

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
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FOUNDATIONS OF ALUMNI ENGAGEMENT

Tuesday, 02.12.2025

08.30	Arrival & Welcome	Campus Deggendorf, Building G Room G205
09.00	Get to know each other & status quo and Expectations	G205
09.30	Alumni work at HEIs – introduction and basic understanding (alumni lifecycle) Ulrike Sauckel, Director THD-Alumni & Event coordination	G205
10.30	Creating Value for Alumni & University (online) 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	Campus Tour	Campus of DIT
14.00 – 17.00	Workshop I • Relationship Management • Communication tools • CRM/Portal • Data Protection Stefanie Lex, Head of THD-Alumni	G205
19.00	Dinner (beverages self-paid)	Gasthof Höttl

STRATEGIC PLANNING

Wednesday, 03.12.2025		
9.00	DIT Alumni Strategy (timeline) Ulrike Sauckel, Director THD-Alumni & Event coordination	Campus Deggendorf, Building I I002
10.00	Workshop II Strategic Planning & Developing Alumni Programmes Ruth Gabler-Schachermayr, Head of Alumni Relations at University of Vienna	I002
12.00	Lunch	Mensa of DIT
13.00	Workshop III Measuring Alumni-Engagement - Reasonable KPIs in Alumni work 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 Taste the typical Xmas dishes and bevs (self-paid)	City centre

IMPLEMENTATION

Thursday, 04.12.2025		
09.00	Virtual Alumni panel – DIT alumni discuss the motivation of their involvement 4 Alumni of DIT - tba	Campus Deggendorf, Building I I002
10.00	Workshop IV Action Plan – the participants develop their individual alumni strategy guided by an experienced coach Prof. Peter Fröhlich, DIT	I002
12.00 – 13.00	Reflexion / Evaluation	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

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>