

A MEGJELENÉSEK KOMMUNIKÁCIÓJA

GERGELY ZITA
HATÉKONY NEMZETKÖZI MEGJELENÉSEK MŰHELY
2018. 06. 26.

SZÉCHENYI  2020



MAGYARORSZÁG
KORMÁNYA

Európai Unió
Európai Szociális
Alap



BEFEKTETÉS A JÖVŐBE

BEFORE

- Online felületek
- Hirdetések
- Vásári megjelenések
- Kiadványok

DURING

- Rendezvények (fogadó és búcsúrendezvény)
- Hírlevél
- Influencer közösség
- Alumni önkéntes közösség

AFTER

- Alumni tag a portálon
- Alumni önkéntesként vásárok és helyi alumni rendezvények
- Szenior alumniként szakmai rendezvények

- Magyarország és a magyar felsőoktatás megjelenítése mint vonzó célország
- Azonosíthatóság, megkülönböztethetőség
- Következetesség, egységesség
- Fontos: egyedi, innovatív erősségek felmutatása
- Tartalmi és vizuális elemek is



Hallgatói célcsoportoknak

- Minőségi felsőoktatás (kiemelve a sikeres és népszerű ágazatokat)
- Nemzetközileg elfogadott európai diploma
- Kedvező ár-érték arány (Magyarországon tanulni jó befektetés)
- Ösztöndíj-lehetőségek
- Kedvező földrajzi fekvés Európa közepén

Üzenetek a intézményi célcsoportnak

- A magyar felsőoktatás magas színvonalú
- Nemzetközileg elismert (európai) végzettségek
- Érdemes magyar partnerekkel együtt dolgozni
- Megbízhatóság
- Szakmai kiválóság

Online

Kiadványok

Rendezvények, vásárok

Hirdetések

Nemzetközi alumni hálózat



STUDY IN HUNGARY

Study in Hungary website

- Stipendium Hungaricum ösztöndíjprogram helye
- Study Finder
- FOI profilok!
- Információ Magyarországról, a magyar felsőoktatásról és a diákéletről
- Havi látogatottság: 13,000
Pályázati időszakban: 60,000+



www.studyinhungary.hu



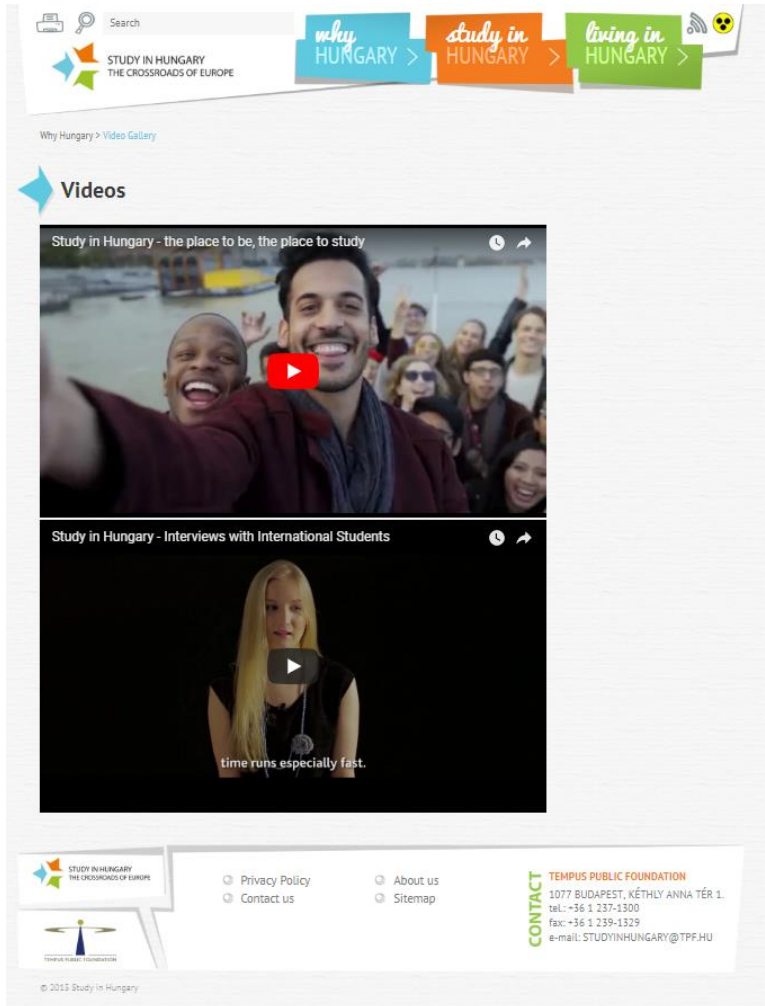
Study in Hungary Facebook

- Hallgatótoborzás
- Influencerek, live videó, megosztások
- Organikus elérés és fizetett hirdetések
- 35,000+ követő
- > Instagram

