



LUND
UNIVERSITY

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Being a Lund University student ambassador abroad – checklist

Key messages about Lund University:

When you arrive at your host university you will meet a lot of new contacts and most likely be asked about Lund University and Sweden. It is useful for you to know some of the key messages about the University and Sweden to communicate with international contacts. Choose a few suitable messages depending on who you are talking to and how much time you have.

Key messages: <https://www.lunduniversity.lu.se/why-lund>

Lund University's official profile text:

If you need to prepare something in writing, you can use extracts or all of the following official profile text about Lund University.

Lund University was founded in 1666 and is repeatedly ranked among the world's top 100 universities. The University has 40 000 students and 7 600 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Lund is the most popular study location in Sweden. The University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. The compact university campus encourages networking and creates the conditions for scientific breakthroughs and innovations. The University has a distinct international profile, with partner universities in nearly 70 countries.

Lund University has an annual turnover of more than SEK 8 billion, of which two-thirds go to research. Our research is characterised by both breadth and strength and, according to independent evaluations, over 30 of our research fields are world-leading.

The establishment of the world-leading facilities MAX IV and ESS will have a major impact on future scientific and industrial development in both materials science and life science. MAX IV, which was inaugurated in June 2016, is the leading synchrotron radiation facility in the world, while the European research facility ESS will be the world's most powerful neutron source when it opens for research in 2023. Adjacent to these facilities, Science Village Scandinavia is also being developed into a meeting place and testing environment for research, education and entrepreneurship.

Presentations about Lund University:

Sometimes exchange students at our partner universities are asked to give a presentation about their home university. Before the presentation, make sure to ask these two questions:

1. Who is the audience? (usually classmates at the partner university)
2. How much time do you have for the presentation?

3. Does my department or coordinator at Lund want me to communicate anything special?

If you have at least 15-20 minutes and the audience is students, we recommend that you use the presentation on this webpage (be sure to read the comments below each slide):

<http://lunduniversity.lu.se/student-ambassador>

If the audience is a different one and not only students, it may be better for you to use the general Lund University presentation available on this page: <http://lunduniversity.lu.se/about/about-lu/corporate-publications>

Short 2-minute films:

If you only have a short time for your presentation, around 5-10 minutes, please use the Lund University presentation film, followed by a few key slides from the power point presentation. If you are presenting as part of a broader session about studying in Scandinavia or studying in Sweden, you can use the Studying in Sweden film together with the Lund University film:

- Lund University film (2 minutes): <https://www.youtube.com/watch?v=QOkfCHkAdL8>
- Studying in Sweden A-Z (2 minutes): <https://www.youtube.com/watch?v=h2ioqcEdPqI>

Representing Lund University at a fair:



Many universities around the world arrange fairs to give their students information about the possibility to study abroad. It is common that the host universities ask exchange students to represent their home universities at these fairs. If you are asked to represent Lund University at a Study Abroad fair, please do so!

- Send an email to studentreception@lu.se **in good time** before the fair to ask for information material that you can use at the fair. We can send you international brochures, posters, bookmarks.
- Contact the international coordinator at your department/faculty to let them know you will be representing Lund University at a fair. Ask if there is something in particular that you should mention or something that is important for you to know. Ask which type of agreement Lund University has with your host university, so you know within which subject areas Lund University can accept incoming exchange students from the host university (e.g. just within your specific faculty subject areas, or university-wide across all subject areas).
- Read the brochures before the fair, so that you are updated on the facts about Sweden, Lund University and what Lund University has to offer international students in terms of subject

areas, exchange courses and even degree programmes.

- When helping prospective exchange students to Lund University to find more information on how to apply for exchange studies and links to available courses, you can refer to this page: <https://www.lunduniversity.lu.se/exchange-studies> If students want information on other ways to study at Lund University, they can start by checking these pages: <https://www.lunduniversity.lu.se/what-can-i-study>
- Be yourself! Share your own experiences of Lund University and of being an exchange student. The personal contact is always much more valuable than any information material. Interested students can always find facts about Lund University on our website later, but this may be their only chance to hear your stories.
- Please send an email to studentreception@lu.se and to the coordinator at your department/faculty with some feedback from the fair. If you took any photos at the fair, we would love you to share them with us!