



الجامعة الألمانية الأردنية
German Jordanian University

Training Report

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Trier Hochschule

Öffentlichkeitsarbeit (Public Relations) / International Office

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Introduction

I have applied for the Train the Trainer Program, which enabled me to be a trainee for 4 weeks at one of GJU's Partner universities in Germany (Trier University of Applied Sciences).

I have started my training at the International Office for one week, and then I moved to the PR office, where I spent 3 weeks. They offered me the chance to find out what it is like working for a huge university, or within a certain industry at the PR office. It empowered me with necessary skills and abilities so that I can deliver quality performance, and transfer training skills to the job I do.

Öffentlichkeitsarbeit (Public Relations Office)

The Public Relations Office is mainly responsible for the following:

- Organizing events and press conferences
- Preparation and dissemination of current information
- Organizing trade fairs visits and external events
- Coordination of the social media activities of the university
- Processing of interviews and general media inquiries
- Updating press-releases
- Design and create advertise campaigns

International Office

The International Office at Trier University is responsible for all the University's international activity, which includes the following:

- Developing strategic alliances and managing institutional partnerships and collaborations including the membership of the Worldwide Universities' Network
- Managing an ongoing schedule of visits by delegations to institutions in other regions of the world
- Developing and managing international opportunities for students

Responsibilities and main tasks

I worked with Mr. Lex Christofer, Director of the International Office at Trier University for 1 week. We worked on Erasmus Mundus applications and data updating.

After that, I started to work on a new project at the Public Relations Office with Ms. Jutta Straubinger for 3 weeks. I was responsible for coming up with new ideas in order to create new brochures, writing texts and translating from German language into English language.

I also was glad to attend and cover important events, such as "Games up" workshop, as a special highlight for young entrepreneurs, students and industry experts on "Pitching games of ideas", where all students and newcomers in the industry can benefit from the experience of industry professionals and exchange openly with them about experiences and opportunities.