

# Invitation to Symposium

**Intercultural Competence as Success Factor for**



**2 – 3 May 2011, Fachhochschule Salzburg, Campus Urstein**



Organised by the Salzburg University of Applied Sciences within the framework of the SKILL2E project and together with the BundesDekaneKonferenz Wirtschaftswissenschaften



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## „Intercultural Competence as a Success Factor for Employer Branding“

Venue: Fachhochschule Salzburg  
Urstein Süd 1, A-5412 Puch-Urstein

Monday, 02 May 2011, 18:00h – ca. 22:00h  
Tuesday, 03 May 2011, 08:30h – ca. 18:00h

**Registration Fee: €85.00**

### PROGRAMME

#### Monday, 02 May 2011

- 18:00h** **Participant Registration**  
(Lobby FH Salzburg – Campus Urstein)
- 19:00h** **Welcome and Opening**  
(Schloss Urstein, adjacent to FH Salzburg)
- FH Salzburg Rectorate and Management**
- Gabriele Abermann**  
Director International Office
- Rainer Ziegler**  
Executive Board Member BDK
- 19:15h – ca. 21:00h** **„Kamingespräche“ including Catering**  
Input statements of speakers with individual discussion opportunities over a buffet dinner afterwards

*With generous support from the Salzburg Chamber of Commerce*

## „Intercultural Competence as a Success Factor for Employer Branding“

### PROGRAMME

**Tuesday, 3 May 2011**

**Moderation: Jan-Martin Wiarda, Editor Chancen /Die ZEIT**

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|---------------|---|
| <b>8:30h</b>  | <b>Participant Registration</b><br>(Lobby FH Salzburg – Campus Urstein)   |
| <b>9:00h</b>  | <b>Welcome and Opening</b><br>(Room 056)  |
| <b>9:30h</b>  | <b>Todd Dixon, Enterprise Cars Germany:</b> Why hire employees with a diverse background?   |
| <b>10:15h</b> | <b>Max Schachner, FH Krems:</b> Transnational placements: What’s the benefit for universities, their graduates and enterprises?                         |
| <b>11:00h</b> | <b>Coffee Break</b>   |
| <b>11:15h</b> | <b>Peter Kriechhammer, H2K Consulting GmbH:</b> Employer Branding: Just a buzzword or an effective instrument to attract and retain the best employees? |
| <b>12:00h</b> | <b>Bernhard Perchinig, Expert for European Integration Research:</b> Demographic developments and their impact on employment strategies                 |
| <b>12:45h</b> | <b>Lunch</b>  |
| <b>14:00h</b> | <b>Parallel Workshops</b>   |
| <b>16:00h</b> | <b>Coffee Break</b>   |
| <b>17:00h</b> | <b>Workshop Feedback und Wrap-up</b><br>(Room 056)  |

## Workshop Details

### Workshop 1 in English (Room 151)

#### **Integrating Diversity Aspects into Curricula**

Target group: university representatives, especially curriculum designers, placement supervisors and career service staff.

Issues to be addressed:

Are placements abroad per se already a benefit for students or is it necessary to provide a supporting infrastructure with clear intervention strategies?

Which generic / transversal skills and competences can actually be gained through placements abroad apart from the domain-specific ones?

How can universities support students in actually verbalizing and communicating to future employers what they have learned and gained through placements abroad?

How can universities and enterprises profit from an intensified dialogue and exchange of viewpoints and expertise?

Part 1: **Maria Tabuenca, University of Alicante:**  
Learning outcomes for placements and (pedagogic) challenges in their implementation

Part 2: **Rosalyn Eder, FH Salzburg:**  
Pre-departure training for outgoing placement students including sample exercises like critical incidents

Part 3: **Laura Streitbürger, FH Salzburg:**  
Using online platforms for reflection and support of the intercultural experience in transnational placements

## Workshop Details

### Workshop 2 auf Deutsch (HS 152)

#### **Kulturelles Mentoring und Messen von Interkultureller Kompetenz**

Zielgruppe: UnternehmensvertreterInnen und  
Lehrende im Bereich Human Resources und Diversität

Fragestellungen:

Warum sollte sich ein Unternehmen überhaupt mit  
Diversität befassen, welchen Mehrwert bringt das für  
das Image als Arbeitgeber?

Welche Strategien und Methoden können eingesetzt  
werden um kulturelle Vielfalt im weitesten Sinne für  
das Unternehmen zu nutzen?

Wie können Unternehmen herausfinden welche  
Einstellung ihre MitarbeiterInnen zur kulturellen  
Vielfalt haben und wie kann diese im Alltag positiv  
eingesetzt und /oder verändert werden?

