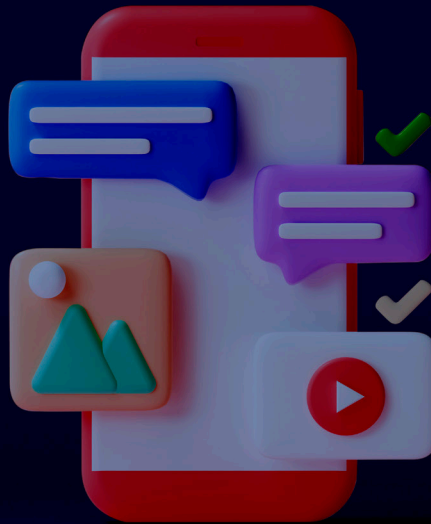




# PORTO

## COMMUNICATION

Higher Education Staff Week



**20 -24 May 2024**  
Porto - Portugal



# FOSTERING COMMUNITY





# PORTO

## COMMUNICATION

Higher Education Staff Week

*"If you don't step outside yourself, you'll never discover who you are... That you have to leave the island in order to see the island.."*

José Saramago  
(Portuguese novelist, 1998 Nobel Prize in Literature)



# PROGRAMME



## **MAY 19TH** (Sunday)

### **Espaço Porto Cruz**

**05:00 pm** Welcome Drink

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## **MAY 20TH** (Monday)

### **FEUP**

**09:00 am** Check-in

**10:00 am** Icebreaker & Presentation

**11:00 am** Coffee Break

**01:00 pm** Lunch

**02:30 pm** **Leonardo Ortega**

*"Harmonizing Horizons: Cultivating Cohesion through Integration and Communication"*

**04:30 pm** FEUP Campus Tour

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## **MAY 21ST** (Tuesday)

### **FEUP**

**09:00 am** **Ghislaine Tamisier**

*"Cultivating Inclusive Campuses: Developing Intercultural Skills for Teaching, Research and Support Staff"*

**10:30 am** Coffee Break

**11:00 am** Workshops

Workshop A – **Vitor Carvalho**

*"Unlocking opportunities: accessibility and digital inclusion"*

Workshop B – **Joana Bailão**

*"Impactful collaboration: Enhancing community connections through volunteer projects"*

**12:30 pm** Lunch

**02:30 pm** **Sara Rodrigues**

*"Bridging the gap between academia and industry: strategies for effective communication"*

**03:30 pm** **Thaissa Cavalcanti**

*"The University as a hub: collaborative communication for migrant support services"*

**04:30 pm** Gin & DJ Party

**07:00 pm** Dinner

**09:00 pm** Concert "Symphony of connection"

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## **MAY 22ND** (Wednesday)

### **FEUP**

**09:00 am** Job Shadowing

Critical Software / Lionesa / Natixis

**12:30 pm** Lunch

**02:00 pm** Visit to the U. Porto Rectory

**03:30 pm** Porto Cultural Visit

**07:30 pm** Gala Dinner

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## **MAY 23RD** (Thursday)

### **FEUP**

**09:30 am** **Catarina Noronha and**

**Isabel Geriante**

*"Building stronger teams: the role of communication and employer branding"*

**10:30 am** Coffee Break

**12:00 pm** Final Considerations

**12:30 pm** Lunch

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## **MAY 24TH** (Friday)

### **FEUP**

**08:30 am** Full-day Tour to Aveiro (Optional Programme)



# SPEAKERS





## LEONARDO ORTEGA

Leonardo Ortega is the Head of the Work in Estonia, a government led programme that aims at attracting international talent to Estonia. Covering attraction, reception, integration and reputation, Leonardo has worked with different actors at different levels in order to improve the journey for both internationals and their companies, including different ways of how to better adapt and integrate the International talents. Leonardo himself is an international living in Estonia for more than 12 years and working in talent attraction and retention for over 7 years.



