

Conference Concept Note

Integrated Internationalization: From Recruitment to Retention

Date: 9 – 10 February 2026

Venue: Comenius University Science Park, Ilkovičova 8, 841 04 Karlova Ves, Bratislava

Format: In-person

Purpose

Building on Comenius University's long-term development plan and existing university-wide internationalization measures, the conference provides a platform to align cross-cutting agendas and practices around the student journey, embedding internationalization as a shared and coherent dimension of university life.

Objectives

- **Explore and share transferable international practices** in student recruitment, admissions, onboarding, student support, and institutional positioning/communication, with attention to innovation and inclusiveness.
- **Discuss approaches** to support diverse and international student populations through internationalization at home, student support measures, and retention-focused ecosystems.
- **Strengthen coherence** between cross-cutting efforts and the university-wide internationalization strategy, connecting academic priorities with services and workflows across the student journey.
- **Strengthen Comenius University's role** as a strategically positioned institution in Central Europe by clarifying priorities and reinforcing its international profile.

Target Audience

- University and faculties' leadership
- Admissions and international relations office professionals
- Marketing and student services teams
- Faculties' representatives involved in recruitment or international programs

Key Topics & Panels

- Global Trends in University Admissions: Data-Driven Recruitment
- Innovative Admissions Models for a Diverse Student Body
- From Admission to Inclusion: Building Student Success Pipelines
- Evidence-Informed Branding for International Engagement
- Internationalization at Home: Curriculum, Inclusion, and Student Mix.

Conference Program

Day 1. Main Conference Day

Time	Session / Activity	Speakers / Notes
09:30–10:00	Registration & Coffee ☕	
10:00–11:00	Opening Speech - Eva Viglašová, Vice-Rector for Education & Social Affairs on behalf of University Leadership	Presentations by: - Jozef Tancer (Vice-Rector for International Affairs) - Martin Považan (Head of International Relations Office) - Anton Repka (External Relations Office)
11:00–11:15	Coffee Break ☕	
11:15–12:45	SESSION 1: Global Trends in Admissions & Recruitment (including Regional Approaches and Innovation);	- Rob van Schaijk (Studyportals) - Michaela Boskovičová (Studyportals) - Daniel Casten (Sycamore International)
12:45–14:00	Lunch 🍽️	
14:00–15:30	SESSION 2: Strategic Internationalization Meets Recruitment & Admission;	- Olga Krylova (E-Quadrat Science & Education) - Joachim Ekström (Uppsala University)
15:30–16:00	Coffee Break ☕	
16:00–17:30	SESSION 3: Admissions, Student Support and Inclusion;	- Ceren Genç (Utrecht University) - Joanna Kumpula (Tampere University)
17:30–17:45	Informal Reflections & Table Discussions	

Day 2. Half Day, Closing

Time	Session / Activity	Speakers / Notes
09:00–10:30	SESSION 4: Data, Market Intelligence, and Branding	- Oliver Matthews (4UniSolutions) - Diederich Bakker (Hanze University of Applied Science) - Daniel Casten (Sycamore International)
10:30–10:45	Coffee Break ☕	
10:45–11:30	SESSION 5: Internationalization at Home	- Jos Beelen (The Hague University of Applied Sciences)
11:30–12:30	Peer Lab: Institutional Takeaways & Wrap-Up	
12:30	Closing & Departure	