Being a Lund University ambassador abroad

”The elevator pitch”

When you arrive at your host university you will get in contact with a lot of new people. These contacts may ask you about Lund University and Sweden. Therefore it may be helpful for you to know some of the key messages to communicate in this situation.

Short key message about Lund University can be found here on the international website: http://www.lunduniversity.lu.se/admissions/why-study-at-lund-university

Just choose a few suitable messages depending on who you are talking to and how much time you have.

If you need the equivalent short information text in written form, you can use Lund University’s profile text:

“Lund University was founded in 1666 and for a number of years has been ranked among the world’s top 100 universities. The University has 42 000 students and more than 7 500 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Lund is Sweden’s most attractive study destination. The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. The compact university campus encourages networking and creates the conditions for scientific breakthroughs and innovations. The University has a clear international profile, with partner universities in over 70 countries.

Funding of more than SEK 5 billion a year goes to research at eight faculties, which gives us one of Sweden’s strongest and broadest ranges of research activity. Over 30 of our research fields are world-leading, according to independent evaluations.

Two of the world’s leading materials research facilities are currently under construction in Lund: the MAX IV Laboratory, which will be the leading synchrotron radiation facility in the world, and the European research facility ESS, which will house the world’s most powerful neutron source. The two facilities will be of decisive importance for future scientific and industrial development in both materials science and life science.”
Presentations on Lund University

Sometimes exchange students at our partner universities are asked to give a presentation about their home university. Before the presentation, make sure to ask these two questions:
1. Who is the audience? (Usually your classmates at the partner university)
2. How much time do you have for the presentation?

If you have at least 15-20 minutes and the audience is students, we recommend that you use the presentation on this webpage:

http://lunduniversity.lu.se/current-students/study-abroad-opportunities/being-a-student-ambassador-abroad (Don’t miss the comments below each slide.)

If the audience is a different one and not only students, it may be better for you to use the general Lund University presentation available on this page: http://lunduniversity.lu.se/about/about-lu/corporate-publications

If you only have a short time for your presentation, around 5-10 minutes, please use the Lund University presentation film. The film is 2 minutes long and after that you can show selected slides from the power point presentation. The film can be found here on Youtube:
http://www.youtube.com/watch?feature=player_embedded&v=2LG7rgFSPwk

Remember to contact the international coordinator at your department/faculty to ask if there is anything specific that they want you to mention or if there is something that is important for you to keep in mind when giving your presentation.

Representing Lund University at a fair

Many universities around the world arrange fairs to give their students information about the possibility to study abroad. It is common that the host universities ask exchange students to represent their home universities at these fairs. If you are asked to represent Lund University at a Study Abroad fair, the checklist below may be useful:

- Send an email to studentreception@lu.se in good time before the fair to ask for information material that you can use at the fair. We can send you international brochures, posters, bookmarks/simple give-aways and a t-shirt for you to wear at the fair.

- Contact the international coordinator at your department/faculty to let him or her know that you will be representing Lund University at a fair. Ask the coordinator if there is something in particular that you should mention or something that is important for you to know. The coordinator may also want to send information material for you to use at the fair. Remember to ask them which type of agreement Lund University has with your host university, so that you know within which subject areas Lund University can accept incoming exchange students from the host university.
• Read the International Student Prospectus before the fair, so that you are updated on the facts about Sweden, Lund University and what Lund University has to offer.

• When helping prospective exchange students to Lund University to find more information on how to apply for exchange studies and links to available courses, you can refer to this page: http://lunduniversity.lu.se/admissions/exchange-study-abroad/exchange-studies. If students want information on other ways to study at Lund University, they can start by checking these pages: http://lunduniversity.lu.se/admissions

• Be yourself! Share your own experiences of Lund University and of being an exchange student. The personal contact is always much more valuable than any information material. Interested students can always find facts about Lund University on our website later, but this may be their only chance to hear your stories.

• Please send an email to studentreception@lu.se and to the coordinator at your department/faculty with some feedback from the fair. If you took any photos at the fair, we would of course be happy if you would like to share those with us too.