

lamStudent local pilot activity report template – UNIZD

1) Event overview

Event Name: EU-CONEXUS & lamStudent Student Welcome Day

Date: October 1, 2025

Location: University of Zadar

Type of Activity: Informational promotion activity for students

Objective of the Event: To introduce incoming first-year students to the EU-CONEXUS alliance and the lamStudent initiative by providing accessible information and engaging activities. Through direct interaction, distribution of promotional materials, and small gifts, the event aimed to raise awareness about the opportunities available within the alliance, encourage student participation, and strengthen their sense of belonging within the university community.

Target Audience: Undergraduate students (first-year students)

Other Stakeholder Groups Involved: Only EU-CONEXUS staff from UNIZD

Agenda / Programme: The event took place in front of the university building from 8:00 to 11:00. During this time, the team set up an information stand to welcome the arriving first-year students, present EU-CONEXUS and the lamStudent initiative, and engage students with quizzes and small activities. Throughout the morning, students received informational materials and gifts, asked questions, and learned how they can benefit from the opportunities offered by the alliance. Some of the most interested students even signed up on our list to receive more information and future updates.

Average Number of Attendees: 1000 students in-person (+1294 reached through IG story)

2) Implementation

How was the event communicated to students?

The event was communicated through the university's social media account.

How was the event implemented?

The event was prepared one month in advance, when the UNIZD lamStudent team, together with the institutional coordinator, arranged all necessary steps such as reserving the stand, preparing and ordering the promotional materials. In the days leading up to the event, the team coordinated logistics, prepared the goodies, quizzes, and informational materials, and ensured smooth cooperation with others. On the event day, the stand was set up early in the morning to welcome first-year students as they arrived, and all planned activities were carried out according to the timeline from 8:00 to 11:00.

Human Resources involved:

A total of four staff members fully participated in the implementation of the event, supported by two student ambassadors who assisted in engaging with the students, distributing materials, and promoting EU-CONEXUS and the lamStudent initiative. Other two staff members also shortly arrived to provide support.

Budget and financial resources:

Total budget spent: 2.608,04€

Expenses covered: beach balls, t-shirts, bags, pens and other materials.

3) Impact and feedback

How did this event increase visibility of EU-CONEXUS and promote opportunities for students?

The event greatly increased the visibility of EU-CONEXUS, as students received lamStudent bags, T-shirts, and pens, which helped spread awareness across campus. By participating in short quizzes, students learned more about the alliance and its partner countries in an engaging way. Through direct conversations with the Student Board Secretary and the student ambassador, that was actively involved in student projects, students received first-hand insights into the opportunities available to them, further enhancing interest and recognition of the alliance.

Which EU-CONEXUS activities/opportunities were communicated during the event?

The event highlighted several key EU-CONEXUS opportunities, including the Student Board, the Ambassador Program, and student-led projects that provide excellent chances for mobility, collaboration, and learning. The Campus Life webpage was also promoted as a central platform where students can access all relevant information about student life and available EU-CONEXUS activities. They were also informed about the Minor and Micro-Credential programmes available to students across the alliance.

Impact Assessment / Outcomes:

- **Student participation statistics:** Approximately 1000 students were reached by the stand, with many actively engaging with the materials and interacting directly with EU-CONEXUS representatives.
- **Feedback:** A total of 46 students signed up on the information list to receive further updates about EU-CONEXUS. Many students expressed interest in learning more about the alliance and exploring the opportunities available to them.
- **Qualitative insights:** The event fostered a sense of belonging among the students by introducing them to a wider European student community. Students

expressed interest in learning about opportunities to participate in mobility programs, student projects, and ambassador activities.

- **Did this activity strengthen the Alliance's student identity? If yes, how?**

Yes, the activity contributed to strengthening the Alliance's student identity by giving students direct contact with EU-CONEXUS representatives and student ambassadors.

By engaging with the initiatives, learning about educational programs and student projects, and receiving branded materials, students recognized that being a UNIZD student comes with a range of opportunities within the EU-CONEXUS alliance. They gained a clearer understanding of how to actively participate in and benefit from these opportunities, fostering a sense of belonging to the broader European student community from the very start of their university journey.

Lessons Learned for Future Events:

The active involvement of ambassadors, who shared their personal experiences, created a strong impact and left a positive impression on the students. Hearing first-hand testimonials proved crucial, as it allowed first-year students to better understand the real value of EU-CONEXUS opportunities and relate to the experiences of their peers. For future events, even stronger dissemination efforts would help reach an even wider audience and further increase engagement.

4) Administrative information

Time required to prepare the activity: one month

Key staff involved:

- Staff: Tina Marin (Institutional coordinator), Ivana Juran (EU-CONEXUS Staff), Tin Meštrović and Ella Malenica (IamStudent WP3 Team)
- Ambassadors: Lea Cesarec and Luna Kunecki

Execution format: on-campus

Appendices:

Annex 1 : Signature List



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EU-CONEXUS

EU-CONEXUS roadmap Info

October 1st – October 1st, 2025

October 1st, 2025

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Annex 2: Photos













Annex 3: UNIZD IG Story Views

