

First pilot of MaTE training programme

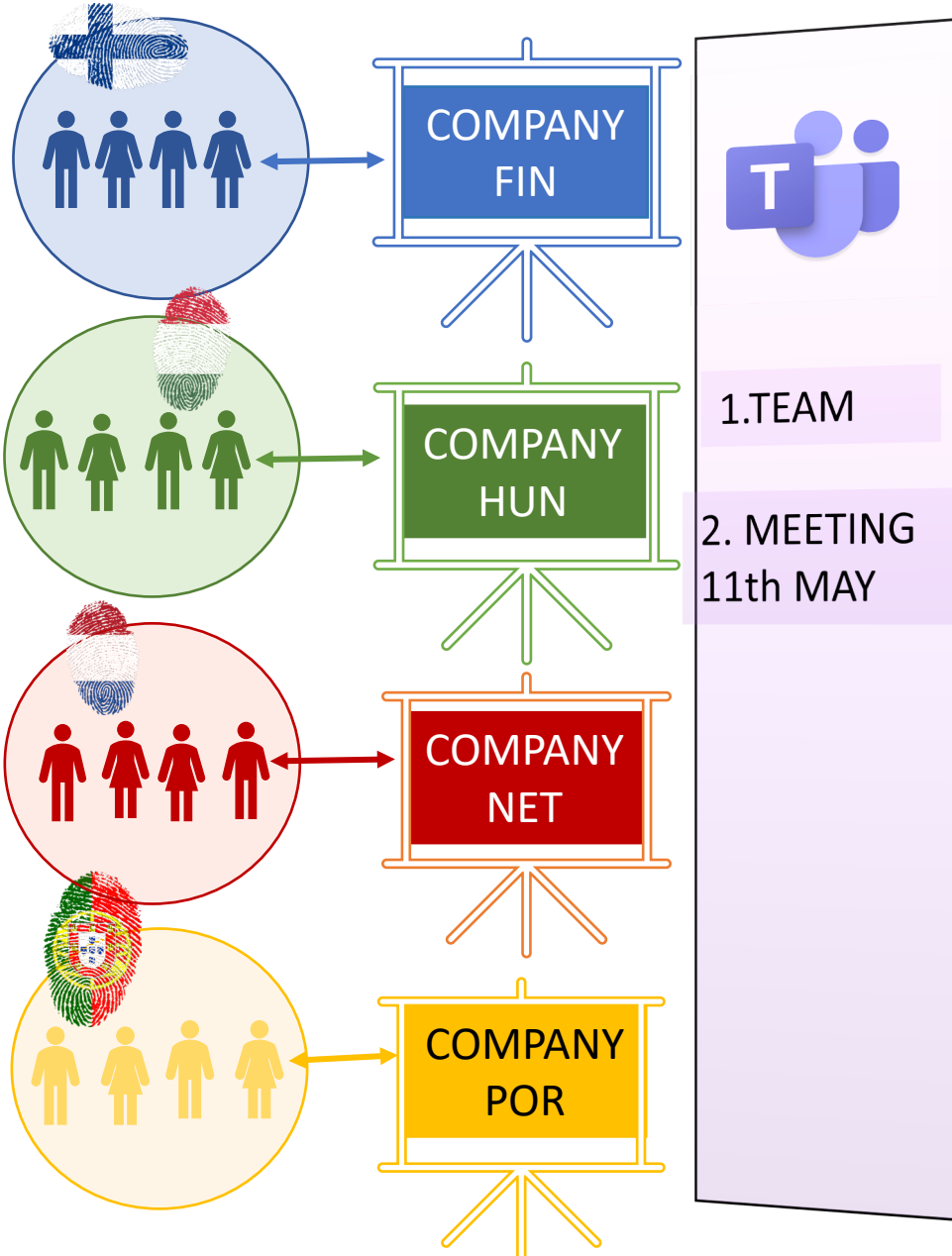
Description of the pilot and program of mobility week

Pilot started in April 2022 and ended in June 2022

Mobility in Eger, Hungary 30.5.2022–3.6.2022



Before the mobility in home country



During mobility

DAY 1: Analysing internal & external environment

Students give their presentations

[Go to program](#)

DAY 2: Start of Multinational team work

Students & teachers experience team work

[Go to program](#)

MULTINATIONAL TEAM



DAY 3: Market research

How to do questionnaires?

[Go to program](#)

DAY 4: Content production

How to do content production?