## GHISLAINE TAMISIER

Ghislaine studied languages and anthropology before training and working as a professional translator. Keen to share her interests and build bridges across cultures, Ghislaine has always combined various activities. Translating, teaching and coordinating multicultural academic teams in various French universities has naturally led her to explore interpersonal and intercultural interactions and embrace an intercultural approach. In 2020, Ghislaine graduated from Université de Paris with a university diploma in Conflict Management, Negotiation and Mediation. Today Ghislaine works as an intercultural trainer and facilitator, designing bespoke programmes to develop intercultural competence among local and international students and accompanying pedagogical teams. She is also intercultural coordinator at University Paris-Saclay, raising awareness and promoting intercultural intelligence among all categories of staff (teachers, researchers, PhD students, admin and other support staff), delivering workshops and organizing various events to foster inclusivity. Ghislaine is also co-author with Jimena Andino-Dorato & Verónica de la Fuente of *L'intelligence interculturelle au service des coaches : regards croisés pour une nouvelle réflexivité* (<https://www.dunod.com/vie-pratique/intelligence-interculturelle-au-service-coachs-regards-croises-pour-une-nouvelle>) published by Dunod InterEditions in March 2022.



## JOANA BAILÃO

Joana has a degree in social communication from the Porto Superior School of Journalism. She currently works as Science Manager at CITTA - Centre for Research on Territory, Transports and Environment (FEUP) and Coordinator of the Volunteer Management Board at GASPORTO - Grupo de Ação Social do Porto (Non-Governmental Development Organization (NGDO) focused on Humanitarian Aid and Human Development).



## VITOR CARVALHO

Vitor Carvalho pursues his professional activity at UPdigital and is an Invited Assistant Lecturer at University of Porto (U.Porto).

At the same time, he is part of the teams Porto4Ageing (Center for Excellence in Active and Healthy Aging of Porto), and PLACES (Accessibility Platform of U.Porto). He is a PhD student in Digital Media at U.Porto. He has a Master in Multimedia and a Master in Mechanical Engineering from the same University.

His research interests are focused on accessibility and usability, which converged in his recent MSc thesis in Multimedia entitled "Conversão de Imagens SVG para Texto e Fala" (Converting SVG images to Text and Speech) (2014).



## SARA RODRIGUES

Sara Rodrigues has over 26 years of experience in the consulting services industry, where she had the opportunity to experiment various roles and projects, whether in business-oriented services (Audit and Business Consulting practice) as well as in business support areas (HR, IT and Operations efficiency Leadership).

For the past 8 years leads the Talent Acquisition team at Deloitte, in which had the privilege to redesign talent acquisition strategy, Employer Branding Strategy and recently, create and implement a Disability & Neurodivergent People Recruitment Strategy aligned with Deloitte's Global Diversity, Equity and Inclusion Program. She is a results-driven professional, with a pragmatic perspective of Talent Management, mainly supported by her experience in helping clients to pursue organizational transformation programs and also by her own experience at a high-pace, skills-based and performance oriented organization such as Deloitte.

Has an Economics degree by ISEG, Universidade de Lisboa, and an Executive MBA by ISCTE. Additionally, has also a post-graduation in Advanced Business Management and a post-graduation in Telecom and Media Industry, both by Católica Lisbon.



## THAISSA CAVALCANTI

Thaissa Cavalcanti has a degree in Social Work from the Higher Institute of Social and Political Sciences (ISCSP). She currently works at the Agency for Integration, Migration and Asylum (AIMA). Among several other duties, AIMA is responsible for regularizing the entry and stay of foreign citizens in national territory. AIMA is managing solidarity mechanisms and programs, being responsible for implementing relocation and resettlement programs for refugees welcomed in national territory, as well as acting in the fight against racism and discrimination, integration of ethnic groups, and in promoting intercultural and interreligious dialogue.





## **CATARINA NORONHA**

Catarina de Noronha has a degree in Business Communication from ISCAP, with seven years of experience in Marketing and Communication. He has worked in retail companies, luxury furniture, and consultancy and currently works at a technology company: Infrasppeak.

She has already launched a podcast about professional careers in a personal capacity and, recently, created another about Employer Branding in partnership with Isabel Geriante.



