

IamSTUDENT - La Rochelle Université

local pilot activity report

1) Event Overview

Event Name:

“Voices & Visions: An EU-CONEXUS evening”

Date:

05/02/2026

Location / Platform:

Hall of the University Library, La Rochelle Université

Type of Activity:

Cultural and recreational event

Objective of the Event:

The objective of the event was to promote the EU-CONEXUS alliance and its opportunities among the student community and university staff at La Rochelle Université, while fostering intercultural exchange and strengthening awareness of European mobility opportunities and campus life initiatives.

Target Audience:

All students from bachelor’s to doctoral level, including international students, as well as university staff and the wider La Rochelle community, as the event was open to the public.

Other Stakeholder Groups Involved:

EU-CONEXUS staff, International Relations Department, University Library staff, Cultural Department, Direction de la Prévention, student ambassadors, and student associations.

Agenda / Programme

“Regards croisés : une soirée EU-CONEXUS”

University Library, La Rochelle Université

Thursday, 5 February 2026

17:30 – 20:00

Programme

17:30 – Opening of the EU-CONEXUS Photo Contest exhibition

Introduction speeches by Éléonore

17:45 – Testimonials from former students
Experience sharing on mobility and campus life

18:30 – 20:00

- Free visit of the exhibition and European buffet
(discovery of culinary specialties from EU-CONEXUS partner countries)
- Concert by Athlantropia Band

20:00 – Closing of the event

Average Number of Attendees:

During the EU-CONEXUS evening, approximately 20 participants attended the testimonials and the inauguration of the photo exhibition. The exhibition remained on display throughout the entire month of February 2026; based on library attendance figures, we estimate that it reached around 2100 visitors overall.

2) Implementation

Communication

The event was communicated through La Rochelle Université’s official social media channels (Instagram, Facebook, and LinkedIn), as well as through digital screens displayed across university buildings. An internal announcement was also shared via Moodle. In parallel, the University Library promoted the event through its website and social media channels. Student ambassadors, student representatives, and student associations also contributed to disseminating information among students.

Implementation Process

The preparation was carried out collaboratively by the local EU-CONEXUS team, the University Library, and the International and Cultural Departments, particularly regarding logistical arrangements and technical requirements for the concert. Former students who had previously participated in EU-CONEXUS activities were invited to provide testimonials about their mobility experiences and campus life.

The preparation process began in November 2025 with a series of coordination meetings and brainstorming sessions. Overall project coordination was overseen by La Rochelle Université’s lamSTUDENT project representative. The lamSTUDENT representatives, together with Library staff, organised and prepared the EU-CONEXUS Photo Contest exhibition. Additional support came from several departments: the Direction de la Prévention ensured appropriate security arrangements; the Library’s communication representative coordinated promotional activities; a staff member from the Cultural Department managed the installation of materials for the Athlantropia Band, including the stage, microphones, instruments, and sound system; and the

Financial Department handled all cost-related processes, including printing the exhibition photos, contracting the security guard, and managing the catering proposal and invoice.

Human Resources Involved

- 8 staff members from La Rochelle Université
- 4 student volunteers / ambassadors

Budget and Financial Resources

- Communication materials (document concept): 143.90 €
- Security services (Dogman agency): 112.80 €
- Catering services: 803.10 €

All remaining staff costs were covered internally as part of regular university duties.

3) Impact and Feedback

Visibility and Promotion of EU-CONEXUS

The event contributed to increasing the visibility of the EU-CONEXUS alliance by presenting concrete student experiences through testimonials and by showcasing the EU-CONEXUS Photo Contest exhibition in a highly frequented university space. The open-access format allowed the event to reach both planned participants and students passing through the library, thereby extending visibility beyond the scheduled programme.

EU-CONEXUS opportunities presented during the event included student mobility programmes, cultural initiatives, campus life activities, and participation in alliance-related projects.

Impact Assessment / Outcomes

Approximately 15-20 participants attended the evening event. The activity was intentionally organised without a registration system in order to maintain an inclusive and informal atmosphere and to encourage spontaneous participation. The location in the university library hall allowed the event to reach a wider audience, including students who encountered the event while using the library facilities.

The EU-CONEXUS Photo Contest exhibition remained installed in the library hall for one month following the event, allowing continued exposure to EU-CONEXUS initiatives and contributing to long-term visibility among students and staff. Based on the pro rata calculation, we estimate that approximately 2,100 visitors attended the exhibition.

Feedback and Qualitative Insights

Informal feedback collected during the event highlighted strong interest in mobility opportunities and appreciation for the student testimonials, which were perceived as authentic and relatable. The cultural and social format encouraged exchanges between students, staff, and international participants and contributed to a welcoming and inclusive atmosphere.