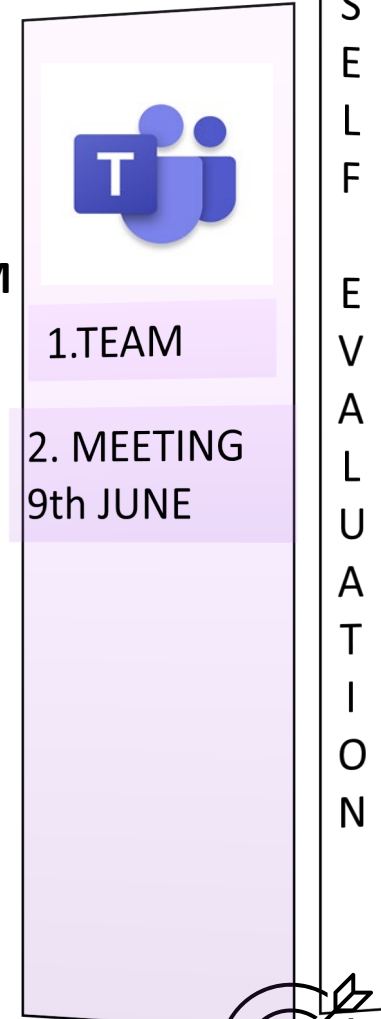
[Go to program](#)

DAY 5: Day trip

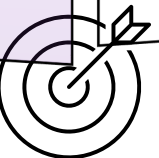
Day trip to a nearby destination

[Go to program](#)

After mobility in home country



GOAL: The students are able to cowork internationally, to develop soft skills and know the basics of European marketing in a sustainable way



All days expect for Friday

- Lunch provided in school approximately 11 – 12 (or how it fits to the programme)

Monday 30th May 2022

Orientation & Case company presentations

Time	What's happening?
9.00 – 11.00	Orientation, Program of the week (Who is in charge?) Getting to know each other ⇒ Ice breakers (ALL teacher-teams prepare one ice breaker) School tour of Andrásy (Team HU on lead) Vlog Instructions (Team NL on lead)
12.00 – 15.00	Presentations of the case companies by the students (Team PT and team NL on lead) <ul style="list-style-type: none">- Length of presentation approx. 15 to 20 min per case company / student group- Feedback after the presentations (using the self assessment prepared by Joao)- Small breaks inbetween
At the end	Multinational groups (random selection e.g with colours or numbers)
In the evening	Evening program etc. - BBQ (informal, preparations by HU)

Tuesday 31st May 2022

Start of multinational team work

Time	What's happening?
9.00 – 11.00	<p>Orientation to city tour City tour of Eger in multinational student groups (Team HU on lead / prepares)</p> <ul style="list-style-type: none"> • The multinational student teams "solve problems", create videos, do different kinds of tasks and get to know Eger a little better! • While students are touring the city, Heikki will discuss with the VET-teachers the pedagogical methods behind the MaTE training programme e.g. 1,5 – 2 hours. Heikki will prepare this part and is on lead. <p>After the city tour videos that are taken during the city tour will be watched together.</p>
12.00 – 15.00	<p>Company visit (<u>not</u> the case company involved). The Hungarian team will prepare this. The company we are going to visit is Emerson.</p> <p>https://pneumatika.hu/kepek_videok/emerson_eger</p>

Wednesday 1st June 2022: Questionnaire design

Time	What's happening?
9.00 – 11.00	Orientation to market research and questionnaire design (e.g. using MS Forms) (Team HU on lead and prepares) What is the task of each multinational group? (tasks are given by the case companies) (Is it reasonable that the teachers present the task – so FI-teachers present Sauna Boulevard task and so on?)
12.00 – 15.00	Multinational student groups work on small market research assignments / prepare a questionnaire. Realisation of questionnaire in multinational teams. --> direct line to the company (MS Teams Group Chat) if possible. Team FI teachers on lead / coaches the team that has Finnish case company assignment, Team NL teachers on lead / coach the team that has Dutch case company assignment and so on.
At the end	Every group will share their final questionnaire. Feedback is given.

Thursday 2th JUNE: Content production

Time	What's happening?
9.00 – 11.00	<p>Orientation to Content production (team FI teachers on lead). Basics of Canva-use (in addition to Canva the students are allowed to use other relevant tools as well) What is the task of each multinational group? (tasks are given by the case companies) (Is it reasonable that the teachers present the task – so FI-teacher present Sauna Boulevard task and so on?)</p>
12.00 – 15.00	<p>Multinational student groups work on small content production tasks e.g. prepare a leaflet, analyse the website of the company etc. --> direct line to the company (MS Teams Group Chat) if possible. Team FI on lead / coaches the team that has Finnish case company assignment and so on.</p>
At the end	<p>At the end every group will share their final leaflet, web site analysis or whatever the assignment was. Feedback is given.</p>
Evening	<p>Dinner with all students and teachers involved (as a part of this --> an informal evaluation of the whole training programme). The Hungarian team will think of an appropriate place to have the dinner.</p>

Friday 3rd June: Day trip to Budapest

- departure from Eger train station: 8:07 (price: adult approx. 7 Eur, student approx. 3,5 Eur)
- arrival to Budapest: 10:00 - agreement what to do with the luggage (left on locker or to hotel)
- visit Heroes' Square and Városliget **on foot** spending 30 minutes there (price: free)
- visit the Hungarian Parliament (price: adult approx. 9 Eur, student approx. 5 Eur)
- (metro: 5 Eur daily ticket for 24 h)
- lunch (price: approx. 12-18 Eur)
- visit Buda Castle (free)
- departure from Budapest station: 18:00 (price: adult approx. 7 Eur, student approx. 3,5 Eur)
- arrival to Eger: 19:48 > if you won't stay in Budapest
- More info on the day trip from Teams – IO2 – Ege May Visit.