facebook.com/studyinhungary



ONLINE ESZKÖZÖK: KISFILMEK



The screenshot shows the 'Study in Hungary' website. At the top, there is a search bar and navigation links: 'why HUNGARY', 'study in HUNGARY', and 'living in HUNGARY'. Below the navigation bar, the page is titled 'Why Hungary > Video Gallery'. A section labeled 'Videos' features two video thumbnails. The first thumbnail is titled 'Study in Hungary - the place to be, the place to study' and shows a group of smiling young people. The second thumbnail is titled 'Study in Hungary - Interviews with International Students' and shows a young woman with blonde hair. At the bottom of the page, there is a footer with a logo, a copyright notice '© 2015 Study in Hungary', and contact information for the Tempus Public Foundation, including a phone number, fax, and email address.

Search

STUDY IN HUNGARY
THE CROSSROADS OF EUROPE

why HUNGARY > study in HUNGARY > living in HUNGARY >

Why Hungary > Video Gallery

Videos

Study in Hungary - the place to be, the place to study

Study in Hungary - Interviews with International Students

time runs especially fast.

STUDY IN HUNGARY
THE CROSSROADS OF EUROPE

Privacy Policy
Contact us

About us
Sitemap

CONTACT TEMPUS PUBLIC FOUNDATION
1077 BUDAPEST, KÉTHLY ANNA TÉR 1.
tel.: +36 1 237-1300
fax: +36 1 239-1329
e-mail: STUDYINHUNGARY@TPF.HU

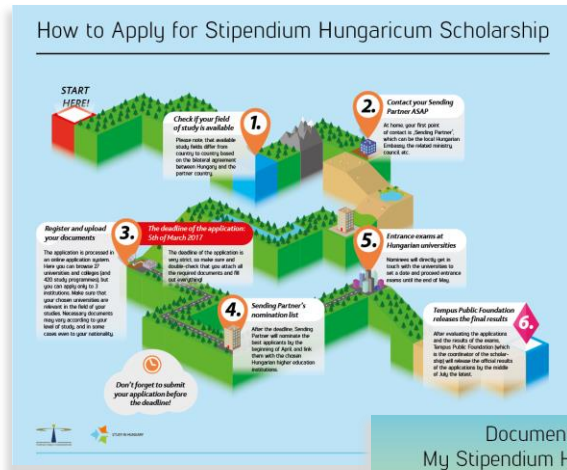
© 2015 Study in Hungary



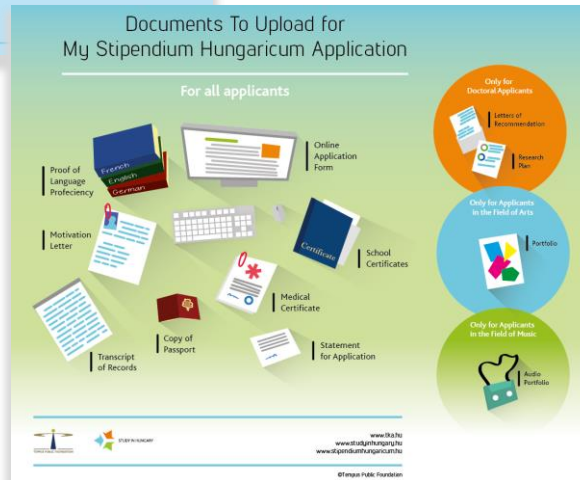
[Imázsfilm](#)

[Interjúk hallgatókkal](#)

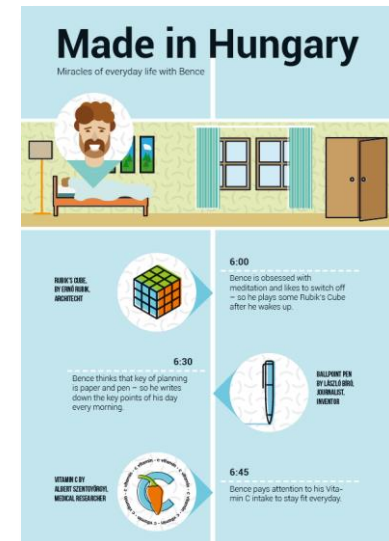
How to Apply for Stipendium Hungaricum Scholarship