The event promoted intercultural dialogue through both the exhibition and the European buffet, reinforcing a sense of shared European identity within the university community.

Contribution to Alliance Student Identity

Yes, the activity contributed to strengthening the Alliance's student identity by creating a shared space where students could discover EU-CONEXUS through peer experiences, cultural exchange, and informal interaction. The combination of exhibition, testimonials, and social activities helped reinforce the perception of EU-CONEXUS as an active and accessible student community.

Lessons Learned for Future Events

- Open-access cultural formats are highly effective for reaching a broader audience and encouraging spontaneous participation.
- Student testimonials are particularly impactful in promoting mobility opportunities and engaging attendees.
- Future editions could incorporate a short feedback questionnaire or a QR code to collect more structured participant insights while maintaining accessibility.
- Earlier and extended communication campaigns could further increase attendance.
- Organising the event on a Thursday evening was strategic, as it coincides with students' typical social activities. However, in future, aligning this type of event with larger university occasions—such as Open Days, Welcome Days, or International Weeks—could significantly enhance visibility and participation.
- The timing in February may not have been ideal due to winter conditions, which can reduce students' motivation to attend evening events. Scheduling similar activities in September–October or March–May could attract higher participation rates

4) Administrative Information

Time required to prepare the activity:

Approximately four months



Key staff involved:

- 1 iamSTUDENT project representative
- 1 Work Package leader
- EU-CONEXUS Institutional Coordinator
- EU-CONEXUS communication staff
- Library communication and support staff (installation of exhibition)
- 1 staff member from the Cultural Department (concert logistics)
- 1 staff member from the Direction de la Prévention Department
- 1 staff from the Financial Department
- 4 student ambassadors

Execution format:

On-campus, one-off event

Annexes

Annexe 1 : La Rochelle Université newsletter post



The graphic features a stylized white figure with multiple arms, set against a blue background with a world map. The figure's arms are holding up three purple callout boxes containing the text: 'Témoignages', 'Exposition photo', and 'Concert'.

/ "Regards croisés" : une soirée EU-CONEXUS

L'Université Européenne EU-CONEXUS vous invite à sa soirée "Regards croisés" qui se tiendra dans le hall de la bibliothèque universitaire le jeudi 5 février de 17h30 à 20h. Au programme : l'inauguration d'une exposition de photos EU-CONEXUS, des témoignages d'expériences étudiantes, un buffet aux saveurs européennes et un concert du groupe *Athlantropia*. L'événement est ouvert à tous et toutes sans inscription.

Annexe 2 : La Rochelle Université visual for Instagram Storys



The Instagram Story visual features the same stylized white figure with multiple arms on a blue background with a world map. The figure's arms are holding up three purple callout boxes containing the text: 'Témoignages', 'Exposition photo', and 'Concert'. Below the figure are the logos for EU CONEXUS IamSTUDENT and 'Cofinancé par l'Union européenne'. The main text reads: 'Regards croisés : une soirée EU-CONEXUS' with a small illustration of a duck and a fish. Below this, it says '17h30 - 20h00', 'Jeudi 5 février 2026', and 'Bibliothèque universitaire, La Rochelle'.

