

# HEROES

**Staff Training**  
**02. – 04. December 2025**  
**at Deggendorf Institute of Technology**

## IMPLEMENTING ALUMNI WORK AT AN EUROPEAN HEI

### Monday, 01.12.2025 (optional)

|       |                    |          |
|-------|--------------------|----------|
| 18.00 | Dinner (self-paid) | Lieb.Ess |
|-------|--------------------|----------|

### FOUNDATIONS OF ALUMNI ENGAGEMENT

#### Tuesday, 02.12.2025

|               |                                                                                                                                                                                                                               |                                         |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| 08.30         | <b>Arrival &amp; Welcome</b>                                                                                                                                                                                                  | Campus Deggendorf, Building G Room G205 |
| 09.00         | <b>Get to know each other &amp; status quo and Expectations</b>                                                                                                                                                               | G205                                    |
| 09.30         | <b>Alumni work at HEIs – introduction and basic understanding (alumni lifecycle)</b><br>Ulrike Sauckel, Director THD-Alumni & Event coordination                                                                              | G205                                    |
| 10.30         | <b>Creating Value for Alumni &amp; University (online)</b><br>Dr. Maria Gallo, one of the world's leading experts on alumni potential and author of "The Alumni Way: Building Lifelong Value from Your University Investment" | G205                                    |
| 12.00         | Lunch                                                                                                                                                                                                                         | Mensa of DIT                            |
| 13.00         | <b>Campus Tour</b>                                                                                                                                                                                                            | Campus of DIT                           |
| 14.00 – 17.00 | <b>Workshop I</b> <ul style="list-style-type: none"> <li>• Relationship Management</li> <li>• Communication tools</li> <li>• CRM/Portal</li> <li>• Data Protection</li> </ul> Stefanie Lex, Head of THD-Alumni                | G205                                    |
| 19.00         | Dinner (beverages self-paid)                                                                                                                                                                                                  | Gasthof Höttl                           |

## STRATEGIC PLANNING

| Wednesday, 03.12.2025 |                                                                                                                                                                                                  |                                    |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 9.00                  | <b>DIT Alumni Strategy (timeline)</b><br>Ulrike Sauckel, Director THD-Alumni & Event coordination                                                                                                | Campus Deggendorf, Building I I002 |
| 10.00                 | <b>Workshop II Strategic Planning &amp; Developing Alumni Programmes</b><br>Ruth Gabler-Schachermayr, Head of Alumni Relations at University of Vienna                                           | I002                               |
| 12.00                 | Lunch                                                                                                                                                                                            | Mensa of DIT                       |
| 13.00                 | <b>Workshop III Measuring Alumni-Engagement - Reasonable KPIs in Alumni work</b><br>Christiana Weiß, Deputy Head of Marketing & Team Lead Content & PR, IMC Krems University of Applied Sciences | I002                               |
| 15.00                 | Feedback and discussion with Ruth and Christiana                                                                                                                                                 | I002                               |
| 16.00                 | City Tour                                                                                                                                                                                        | City centre                        |
| 17.00                 | Visit of the Christmas Market in Deggendorf<br>Taste the typical Xmas dishes and bevs (self-paid)                                                                                                | City centre                        |

## IMPLEMENTATION

| Thursday, 04.12.2025 |                                                                                                                                                        |                                    |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| 09.00                | <b>Virtual Alumni panel – DIT alumni discuss the motivation of their involvement</b><br>4 Alumni of DIT - tba                                          | Campus Deggendorf, Building I I002 |
| 10.00                | <b>Workshop IV Action Plan</b> – the participants develop their individual alumni strategy guided by an experienced coach<br>Prof. Peter Fröhlich, DIT | I002                               |
| 12.00 – 13.00        | <b>Reflexion / Evaluation</b>                                                                                                                          | I002                               |
| 13.00                | Farewell lunch (self-paid)                                                                                                                             | Laurin                             |

### **Additional information:**

This staff mobility is fundable by Erasmus+ staff mobility.

Please contact your WP8 member/International Office and they will help you through the process.

### **Travel:**

Airports: there are two airports, both 1,5h away from Deggendorf:

[MUC – Munich Franz Josef Strauß Airport](#)

and

[Nürnberg Airport](#)

[please Note – Memmingen Airport (e.g. Easy Jet) calls itself Munich South Airport but is in fact 130km from Munich and in the opposite direction from Deggendorf]

Trains:

Look for trains to Plattling.

There are a lot of connections to Plattling, including from the airports.

In Plattling you change to the Waldbahn (forest train) to Deggendorf, two stops.

Car:

Deggendorf is perfectly located at the A3, one of the major routes in Germany.

### **Hotel:**

The following hotels are in a walking distance to our campus:

[Scotty and Paul](#) (50m)

[Höttl](#) (500m)

[Donauhof](#) (850m)

[Stadthotel](#) (800m)

There are more hotels a bit farer away (with a bus once an hour but excellent parking) that you can find on [booking.com](https://www.booking.com)

The above list is not a recommendation. Unfortunately, there is no special price/code for this workshop, but if you book soon all hotels are very affordable.

**Campus:**

The Staff Training will take place at the **Campus of DIT** (Dieter-Görlitz-Platz 1, Deggendorf).

02.12.: Building G (Room G205)

03. & 04.12: Building I (Room I002)

[Directions](#)

**Registration:**

Registration is possible until 1. October 2025

Please register here: <https://eveeno.com/heores-alumni-staff-training-2025>