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# Marketing Aalto during your exchange

# You are an ambassador of Aalto University

As a student of Aalto University, you represent the university when abroad

## Why your role is important:

- Exchange agreements are based on reciprocity – you were able to go to your destination because someone came to Aalto from that institution.
- We want to attract the best students to our degree programmes, both bachelor and masters.
- Prospective applicants appreciate peer-to-peer conversations about the realities of studying at Aalto and in Finland – our marketing campaigns can only do so much.

**A!**



# What to say?

We don't expect you to know everything about all of Aalto's programmes and application processes

Share your **experience**, talk about your school and programme, how and why you chose it.

Talk about **Finland** as a study destination: its vibrant student culture and international opportunities during and after studies.

Inspire people to **read more** about our application procedures and programmes on [aalto.fi](https://aalto.fi)



We encourage you to join any international cafés, presentation opportunities or fairs that your exchange university organises, these are great places to talk about your Aalto experience and what studying in Finland is like.

# Materials

## Power Point presentation

- It has been made specifically for any info sessions or presentations you may want to give
- You can also use it as an information pack – there are useful links and info slides
- *Remember to edit the slides with your own content before presenting it*

## Aalto.fi

- Our website has all the information for people interested in applying to degree programmes or exchange

## Physical material

- If you want to take some flyers with you, please contact Ilona

**A!**



# Who to contact?

If the people you talk to have admission related questions, please ask them to contact Admission Services at [admissions@aalto.fi](mailto:admissions@aalto.fi)

If you have any questions, please contact Ilona

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**Kiitos  
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