

CEITEC PHD SCHOOL CAMPAIGN 2020/2021 – CALL SPRING 2021

Promotion of the PhD School serves primarily to ensure a sufficient number of quality candidates from prestigious foreign and national universities, as well as to promote the brand of CEITEC PhD School itself. This year's campaign has been prepared based on the experience from previous years with some upgrades. CEITEC PhD School is trying to attract these target groups:

- International students
- National students
- Masaryk University students

Overview of the Campaign Tools and Support

- The scientific community - mainly supervisors and students, direct promotion by the supervisors and their network, promotion at conferences and visits
- Supervisors and the administration section will provide slides ready to insert into their presentations to promote the CEITEC PhD School – slides are attached
- The [CEITEC website](#), [PhD School website](#)
- The main website for admissions of [Masaryk University](#) and the [Faculty of Science](#)
- Internet portals:
 - [Find a PhD](#)
 - [EURAXESS](#)
 - [Research Jobs:](#)
 - possibility to publish PhD topics or job positions until 31.3.2022
 - [Nature Careers:](#)
 - Summary advertisement for 60 days – start December 14, 2020
- CEITEC Social media – [Facebook](#), [LinkedIn](#), [Instagram](#) – start in January 2021
- Email – bulk messages (EU Life partners, Alliance4Life, strategy partners – universities, etc.)
- No printed posters for this year – posters available in digital version - attached
- Existing videos – internet promotion:
 - <https://www.youtube.com/watch?v=Ehgd-UjdLiw>
 - <https://www.youtube.com/watch?v=Ehgd-UjdLiw>
 - <https://www.youtube.com/watch?v=gW026aCHMzM>
 - <https://www.youtube.com/watch?v=gW026aCHMzM>
- [Information Session for Prospective PhD Students](#) – info session for the potential candidates
- Communication in an internal newsletter
- Screens displayed information at the university campus

If you have any questions or comments, please contact us at email phd@ceitec.muni.cz