## **ISABEL GERIANTE**

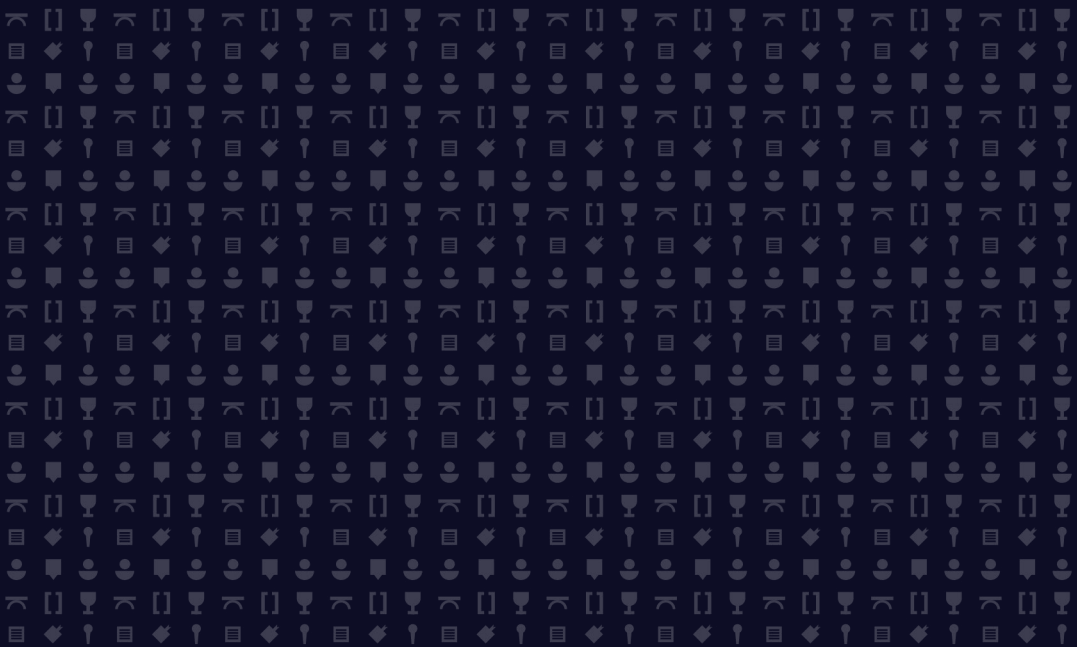
Isabel Geriante has a degree in Corporate Communication from Institute of Accounting and Administration of Porto (ISCAP) and a Master in Advertising and PR from the University of Minho.

She currently works as a branding and IT community specialist. Co-Founder and Host, together with Catarina Noronha, of Milk Your Brand, a podcast to milk the untold stories of the world of Employer Branding and to discover what national and international professionals are doing in this field.

Each episode addresses different topics, such as storytelling, organizational culture, community management, employee experience and many others that are important in building a strong Employer Brand.



# ENGAGING COMMUNITIES



## RECTORY OF THE UNIVERSITY OF PORTO



The Rectory is the core of the organization of the University of Porto, dedicated to the central support of the University's governance, ensuring the regular functioning of the University and its organic units.

In addition to providing administrative support to the governing bodies, the Rectory also provides other services, such as Academic Training and Organisation, International Relations – responsible for promoting the cooperation policy with foreign universities and supporting the internationalization of the U.Porto and the U.Porto Digital University, responsible for promoting the widespread use of Information and Communication Technologies in all the activities of the University of Porto, and for encouraging the development and use of innovative services in this area.

