

**“Moving target digitalisation: re-thinking global exchange in higher education”  
5<sup>th</sup> – 6<sup>th</sup> October 2020**

**Notes on Conference Formats &  
Proposal Guidelines**

The German Academic Exchange Service (DAAD) invites you to a **virtual conference** in the context of the **German Presidency of the European Council**. Together we would like to discuss the present and future of international mobility and global exchange in higher education. **#MovingTarget2020**

We are looking for contributions that engage with, challenge and re-think International Collaboration, Mobility and Knowledge Transfer in the light of digital transformation.

Conference languages are English and German. Given the international character of the virtual conference, **we strongly encourage submissions in English.**

**Key Dates**

- **Proposal submission deadline – 1 August 2020**
- Acceptance notifications – 31 August 2020
- Final submission for conference contributions – 21 September 2020
- Final submission for conference proceedings – 25 October 2020

**Target Areas**

We are looking forward to proposals targeting the following areas:



**1) Collaboration, Cooperation and Partnerships**

*How does digitalisation re-frame international collaboration between higher education institutions?*



**2) Mobility and Exchange: Physical – Blended – Virtual**

*How are student and staff mobility schemes transformed by blended and online formats?*



**3) Administrating Internationalisation Digitally:  
Data Ecosystems and Data Sovereignty**

*How can digital infrastructures and shared data standards help streamline administrative processes and student data transfer in the European Higher Education Area and beyond?*



**4) Attractiveness of HEIs in a Global Knowledge Society**

*How does digitalisation foster internationalisation; how can it help attract and retain international top talents as well as raise the attractiveness of institutions, regions or countries?*



**5) Knowledge Transfer, ‘Third Mission’ and Open Education**

*How can global knowledge transfer be supported in a digitally connected world, especially to address challenges that transcend national boundaries?*

**Target Audience**

The conference addresses representatives of Higher Education Institutions who focus on the digital turn in International Collaboration, Mobility or Third Mission activities, researchers and practitioners from all faculties, International Offices or management level of HEIs who are engaged in processes of digitalisation. Higher education experts, and policy stakeholders who are involved in international digitalisation projects or initiatives.

The conference programme will include **Keynote Lectures by high-level representatives** from the German Federal Ministry of Education and Research and the European Commission, by international university leadership and higher education experts.

## Contribution Formats

If you are interested in submitting a proposal, we kindly ask you to use our [Submission Template](#).

As the conference will take place virtually, you are asked to indicate which of the following formats suits your contribution (multiple answers are possible). The following formats are suggestions on our part. If you have further ideas for virtual presentations or interactive formats, please feel free to introduce them.

- **Short Video Presentation (pre-produced)**

Video presentations pose questions and respond to challenges in one or several of the target areas of the conference. They draw on ongoing debates in the political or HEI-specific sphere and are provocations for the community to galvanize debate. They offer innovative solutions, new strategies or practical approaches to implementing digital elements in the target area(s).

*In addition to submitting a short paper for publication after the conference, authors are invited to **submit a video presentation of 10-15 minutes** for the conference. Technical details and support for the video production will be provided to the authors of selected proposals in due time.*

- **Conference Poster**

Conference Posters focus on a project, initiative, tool or idea and illustrate the impact it had on the digitalisation process in one (or several) of the conference's target areas. Conference Posters emphasise how a specific challenge was overcome, or an opportunity well taken on the digitalisation journey. Posters offer inspiration or lessons that are widely applicable in the community; they may introduce tools for the community to take up or to adapt to their respective contexts. However, sometimes in a project the target is missed and yet the lesson learned is valuable to others. Hence, a Poster Project presentation may also tell a failure story.

*In addition to submitting a poster for publication, authors can **present their project poster** at the conference: **in the poster gallery or accompanied by an additional short video presentation**. Technical details and support for the poster presentation will be provided to the authors of selected proposals in due time.*

- **Live Panel Discussion**

Panel Discussions will be pre-organised, either by you or by us. The discussion will happen live on the conference days:

- **You may propose a panel on a topic related to the target areas.** Panels may consist of up to 4 panellists representing different institutions and countries and a chair who will exchange ideas for no more than 20 minutes followed by an open discussion with the audience. Please note: Gender equality in the composition of panels will be a criterion for selection.
- **We would like to know if you are willing to be part of a panel discussion.** On the basis of your proposal (regardless of the format), we might ask you if you would like to join a panel on a related topic. **On the submission template, please tick the box "I would like to be part of a live discussion during the virtual conference"** if you are ready to receive a proposal for a panel discussion from us. Of course, you can still decline the offer later.

- **Live Workshop**

**Workshops** address a current issue in one or several of the target areas of the conference. The format promotes the integration of political and HEI-specific perspectives on digitalisation and at finding ways of translating theory into organisational practice.

*The proposal of max. 400 words is written by one or two facilitators. At the live workshop, the facilitator(s) will introduce the topic in a presentation of no more than 10 minutes. The proposal also provides an outline of how the facilitator(s) plan to engage smaller groups in collaborative work for up to 30 minutes; the facilitators lead the wrap-up discussion.*

- **The Changemaker Colloquium** is the **open forum** at the conference for digitalisation enthusiasts to discuss and develop new ideas with like-minded experts across disciplines. Colloquium Sessions on each of the 5 target areas will provide a less formal setting to get to know other conference attendees.

We would like to further encourage exchange by inviting proposals outlining your idea for an engaging contribution, such as:

- **Live Demo with Q&A:** A live demo introduces a digital tool in a hands-on fashion to a small audience. Live demos should not exceed 15 minutes. Ideally, the demo is presented several times during the conference, repeatedly offering a live experience and an opportunity to ask questions to the presenter(s). However, it is also possible to pre-produce a video of the demo and provide it as on-demand content. *Technical details and support will be provided to the authors of selected proposals in due time.*
- **PechaKucha** (means “chit chat” in Japanese) is a presentation of 20 image-rich slides that are shown for 20 seconds each. In other words, you have got 6 minutes and 40 seconds to tell your story. By expanding outward from a single moment, an insight or a project idea; or by following a compelling concept, approach or theme across different areas of digitalisation — the PechaKucha format is a chance to reflect on the effects of digitalisation on global exchange in an engaging, memorable way. *Technical details and support will be provided to the authors of selected proposals in due time.*
- **...or other Creative Formats!** We welcome your ideas to be described in your submission paper.

## Submission

Please use the [submission template](#) (PDF) to create your proposal and send it to the following e-mail address: [movingtarget@daad.de](mailto:movingtarget@daad.de)

*Please note that it is not mandatory to submit a proposal to attend the conference. All sessions of #MovingTarget2020 will be accessible online for all participants. Registration will open on the conference website in August.*

## Conference Website

English version: <https://www.daad.de/en/the-daad/what-we-do/moving-target/>

German version: <https://www.daad.de/de/der-daad/was-wir-tun/digitalisierung/moving-target/>

## Contact

If you have any questions, please get in touch with our team via [movingtarget@daad.de](mailto:movingtarget@daad.de).

**We are looking forward to (re-)thinking global exchange together with you!**