



Best Practice Days "Connect. Inspire. Achieve. International Marketing in Higher Education" Preliminary Programme

17 March 2026



[Campus Kammgarn](#)
[Kaiserslautern](#)
[E1.012](#)

Programme
Day 1

- | | |
|-------|---|
| 09.30 | Arrival & Coffee |
| 10.00 | Welcome Address and Keynote

Daniela Fleuren, Head of Department International Relations & Languages
Prof. Dr.-Ing. Michael Magin, Vice President Internationalisation |
| 11.00 | Introduction |
| 11.30 | Workshop* |
| 12.30 | Lunch |
| 13.30 | Best Practice Examples* |
| 14.30 | Cultural Event in Kaiserslautern |
| 18.30 | "Palatinate Dinner"

Spinnrödl, Schillerplatz 1, Kaiserslautern |

*Workshops with exercises or presentations of examples regarding international marketing for higher education





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[Campus Zweibrücken](#)
[N101](#)

Programme Day 2

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|-------|--|
| 09.00 | Departure to Zweibrücken |
| 10.00 | Campus Tour with Cleanroom and Driving Simulator |
| 11.30 | Best Practice Examples* |
| 13.00 | Lunch |
| 14.00 | Best Practice Examples* |
| 16.00 | "Zweibrücken City Tour" and visit "Fashion Outlet" |
| 18.30 | „Bavarian-Dinner"
Peters Alm, Kleinottweilerstr. 112, Homburg |
| 20.30 | Return by bus to Kaiserslautern
Arrival approx. 21.30 |

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Programme
Day 3

09.00	Best Practice Examples*
11.00	Tour our new laboratories
12.30	Lunch
13.30	Best Practice Examples*
15.00	Wrap up and Certificates
15.15	Farewell drink "German Brauhaus" (optional) Brauhaus an der Gartenschau, Forellenstraße 6, Kaiserslautern

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