



Live From Campus



WORLD CHANGES

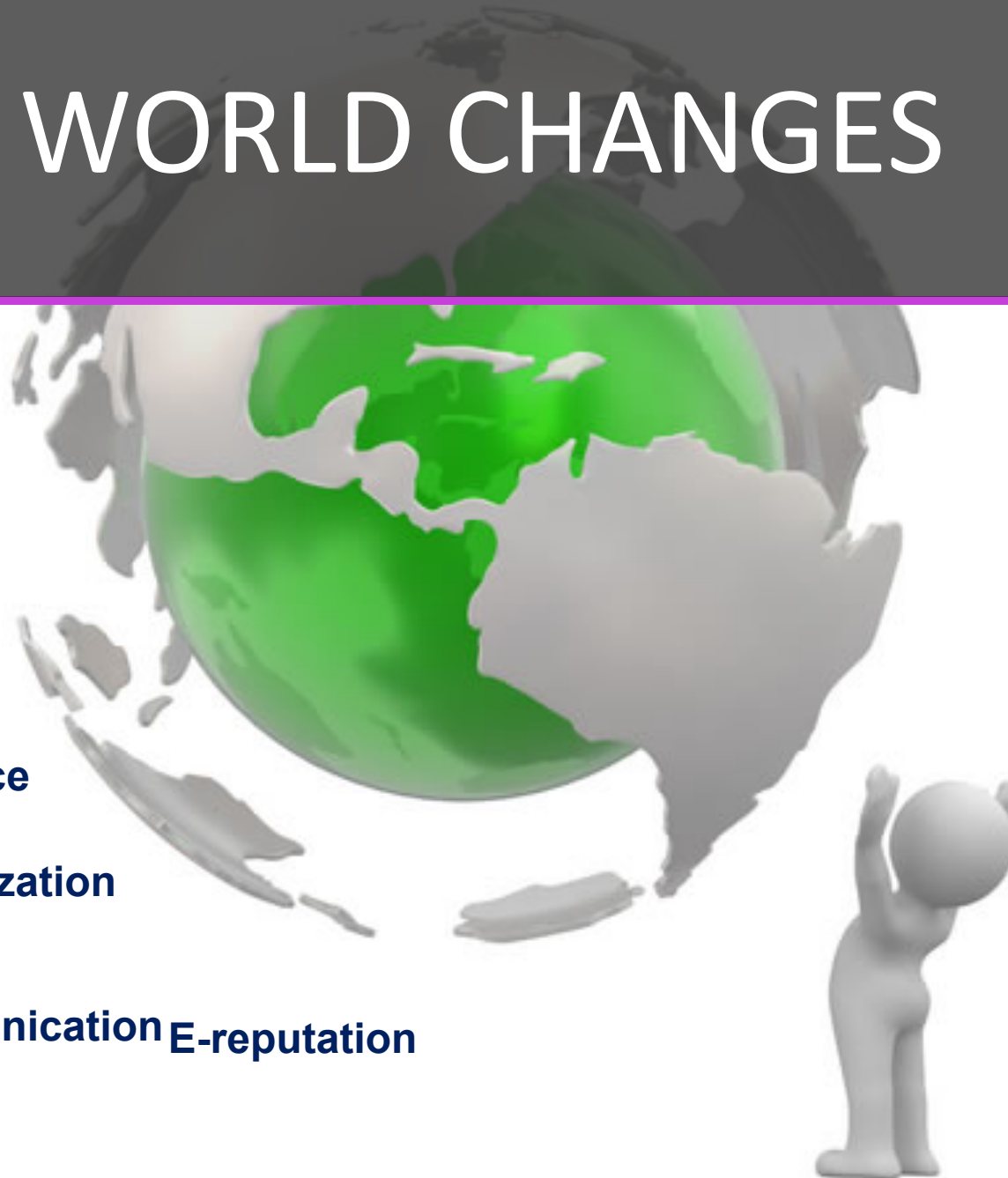
More information

New tools

Open source

Globalization

**Fast
communication E-reputation**

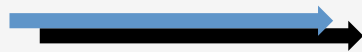


UNDERSTANDING THE CHANGES IN COMMUNICATION

The First Age

Uni-Directional

Tv, Print, Radio



1950 - 1996

The Second Age

Bi-Directional

Interactive

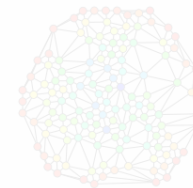


