

International Generation Café: Advertising & Organization

**#social media #marketing #eventmanagement
#intercultural #seniors #internationals #locals**



Depending on the task, 1-2 hours/week 2-week team meetings



All study programs



German or English language skills



Kick-Off „AYCD“:
5. Mai, 18 Uhr, ISA

What is the project about?



Global Juniors meet Golden Agers: the Generation café

The Generation Café is a regular meeting where **international students/guest researchers** and **senior citizens/locals** from the Passau region come together.

The aim is to promote **intercultural and intergenerational exchange** and create a sense of belonging. Here, both sides can learn from each other, support each other and discover new similarities. Whether conversations or activities - the café helps to become part of the community and experience social participation.

It is a wonderful opportunity to **build social bridges, experience cultural diversity and actively integrate young and old into society.**

What do I have to do?



There are various task areas to choose from:

Intercultural event management: Logistics/ organization/ moderation of the meetings

- Coordination and communication with the event locations and participants
- Culturally and generationally sensitive support/ moderation of the two-week event
- If required, designing the program for the meetings (e.g. topics, activities).
- Researching and planning joint activities

Advertising and communication:

- Creation of flyers, posters and digital content for social media
- Creation of advertising texts/press releases for mailings
- Direct approach and recruitment of seniors, students and academics through appropriate marketing measures

Other requirements



You should have:

- Interest in organizing and planning events
- Interest in social media/ PR/ marketing
- Interest in methods of intercultural team buildingInterest in cross-generational and intercultural topics
- Willingness to attend regular team meetings
- Team spirit and commitment

How does the programme start?



Monday, May 5, 18:00, ISA:

Kick-off meeting of “All You Can Do” with all participants of the program:

general information about the program, getting to know each other in the team, team building

Thursday, May 8, 6 p.m., ITZ, Club Room 005

First planning meeting with the initiators of the intergenerational café

Semester planning, distribution of tasks, arrangement of dates

Cooperation Partner



International Support Services

Moderators:

AllYouCanDo: Barbara Bauersachs, Valeria Ruiz Machado

Welcome Centre: Eva Manetzgruber

Lehrstuhl für Interkulturelle Kommunikation: Dr. Martina Maletzky de Garcia

Kontakt: allyoucando@uni-passau.de

Why should you do it?



What participants from the last semester say about the project:

This voluntary work is a pleasant balance to everyday university life. You get to know lots of great and interesting people. I learn to take on responsibility, coordinate projects and exchange ideas with other people.

“I really appreciate the fact that I could always participate in all events when I wanted to and push them further, organize them and carry them out. Of course, the international exchange is particularly exciting and you get to know a lot of new people while at the same time contributing to the integration and networking of everyone.”