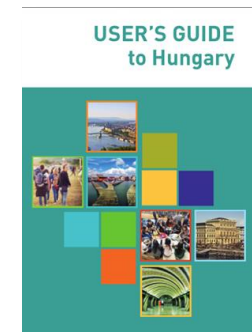
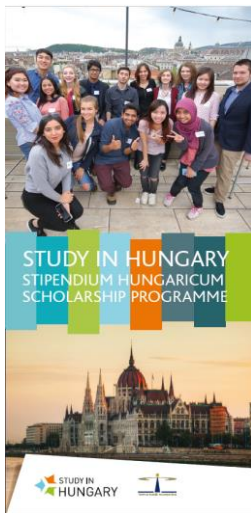
Documents To Upload for My Stipendium Hungaricum Application



STUDY IN HUNGARY



NYOMTATOTT KIADVÁNYOK



SiH lépő

Angol
Arab
Kínai
Spanyol
Orosz

SH lépő

ÚJ PhD
verzió

Intézményi brosúra

User's Guide

ÚJ Külön
bejövő és
itt lévő
hallgatóknak

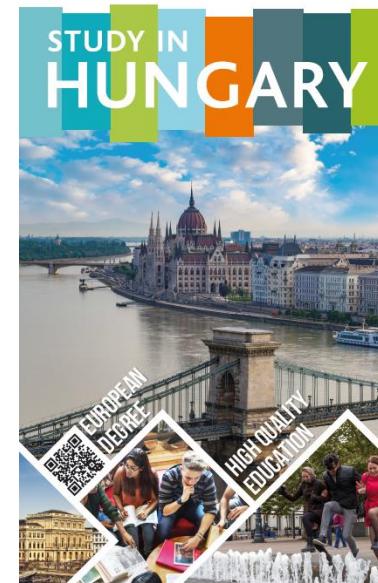
NYOMTATOTT DEKOR ELEMEEK



- Standdekor
- Rollup, X-banner
- Poszter



STUDYINHUNGARY.HU



HIRDETÉSEK: ONLINE ÉS PRINT



STUDY IN HUNGARY

Hungary is one of the most popular study destinations among Brazilian students, visit the Study in Hungary stand at BRF to learn more!

5 REASONS TO STUDY IN HUNGARY

The Brazilian is one of the biggest international student communities in Hungary: more than 2,000 students have graduated here in the past few years.

Studying in Hungary is a good investment: quality education and a European degree for an affordable price.

Hungary is in the middle of Europe: you can travel all over the continent during your studies.

Its vibrant youth life and the world famous cultural scene makes Budapest a top 10 Erasmus destination.

"Besides Erasmus, Hungary provides fully funded scholarship opportunities via Stipendium Hungaricum: more than 200 Brazilian students will start their studies this year!"

Check out our website and Facebook page for further details.

studyinhungary.hu • facebook.com/studyinhungaryofficial

STUDY IN HUNGARY

STUDY IN HUNGARY

THE STIPENDIUM HUNGARICUM SCHOLARSHIP

This scholarship offers full degree benefits: master and doctoral studies, in the form of this programme, Hungary hosts ca. 3,500 incoming students from all around the world in the academic year 2017/18 including students from Kenya.

The Stipendium Hungaricum Scholarship is available for Kenyan applicants in the following study fields: Agriculture, Engineering, Economics, Natural Sciences, Sport Sciences, Public Administration.

Hungary also welcomes talents from Kenya and other African countries as self-paying students.

For more information, visit our website at: www.studyinhungary.hu

TOP 3 REASONS TO STUDY IN HUNGARY

- 1. High quality education: Hungarian academic quality is rated high by foreign students. In several of the requests for our names, would it might choose Hungary again to study.
- 2. European Degree for a fair price: You can get an internationally recognized European degree for an affordable price - studying in Hungary is good value for money.
- 3. Good location and rich cultural life: Hungary has a rich cultural life and long-standing traditions, which attract thousands of foreign students every year to study in the heart of Europe. Students can travel around easily and explore the Central European region.

FOREIGN STUDENTS ABOUT HUNGARY

"The teachers are helpful, they are extremely supportive and they are also very friendly. [...] The administration helps you practically with everything."

Thelma, Nigeria, Volunteer of the Hungarian International Alumni Network

"I felt good in Hungary because the people I met, Hungarians are nice and always willing to help."