1996 - 2002

The Third Age

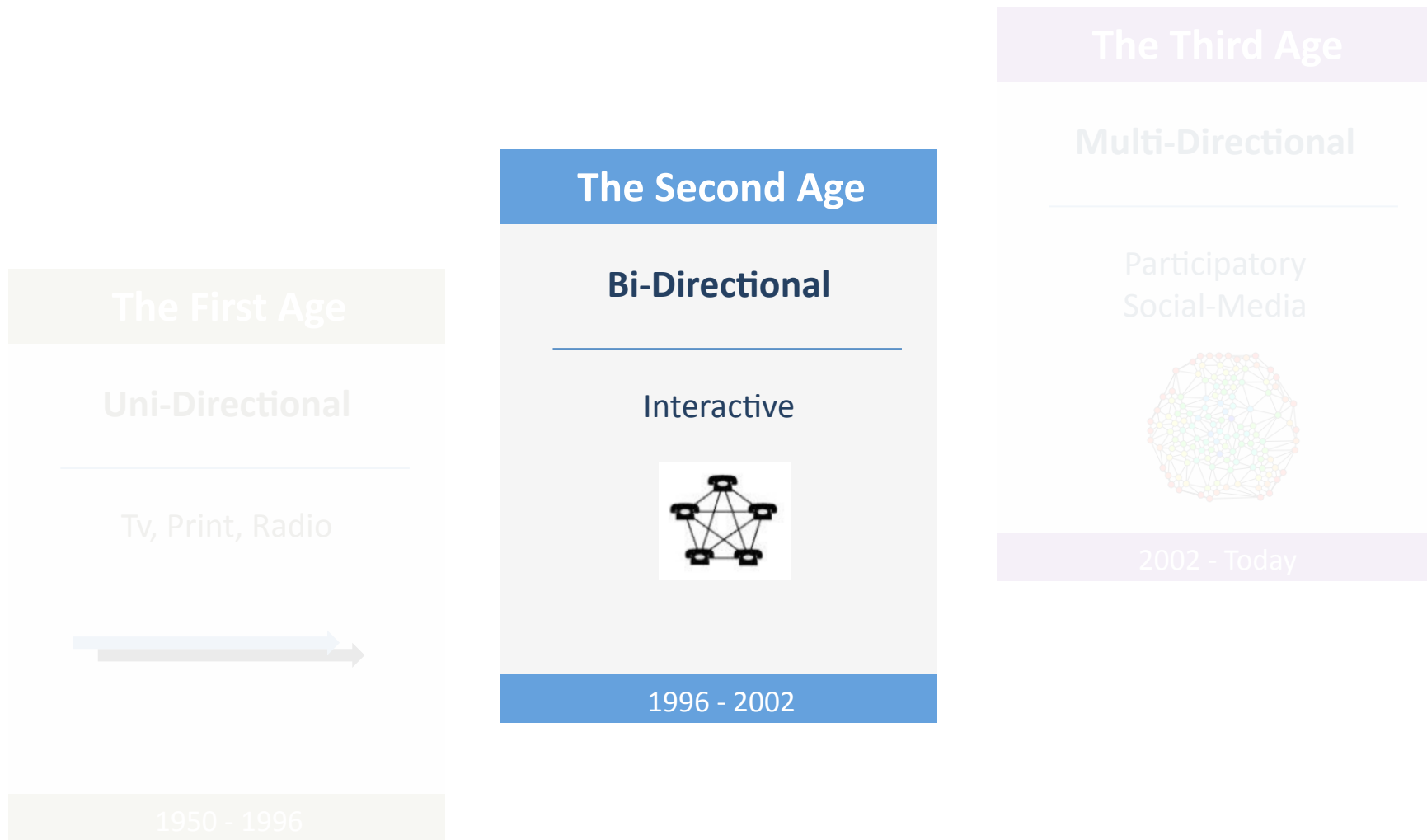
Multi-Directional

Participatory
Social-Media



2002 - Today

UNDERSTANDING THE CHANGES IN COMMUNICATION

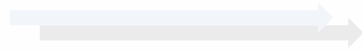


UNDERSTANDING THE CHANGES IN COMMUNICATION

The First Age

Uni-Directional

Tv, Print, Radio



1950 - 1996

The Second Age

Bi-Directional

Interactive

