

# THINK SMART. Study in Czechia

Why and how  
to promote  
Czech education  
abroad

## OUR GOALS



### Study in Czechia

- **Strengthening the prestige of Czech higher education institutions (HEIs) through a unified presentation abroad**
- Recruiting **quality international students** to all HEIs
- Supporting HEIs in **establishing partnerships** with foreign institutions

### Activities abroad

- Professional and student fairs, networking missions for HEIs, online promotion



### Czechia Alumni

- **Maintaining and making better use of relations** with international graduates
- Supporting **talent retention** for the Czech labor market
- Supporting **economic and diplomatic interests** and reputation of Czechia

### Activities abroad

- Alumni meetings of international graduates of Czech HEIs

## DZS PROVIDES

- Clear and comprehensive information **all in one place about studying in Czechia** ([studyin.cz](http://studyin.cz)), including study programs ([portal.studyin.cz](http://portal.studyin.cz))
- Help with **promotion at local events**: branding (visual identity) of Study in Czechia and Czechia Alumni, graphics for information stands, preparation of social media materials, connecting with Czech HEIs
- Sending **promotional materials** to educational or career fairs and other events
- Preparing **presentations** for students in the STUDY IN brand
- **Sharing information and offers** with all HEIs (scholarship offers, B2B cooperation, etc.)
- **Research, data, contacts** and other information in the field of education (e.g. student statistics) as well as contacts from the Alumni database
- Support in organizing events for students and alumni

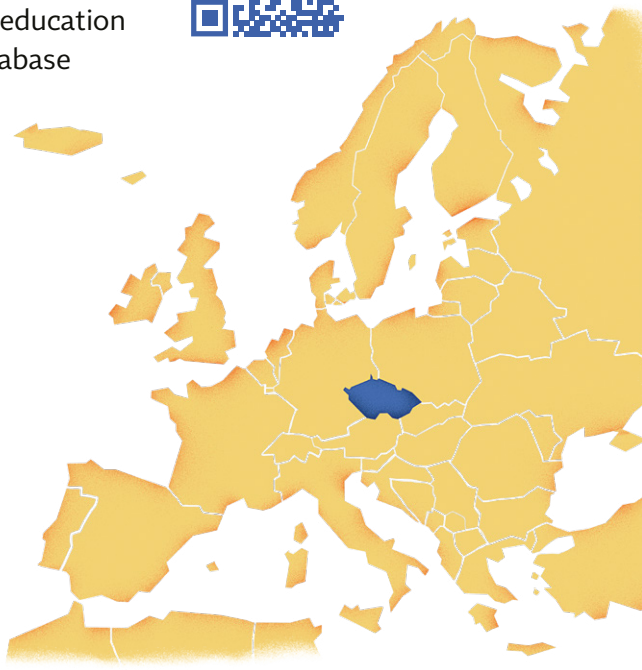


### Erasmus+ interns for Czech diplomatic missions abroad

- 100% paid by EU funds
- For both EU and non-EU missions
- Placements of 2–12 months for students of all types of studies

DZS sends out a questionnaire to all Czech diplomatic missions mapping interest in placements. Contact [erasmus@dzs.cz](mailto:erasmus@dzs.cz) for more information.

**TIP:** Did you know that interns can also be allocated to the education agenda?



# HOW TO GET INVOLVED

## Study in Czechia

- Presentation of Study in Czechia as the main source of information
- Representation of Study in Czechia at student fairs
- **Promotion in the unified STUDY IN brand**
- Tagging **on social media** in posts related to studies
- Placing banners on the Czech diplomatic mission's website
- **Supporting Study in Czechia activities** abroad in your locality (missions organized for Czech HEIs; networking receptions for HEIs and international partners)
- Preparation of information seminars abroad
- Establishing contacts with local HEIs and connecting them with Czech HEIs

## Czechia Alumni

- **Informing about the Czechia Alumni program** and its inclusion in Czech public diplomacy activities
- Sharing information relevant to international alumni
- **Supporting Czechia Alumni activities** abroad (alumni meetings)

WHY WORK WITH STUDENTS AND GRADUATES?

**“Czechia as an innovative country for study and science”**

Priorities and objectives of a unified international presentation of Czechia

**Strengthening Czech diplomatic interests**

**Economic benefits and offsetting demographic decline in Czechia**

# WHO WE COOPERATE WITH



Ministry of Foreign Affairs  
of the Czech Republic



MINISTRY OF LABOUR  
AND SOCIAL AFFAIRS



**Interested in learning more about international education? Contact us at [studyin@dzs.cz](mailto:studyin@dzs.cz)**

All the information you need at **[studyin.cz](http://studyin.cz)**  
and **[portal.studyin.cz](http://portal.studyin.cz)**

