

IamStudent Local Pilot Activity Report Frederick University

1) Event overview

Event Name: Unifest & Welcome Party Nicosia and Limassol Campus

Date: 07 and 10 of October 2025, 10.00-14.00

Location / Platform (if virtual): Limassol & Nicosia Campuses

Type of Activity: Welcome Festival/ student engagement event

Objective of the Event: The event aimed to welcome both new and returning students at the start of the academic year, facilitate their smooth integration into university life, and foster an inclusive, engaging campus environment. It also sought to introduce students to EU-CONEXUS and the IamStudent Erasmus+ project, key university services, student clubs, mobility opportunities, and international initiatives.

Through interactive activities, games, and direct engagement with staff and student representatives, the event promoted a sense of belonging, encouraged active participation in campus life, and raised awareness of opportunities for personal, academic, and intercultural development.

Target Audience: Undergraduate, postgraduate (Master's and PhD), and Erasmus students

Other Stakeholder Groups Involved: Academic and administrative staff, as well as external partners and brands (e.g., Nescafé, Red Bull, Pizza Hut, Lay's)

Agenda / Programme:

Kickstarting the Year with FUN DAY & WELCOME PARTY!

FUN DAY

Time: 10:00 – 14:00

Location: University Green Area

- Information and engagement activities related to the EU-CONEXUS alliance and IamStudent Erasmus+ project
- Presentation of student support services (Counselling Centre, Career Office, Sports Office, Mobility Office, etc.)
- Introduction to student clubs and opportunities for student-led initiatives
- Interactive activities and games
- Networking with students and university staff

Average Number of Attendees: Approximately 400 students in Nicosia and 200 students in Limassol

2) Implementation

How was the event communicated to students? The event was promoted through multiple channels, including social media platforms, university emails, posters across campus, and outreach via student clubs.

How was the event implemented? The event was organised by the Studies & Student Welfare Service, in close coordination with other university services. The collaborative approach ensured effective planning and execution across both campuses.

Human Resources involved: More than 15 individuals contributed to the organisation and delivery of the event, including:

- EU-CONEXUS administrative staff
- EU-CONEXUS student ambassadors
- lamStudent representatives
- Erasmus Coordinator
- Communication Office
- Student Clubs
- Sports Office
- Tutoring and Counselling Office

Budget and financial resources: The event was supported through internal university resources, including both financial and human resources.

3) Impact and feedback

How did this event increase visibility of EU-CONEXUS and promote opportunities for students? The event significantly enhanced the visibility of EU-CONEXUS by embedding it within a highly attended, student-oriented activity at a strategic time-early in the academic year. Positioning EU-CONEXUS alongside core university services reinforced its role as an integral part of the student experience.

Students engaged directly with EU-CONEXUS staff and ambassadors, received informational materials, and participated in interactive activities focused on EU-CONEXUS member countries and languages. The promotion of the lamStudent Erasmus+ project, including its photo contest, further increased student interest through informal and engaging participation.

Overall, the event effectively raised awareness of international mobility, intercultural exchange, and the broader opportunities offered through the EU-CONEXUS alliance.

EU-CONEXUS Activities Promoted:

- Dissemination of the lamStudent Erasmus+ project
- Promotion of the project's photo contest
- Interactive quizzes and competitions (e.g., matching countries with languages)
- Distribution of promotional materials and giveaways

These activities supported students in becoming more familiar with the alliance and its international dimension.

Which EU-CONEXUS activities/opportunities were communicated during the event? During the event, the lamStudent Erasmus+ project was disseminated, together with the project's photo contest and other interactive activities designed to engage students with the alliance. These included small competitions, such as matching the EU-CONEXUS member countries with their respective languages, as well as giveaways and promotional materials from the University. The activities helped students become more familiar with the EU-CONEXUS alliance, its international dimension, and the opportunities it offers for participation and mobility.

Impact Assessment / Outcomes: Although no formal quantitative data were collected, qualitative feedback and observations indicated a high level of student engagement and interest. The interactive and multicultural nature of the event contributed to a strong sense of inclusion and belonging among participants.

Lessons Learned for Future Events: (what worked well, what to improve, recommendations).

What worked well:

- Strategic timing at the beginning of the academic year
- Informal and lively atmosphere encouraging participation
- Effective combination of information dissemination and entertainment
- Strong collaboration among university services, student clubs, and partners
- Interactive activities that facilitated engagement with key messages

Areas for improvement:

- Strengthen pre-event promotion through more targeted and student-centered communication (especially via social media)
- Increase the involvement of student ambassadors in outreach activities prior to the event
- Introduce simple feedback and monitoring tools (e.g., QR-code check-in, short online surveys) to capture participation and impact data
- Develop more structured EU-CONEXUS-focused elements (e.g., mini-presentations, dedicated information points, student testimonials) to enhance follow-up engagement and participation in mobility opportunities

4) Administrative information

Time required to prepare the activity: Preparation began approximately one month in advance, requiring an estimated total of 15 person-days.

Key staff involved: While multiple university services contributed, the Studies & Student Welfare Service held primary responsibility for coordination and implementation.

Execution format: On-campus delivery at both the Nicosia and Limassol campuses.

<https://www.frederick.ac.cy/en/announcements/1172-fun-day-welcome-party-limassol>