Nikola, Nigeria, Volunteer of the Hungarian International Alumni Network

SZÉCHENYI 2020

European Union European Social Fund

HUNGARIAN GOVERNMENT

INVESTING IN YOUR FUTURE



GET A EUROPEAN DEGREE
FIND YOUR SCHOLARSHIP NOW



INFLUENCEREK (CAMPUS BUDDY) BEVONÁSA



#CAMPUSBUDY



STUDY IN HUNGARY



BLAWAL
21 / PAKISTANI
MASTERS OF SCIENCE
IN TRANSPORTATION
ENGINEERING

"Life is a pure adventure. To be more productive, relax and have more fun."

5 IMPRESSIONS OF HUNGARY

- A peek into the thriving future from the windows of the past - Hungarian architecture reflects in almost every single sight.
- Hungarians are so friendly that I never feel away from home here.
- Writing something? The pen you're holding was formerly invented by a Hungarian.
- The Hungarian language is disguised as one of the hardest languages, but is also one of the most interesting ones.
- Chimney Cake is not a chimney. Sorry.

Gujranwala Pakistan 5000km Budapest Hungary



ALUMNIK BEVONÁSA



 Alumni Hungary

[Log in](#) [Get started](#)

Make a step further with the
Hungarian Alumni Community.
[Sign up today.](#)

[Get involved](#)
[Explore the Network](#)
[Magazine](#)
[Alumni Services](#)

Find us on 



ALUMNI SERVICES

Share and gain new knowledge and skills through our online services



GROUPS

Network and mingle with others



VOLUNTEERS

Discover our volunteer community



MAP

Explore the network easily in an interactive way



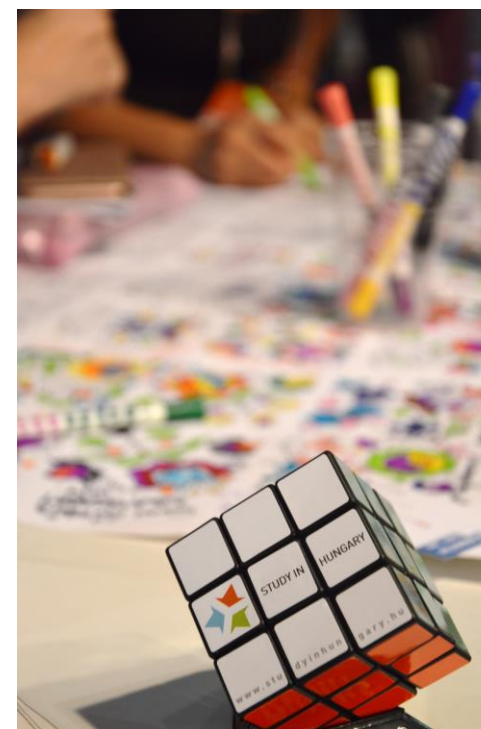
Latest

News, blogs, events & more from the alumni community



<https://alumninetworkhungary.hu/>

KÜLFÖLDI MEGJELENÉSEK



INDIA: ELŐKOMMUNIKÁCIÓ

- Három bejegyzés az Edufindme.com Facebook oldalon (1.9M követő)
- Esemény a Study in Hungary Facebook oldalon
- Study in Hungary weboldalon bejegyzés
- FPP EduMedia profil



INDIA: HELYSZÍNI KOMMUNIKÁCIÓ

- Saját tartalommal ellátott badge (~ 5K diák)
- Saját és intézményi rollupok
- Printek: SH lepó, mátrix, hallgatói brosúra, A5 India-specifikus tájékoztató, SiH és Erasmus+ lepó, User's Guide
- Ajándékok: Böröndcímke, Színes toll
- Hallgatói adatok és tipikus kérdések gyűjtése



STUDYINHUNGARY.HU STUDY IN HUNGARY STUDYINHUNGARY.HU STUDY IN HUNGARY STUDYINHUNGARY.HU STUDY IN HUNGARY STUDYINHUNGARY.HU STUDY IN HUNGARY STUDYINHUNGARY.HU STUDY IN HUNGARY

Corvinus University of Budapest

Scientia mea – auditor meus

www.uni-corvinus.hu/en

DEGREE PROGRAMMES

- Applied Economics
- Business and Management
- Business Informatics
- Business Information Technology
- Communication and Media Science
- Economic Analysis
- Executive MBA
- International Business
- International Economy and Business
- Marketing
- Master of Business Administration (MBA)
- Political Science
- Public Policy and Management
- Regional and Environmental Economics
- Sociology

Budapest University of Technology and Economics

225 years traditional experience in higher technical education

www.bme.hu/en

STUDY PROGRAMMES

- Architecture
- Chemical Engineering
- Civil Engineering
- Environmental Engineering
- Food Engineering
- Industrial Engineering
- Information Technology
- International Engineering
- Applied Mathematics
- Mathematics and Computer Science
- Mechanical Engineering and Robotics
- Physics
- Structural Engineering
- Transport Engineering
- Vehicle Engineering