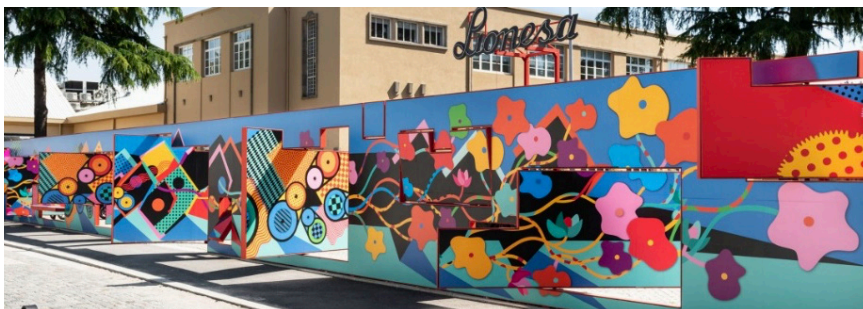
The Porto City Council and General Company of Alto Douro Viticulture funded the construction, which lasted over a century, by setting up a tax known as the real on wine or literary tariff. Originally, this area belonged to the College for Orphaned Boys, housed in the building until mid-19th century. Later, the building was expanded to house the Royal Academy of maritime and Trade Affairs of the City of Porto between 1803 and 1837 and the Polytechnic Academy of Porto, between 1837 and 1911. The Rectory returned to the building in the historic centre of the city in 2006, which also houses the Museum of Natural History, the Museum of Science and the iconographic and bibliographic archive of the U. Porto, called Old Archive Library.

## CRITICAL SOFTWARE



With over 25 years working in some of the most demanding industries, providing software and system services for security, mission and business critical applications, Critical software has demonstrated itself as an inclusive, dynamic and diverse company that thinks differently about how to face global technological challenges. Critical created the neurodiversity program, which seeks neurodiverse individuals who are passionate about technology and interested in working in software development, testing, security and IT consulting. Critical's neurodiversity program is the first of its kind in Portugal to operate in partnership with Specialisterne, a global company that recruits and trains people with autism. The goal is to recruit individuals with a confirmed diagnosis of autism, an interest in technology and at least a basic knowledge of English.

## LIONESA BUSINESS HUB



Lionesa Business Hub is the largest and most dynamic business hub dedicated to the industry 5.0 in Portugal. With a community that counts with over 7 000 individuals, ranging from 47

different nationalities, Lionesa Business Hub offers a flexible work environment aiming to provide accessibility to the most diverse lifestyles.

Focusing on talent, the hub has a certified Happiness Manager and a framework of happiness and wellbeing, which covers organizational happiness holistically: the Lionesa Happiness Pyramid. By working alongside the best academic institutions in Portugal, Lionesa Business Hub creates synergies, fosters innovation and helps attract the best talent to the campus. The mission is to create the happiest place in the world to work at. A space of choice for talent, where the people want to come, instead of having to. A space of joy, life, reflection, innovation, collaboration, knowledge and, above all, fun.

## NATIXIS



Based in Porto, Natixis Center of Expertise's mission is to transform traditional banking by developing innovative solutions for the bank's business, operations, and work culture worldwide, as a key driver of the company's culture of agility and innovation: a perfect fit in Portuguese labour culture.

With 1,900 employees, from more than 30 nationalities, Natixis created an innovative concept of work environment, that promotes collaboration, and socialization and allows employees to travel across four continents and 12 cities, without having to leave the office, called "Villages".

Natixis organizes mindfulness, laughter therapy, dance, and music workshops, and it has a very dynamic calendar of internal events – dedicated to the business and the company, but also to fun and well-being – and several communities, namely Yoga, Running, Football, Basketball, Sailing, Surfing, Embroidery and Crochet, the Natixis Urban Garden (where employees plant and treat vegetables that are later donated to social solidarity institutions), among others.



# SOCIAL PROGRAMME



## PORTO



Visiting Porto means taking a stroll through the cobblestone streets, breathtaking viewpoints and charming squares. It's about discovering our local favorites and learning about their rich history. A brief trip to the birthplace and heart of the city of Porto, where your eyes will be able to roam this immense treasure and discover the stories and legends that transformed this beautiful place.

Porto is one of the oldest cities in Europe and Portugal is one of the oldest countries in the world.

Anyone who visits Porto immediately feels the pulse of the city. Traditionally known for the Port Wine trade, the city is the center of one of the most industrialized metropolitan areas in Europe. The charm and beauty of the historic center, a UNESCO World Heritage Site, especially enchants the city of Porto. But no less charming are the modern buildings designed by renowned names in architecture such as Siza Vieira, Souto Moura and Rem Koolhaas. The pleasant environment, excellent cuisine and the offer of cultural and leisure activities at competitive prices have earned it worldwide recognition as one of the best European destinations. Among other distinctions, Porto was considered in 2023 the "Best European Destination for Urban Getaways".