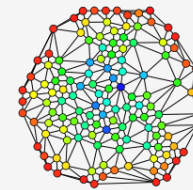


1996 - 2002

The Third Age

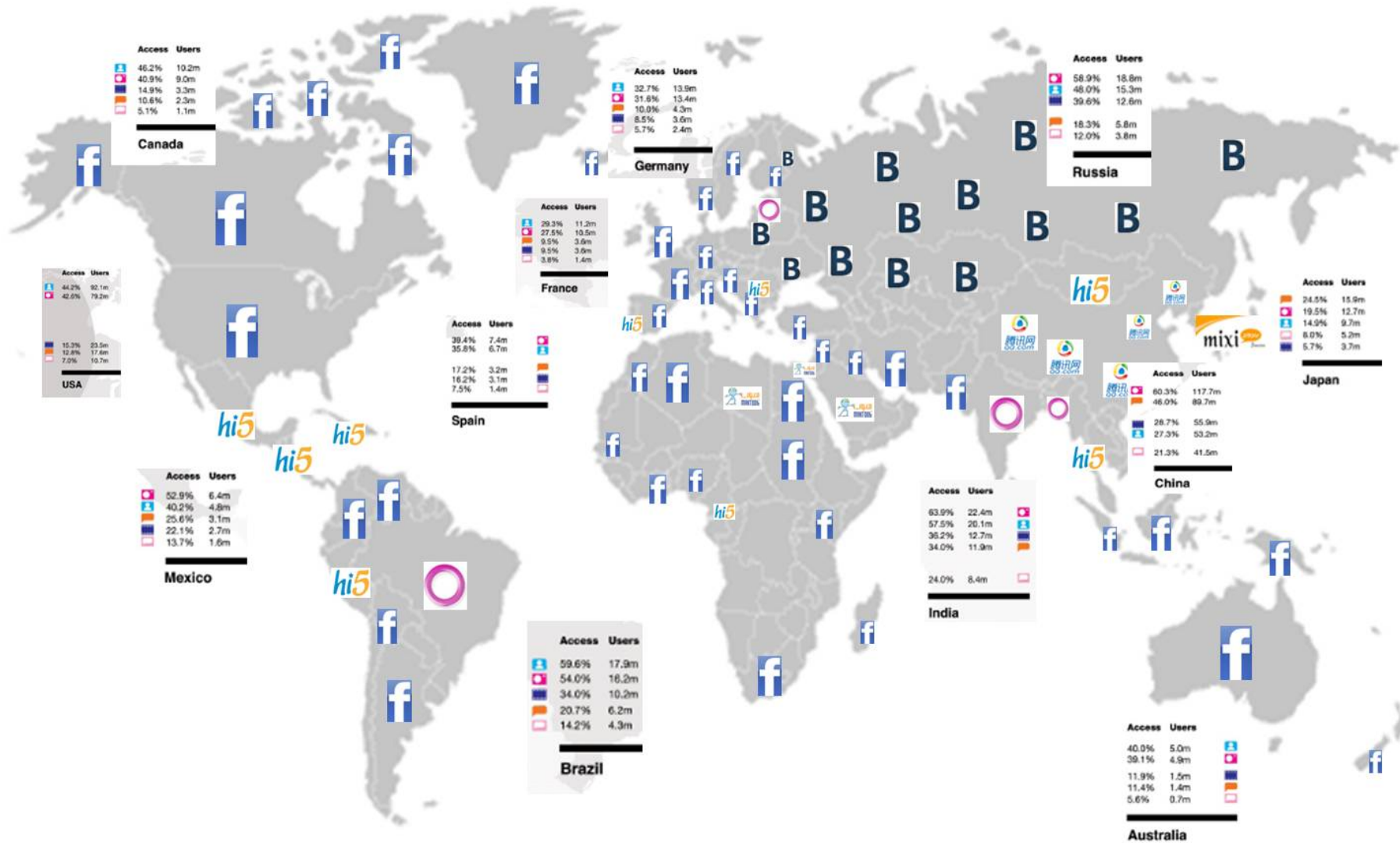
Multi-Directional

Participatory
Social-Media



2002 - Today

CHANNEL CHANGES



TODAY, ON THE WEB
THE FIRST MEDIA IS THE HUMAN BEING



TODAY, ON THE WEB

THE FIRST MEDIA IS THE HUMAN BEING

- Connections
- Collaboration
- Collective Wisdom
- Contributing
- Content Creation (UGC)
- **Community !**

