 Lecture	
11:30 – 13:00 Keynote speech and introduction	12:45 – 14:45 Workshop	12:45 – 14:45 Workshop	10:00 – 13:00 Networking/social event for visiting lecturers
14:00 – 17:00 Social activity	15:15-17:00 Social activity	15:15-17:00 Social activity	13:00 – 14:00 Closing lunch

This setup means that you can facilitate your chosen activities multiple times, as different students can sign up each time. We encourage you to make each activity as interactive as possible.

More practical information about the content of the program will follow in the months ahead, as well as a Q&A session for visiting lecturers (see date and time below).

Costs:

Guest lecturers can apply for an Erasmus+ grant through their home institution to support their participation in the event. There is no registration fee required to participate. Participants will be responsible for covering their own travel, accommodation, and daily allowance costs. We can of course provide suggestions for accommodation in The Hague.

Registration deadline

The registration for visiting partner lecturers will close on **1 November 2024**. We will inform you a.s.a.p. after that if you are selected to take part.

Please use the following Form to register: [BFM International Week 2025 Registration Form](#)

Q&A

We will organize a Q&A session on Thursday 14 November at 15:00. A link to join will follow.

For any questions, don't hesitate to contact us.

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