Teil 1: **Herbert Gölzner, FH Salzburg:** Kulturelles  
Mentoring und potenzielle Einsatzszenarien

Teil 2: **Gabriele Abermann, FH Salzburg/ Fred  
Kellner-Steinmetz, Wirtschaftskammer Salzburg:**  
Kann man interkulturellen Kompetenzerwerb und  
dessen Zuwachs messen? Welche validen und  
unterstützenden Instrumente gibt es dafür?

Teil 3: **Peter Lindner, Salzburg AG:** Wie kann ein  
Unternehmen das Thema Vielfalt und Employer  
Branding konkret angehen und umsetzen?

## Hotel Reservations

A room contingent has been booked in various hotels from Monday, 02 May 2011 to Wednesday, 04 May 2011. Please make your reservations directly at the hotel of your choice and indicate "Fachhochschule Salzburg" to take advantage of the special offer.

### **Hotels within 10 mins. walking distance from Campus Urstein:**

**Gasthof zum Kirchenwirt**, A-5412 Puch bei Salzburg  
Telefon: +43(0)6245-83134, 85698 / Fax: +43(0)6245-856987  
E-mail: [info@kirchenwirt.at](mailto:info@kirchenwirt.at); Website: [www.kirchenwirt.at](http://www.kirchenwirt.at)  
**Price:** Single room €50,00 / Double room €87,00  
Per room and night including breakfast

**Hotel Quartier24 (Jess Hotel)**, A10 Tauernautobahn, Abfahrt Puch/Urstein  
Telefon + 43 (0)6245-21020  
Email: [office@quartier24.at](mailto:office@quartier24.at); Website: [www.adeo-hotels.com/wikis/urstein/home](http://www.adeo-hotels.com/wikis/urstein/home)  
**Price:** Single room € 37,00 / Double room € 48,00 / Triple room € 59,00  
Per room and night; Breakfast in the hotel's bakery Bäckerei Ketter can be booked for €4,50 per person within short notice. The bakery is open daily from 6:00h.

### **Hotels ca. 6 KM from the Campus:**

**Hotel Restaurant Friesacher**, Hellbrunnerstraße 17, A-5081 Anif/Salzburg  
Telefon: +43(0)6246/8977 / Fax: DW 49  
E-Mail: [first@hotelfriesacher.com](mailto:first@hotelfriesacher.com); Website: [www.hotelfriesacher.com](http://www.hotelfriesacher.com)  
**Price:** Single room €95,00 / €110,00  
Per room and night including breakfast

**Friesacher's Aniferhof**, Herbert von Karajan Str. 7, A-5081 Anif/Salzburg  
Telefon +43(0)6246-72362-0 / Fax: DW 9  
E-Mail: [office@aniferhof.at](mailto:office@aniferhof.at); Website: [www.aniferhof.at](http://www.aniferhof.at)  
**Price:** less 20% discount  
Single room €66,00 / Double room used as single room €76,00 / Double room Staufen €98,00 / Double room Watzmann €112,00 / Double room Untersberg €122,00  
Per room and night including breakfast.

We wish all participants a safe travel and we look forward to meeting you in Salzburg.

Best regards,

Gabriele Abermann  
Babette Grabner  
Doris Walter  
Rainer Ziegler

REGISTRATION FORM

**„Intercultural Competence as Success Factor for Employer Branding“**

at the Fachhochschule Salzburg (Salzburg University of Applied Sciences)  
Urstein Süd 1, A-5412 Puch-Urstein

Monday, 02 May 2011, 18:00h – ca. 22:00h

Tuesday, 03 May 2011, 08:30h – ca. 18:00h

**Registration fee: €85.00**

Lastname: \_\_\_\_\_ Firstname: \_\_\_\_\_  
Title / Position: \_\_\_\_\_ Institution: \_\_\_\_\_  
Email: \_\_\_\_\_  
Postal billing address: \_\_\_\_\_

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Please send your registration by email or Fax latest by Friday, 22 April 2011 at [rosalyn.eder@fh-salzburg.ac.at](mailto:rosalyn.eder@fh-salzburg.ac.at) or Fax number +43/(0)502211-1039.

An invoice for the registration fee of €85.00 will be sent automatically after receipt of the registration. The invoice must be paid on or before 25 April 2011. The registration fee includes the event and buffet dinner on 02 May as well as all events, coffee breaks and lunch on 03 May.

There is no cancellation fee if a written notice is sent on or before 25 April 2011 to the above email address / fax number; otherwise, cancellation fees may apply. Rooms can be booked in any of the hotels suggested above.

We wish all participants an interesting symposium and we look forward to welcoming you in Salzburg.

**Gabriele Abermann and Team**

Supported by the **WKS**