STUDENTS CHANGE TOO

- Digital natives
- Generation whY

NEW NEEDS

NEW BEHAVIORS

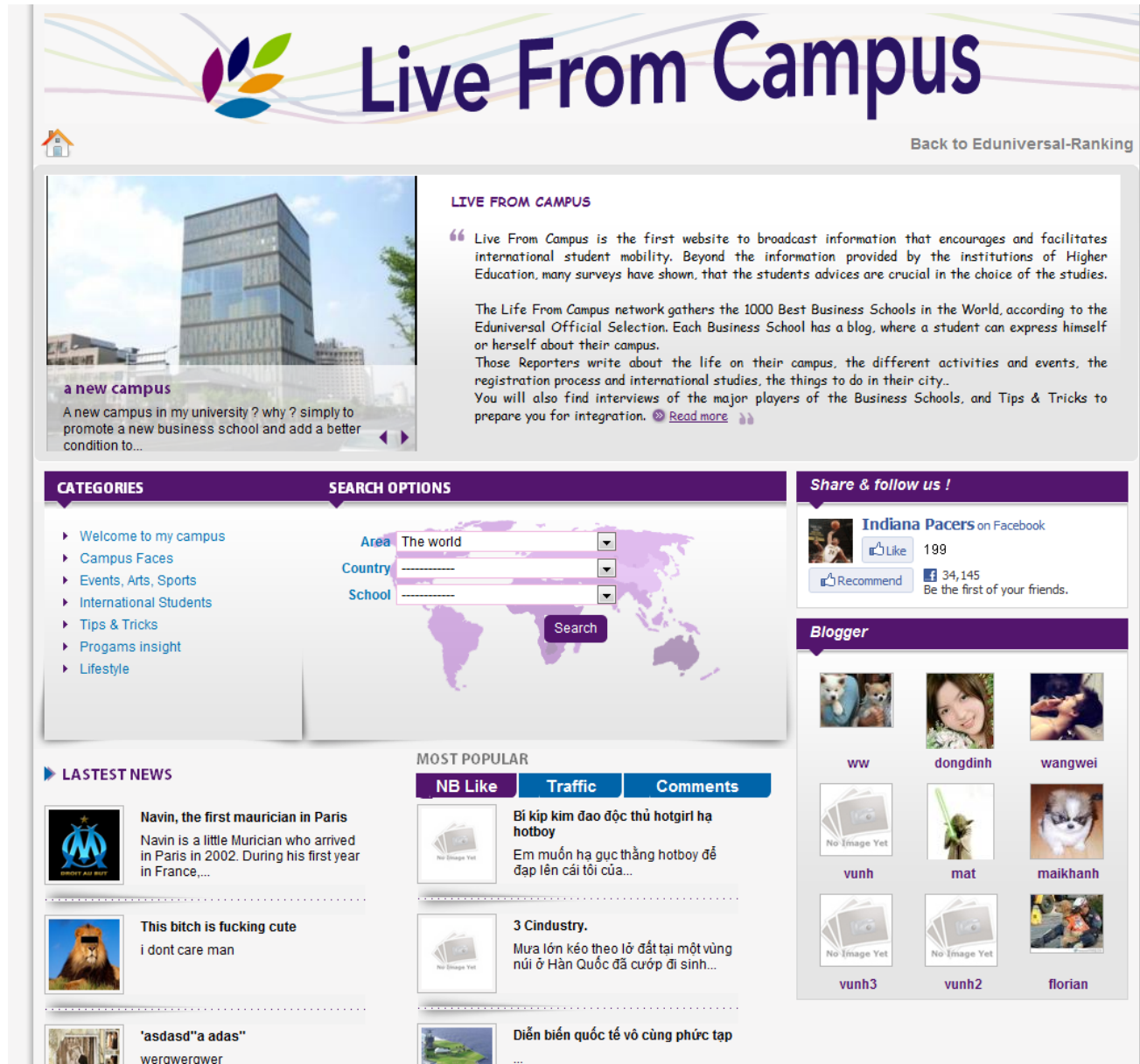
WHAT STUDENTS WANT



Beyond the information provided
by Higher Education Institutions


Students advices are
crucial in the choice of the
studies

OUR ANSWER : LIVE FROM CAMPUS



Live From Campus

Back to Eduniversal-Ranking



a new campus

A new campus in my university ? why ? simply to promote a new business school and add a better condition to...