Témoignages
Exposition photo
Concert

EU CONEXUS
IamSTUDENT

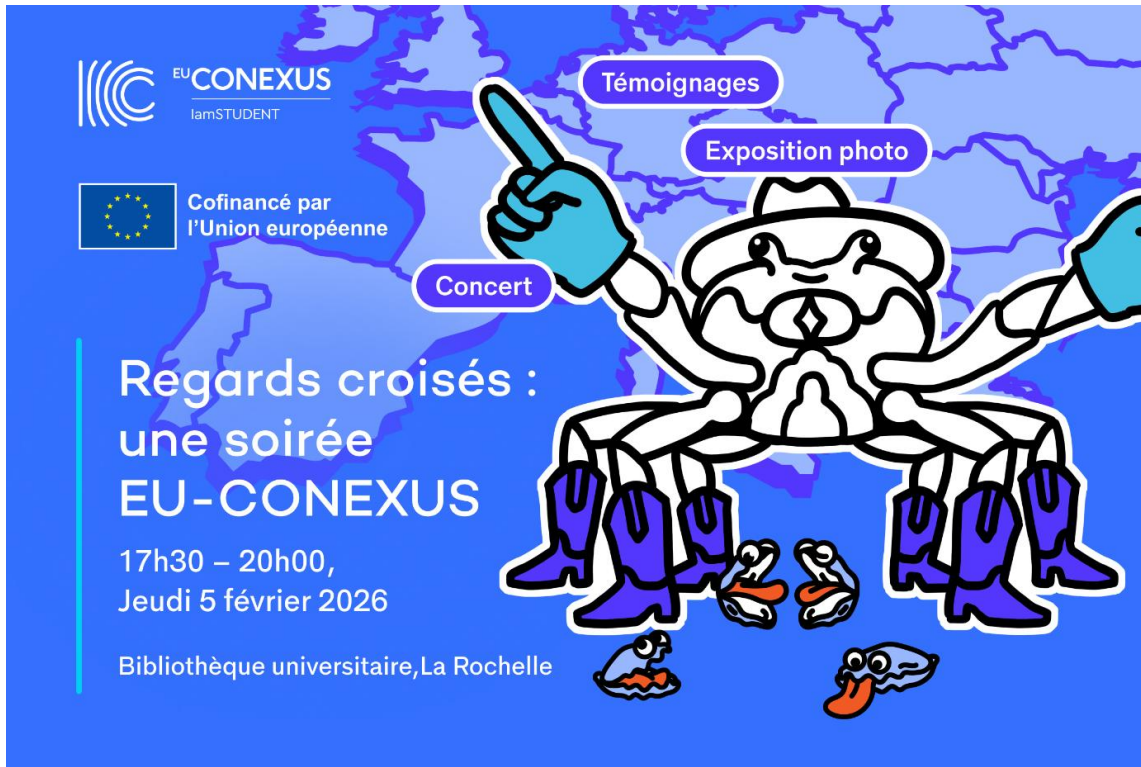
Cofinancé par
l'Union européenne

**Regards croisés :
une soirée
EU-CONEXUS**

17h30 - 20h00
Jeudi 5 février 2026

Bibliothèque universitaire, La Rochelle

Annexe 3: La Rochelle University visual for Instagram post



Annexe 4 : La Rochelle University Library Visual to promote the EU-CONEXUS exhibition

EXPOSITION

Regards sur l'Europe

du 27 janvier au 27 février 2026

Concours photos au sein de l'Alliance
EU-CONEXUS

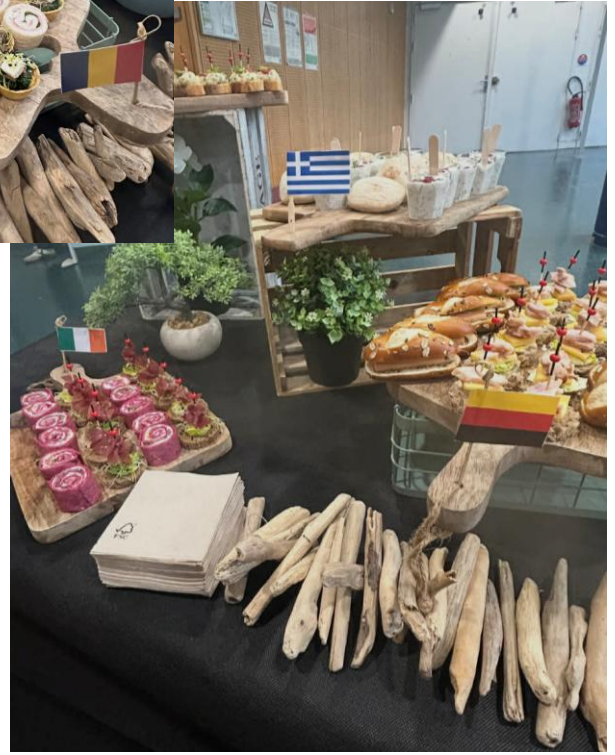
- Mémoires, histoires
et patrimoines des villes
côtières
- Vues de campus

Bibliothèque universitaire

2 parvis Fernand Braudel
17000, La Rochelle
bu.univ-larochelle.fr

univ-larochelle.fr









Annexe 7: Picture of the photo exhibition



Annexe 8 : EU-CONEXUS Instagram, LinkedIn post

- https://www.instagram.com/p/DUiWytBiNoa/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==
- https://www.linkedin.com/posts/eu-conexus_euconexus-iamstudent-campuslife-activity-7426542952551915520-EjkC?utm_source=share&utm_medium=member_desktop&rcm=ACoAACLueaQBhDkrtlCvYB73utj0ACSMvkzZXP



Annexe 9: La Rochelle Université Library post

<https://bu.univ-larochelle.fr/actualites/exposition-regards-sur-leurope/> +
<https://www.instagram.com/p/DUXtM9kiLZd/>