University of Debrecen

The Green Journey

www.edu.unideb.hu

FOUNDATION, BACHELOR, MASTER AND DOCTORAL PROGRAMMES

- Architecture
- Chemical Engineering
- Computer Science
- Health Sciences
- Humanities
- Law
- Life Sciences
- Mathematics
- Medicine
- Pharmacy
- Physical Sciences
- Psychology
- Social Sciences
- Theology
- Visual Arts

Eötvös Loránd University

Quality Education, Quality Research

www.elte.hu/en

DEGREE PROGRAMMES

- Archaeology
- Art History
- Classical Archaeology
- Classical Studies
- Comparative Literature
- English Studies
- History
- International Law
- International Relations
- Law
- Political Science
- Psychology
- Sociology
- Theology
- Visual Arts

University of Pannonia

STEFILIP

www.englishweb.uni-pannonia.hu

DEGREE PROGRAMMES

- Business Administration and Management
- International Business
- Law
- Political Science
- Psychology
- Sociology
- Theology
- Visual Arts

STUDY IN HUNGARY

Browse our **STUDY FINDER** online database

FIND A STUDY PROGRAMME

ANIRUDH
FROM RAIPUR, INDIA
MECHANICAL ENGINEERING, BSC

„Studying in Hungary adds another level to your college experience. Experiencing other cultures around the world broadens your knowledge and teaches you to think and live differently.”

Find out more about studying in Hungary at
www.studyinhungary.hu
facebook.com/studyinhungaryofficial

5 REASONS TO STUDY IN HUNGARY

- High quality education
- Globally recognised European degrees
- Central location and great travel opportunities in Europe
- Vibrant youth life and cultural scene
- Great value for money

STUDY IN HUNGARY

QUALITY HIGHER EDUCATION IN THE HEART OF EUROPE

AVAILABLE SCHOLARSHIP TYPES FOR INDIAN APPLICANTS

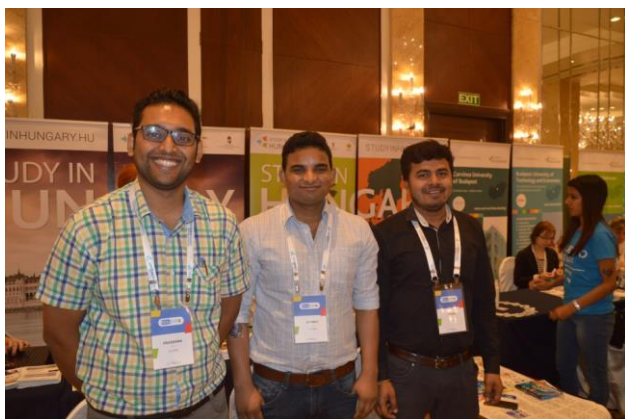
STIPENDIUM HUNGARICUM SCHOLARSHIP

AVAILABLE STUDY MODES AND SCHOLARSHIP TYPES	AVAILABLE STUDY FIELDS	AVAILABLE LANGUAGES
Full degree Undergraduate programmes (BSc/BEd)	Any field, with participation to National and International Information Technology, Engineering, Economics, Business and Management	English and Hungarian language
Full degree Undergraduate programmes (BSc/BEd)	Any field, with participation to National and International Information Technology, Engineering, Economics, Business and Management	English and Hungarian language
Full degree Undergraduate programmes (BSc/BEd)	Any field, with participation to National and International Information Technology, Engineering, Economics, Business and Management	English and Hungarian language

WWW.STUDYINHUNGARY.HU

INDIA: ALUMNI ÉS INFLUENCER BEVONÁS

- Előzetes és helyszíni bevonásuk elengedhetetlen
- Kapcsolatrendszerük használata fontos
- Később felhasználható tartalmakat biztosítanak (videók)



- Látogatói adatbázis elkészítése
- Utókövető e-mail résztvevőknek (GDPR!)
- Fotók feltöltése a SiH közösségi oldalra
- Bejegyzés SiH weboldalra
- 4. Edufindme.com Facebook-bejegyzés
- Statisztikák értékelése (felhasználás hirdetési tervhez)
- További utókövető e-mailek pályázati aktualitásokkal



KÖSZÖNÖM A FIGYELMET!

ZITA.GERGELY@TPF.HU

SZÉCHENYI 



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Alap



BEFEKTETÉS A JÖVŐBE