LIVE FROM CAMPUS

“ Live From Campus is the first website to broadcast information that encourages and facilitates international student mobility. Beyond the information provided by the institutions of Higher Education, many surveys have shown, that the students advices are crucial in the choice of the studies.

The Life From Campus network gathers the 1000 Best Business Schools in the World, according to the Eduniversal Official Selection. Each Business School has a blog, where a student can express himself or herself about their campus.

Those Reporters write about the life on their campus, the different activities and events, the registration process and international studies, the things to do in their city..

You will also find interviews of the major players of the Business Schools, and Tips & Tricks to prepare you for integration. [Read more](#) ”

CATEGORIES

- Welcome to my campus
- Campus Faces
- Events, Arts, Sports
- International Students
- Tips & Tricks
- Progams insight
- Lifestyle









SEARCH OPTIONS

Area: The world
Country: _____
School: _____
[Search](#)







Share & follow us !

Indiana Pacers on Facebook
Like 199
Recommend 34,145
Be the first of your friends.

Blogger

 ww	 dongdinh	 wangwei
 vnh	 mat	 maikhanh
 vnh3	 vnh2	 florian

LASTEST NEWS

 Navin, the first maurician in Paris Navin is a little Murician who arrived in Paris in 2002. During his first year in France,....	 Bí kíp kim đao độc thủ hotgirl hạ hotboy Em muốn hạ gục thằng hotboy để đập lên cái tôi của...
 This bitch is fucking cute i dont care man	 3 Cindustry. Mưa lớn kéo theo lở đất tại một vùng núi ở Hàn Quốc đã cướp đi sinh...
 "asdasd" a adas" werqwerqwer	 Diễn biến quốc tế vô cùng phức tạp ...

- Worldwide Social Network for Students
- A tool to encourage and facilitate international student mobility
- 1000 blogs for each BS in Eduniversal official selection
- Students of each BS as Editor/Reporter

1000 BEST BS BLOG

EDUNIVERSAL OFFICIAL

SELECTION

NEW KIND OF INFORMATION

STUDENT

EVENTS, ART,

AMBASSADORS

SPORTS

INTERVIEWS

CAMPUS

PROGRAMS

FACES

INTERNATIONAL INSIGHT

STUDENTS

EXCHANGES

HOW DOES IT WORK ?

- Official selection of the reporter from your Business School
- Content Generation & Sharing
- Security
- Reward system

- Official selection of the reporter from your Business School

OFFICIAL SELECTION OF THE REPORTERS



- Communication towards the BS, social media and on the EDUNIVERSAL website
- Selection of the reporters through a dedicated website
- Management of the reporters, by an EDUNIVERSAL Community Manager

DEDICATED WEBSITE



- Content Generation & Sharing

« Life From Campus » Framework

Topics

Cross Channel communication

Welcome to my campus | Campus Faces | Events, Arts, Sports | International Students | Tips & Tricks | Programs insight | Lifestyle

LIVE FROM



More information



Official EDUNIVERSAL Redactor



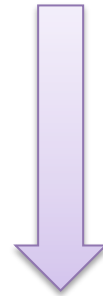
First name: Bertrand
Last name: Perrin

[ABOUT ME](#)

- Security

Avoid bad words

Respect people integrity



Forbidden Words Monitoring

Report Abuse

Community Manager

- Reward system

HOW MAKE STUDENTS INVOLVE

GRAND REPORTER Live From Campus' contest, How it works?

1. Become EDUNIVERSAL Reporter in registering for free
2. Gather points in developing your LIVE FROM MY CAMPUS blog :
 - o Publish lot of articles
 - o Increase your number of readers
 - o Become popular
 - o Share your articles on the social networks
3. Every 3 months the SWNA attributes gifts to the bloggers who gather the most points

Example of gifts:

- Electronic devices (cameras, audio...)
- Internships and jobs offers
- Meet companies club
- World Tour Invitation
- EDUNIVERSAL CONVENTION INVITATION (every year in a different continent)
- Meet international news agencies
- Study abroad or scholarships...

EDUNIVERSAL « LIVE FROM CAMPUS »

- Enhance the image of your BS
- Create a community around your BS
- Provide a new space for exchanges
- Build a relationship of trust



Thank you for your attention



Mathias ABRAMOVICZ
Consultant
EDUNIVERSAL

mathias.abramovicz@eduniversal.com