In addition to being a preferred tourist destination, Porto also has a huge source of talent, graduates and qualified professionals of enormous value for the job market.

## AVEIRO



Aveiro, a city famous for its canals, traditional sweets and Costa Nova Beach.

The city's main attraction is certainly the Ria, a network of canals and islands, which can be visited by boat. These are the famous “moliceiros”, traditional boats from the region, which in the past were used to collect “moliço” - plants from the bottom of the sea or the estuary.

Most of Aveiro's buildings are recent (less than two centuries old), most of them in the “Art Nouveau” style, and the facades are impeccable, as are the Portuguese sidewalks.

Tour through the typical heritage of Aveiro

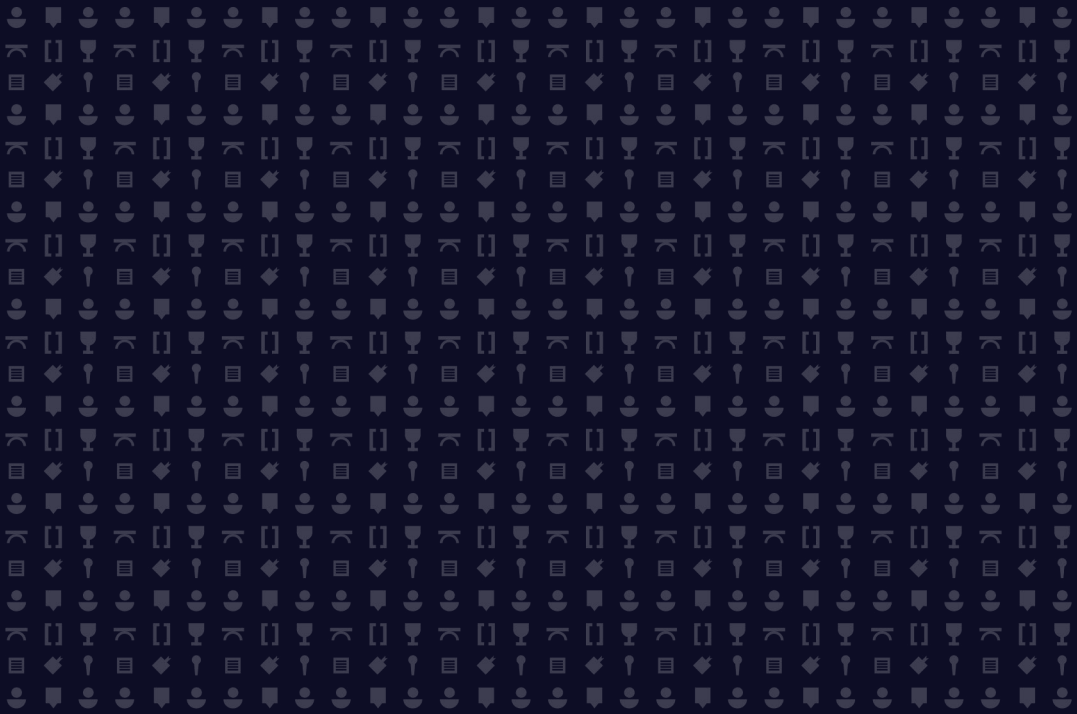
It begins with the famous moliceiro or merchant boat ride that runs along the four canals of the city of Aveiro, providing views of emblematic sites such as the main Art Nouveau facades, the Palheiros de Sal, the Manuel Firmino Municipal Market, the Aveiro Congress Center (Former Ceramics Factory), among others. Participants make and taste the famous “ovos moles” – a conventual sweet made with eggs and sugar.

The program also includes a visit to the Salinas where Aveiro Salt is still produced by hand, learning about the production methods of this important local resource and observing the salt harvest. Marinha Passagem, an old navy in the city of Aveiro that was recovered and requalified to host an aquaculture project for oysters, clams, salicorns and fish, will be the location for lunch.

After lunch, the trip will continue for a stroll along Costa Nova, the most colorful beach in northern Portugal.





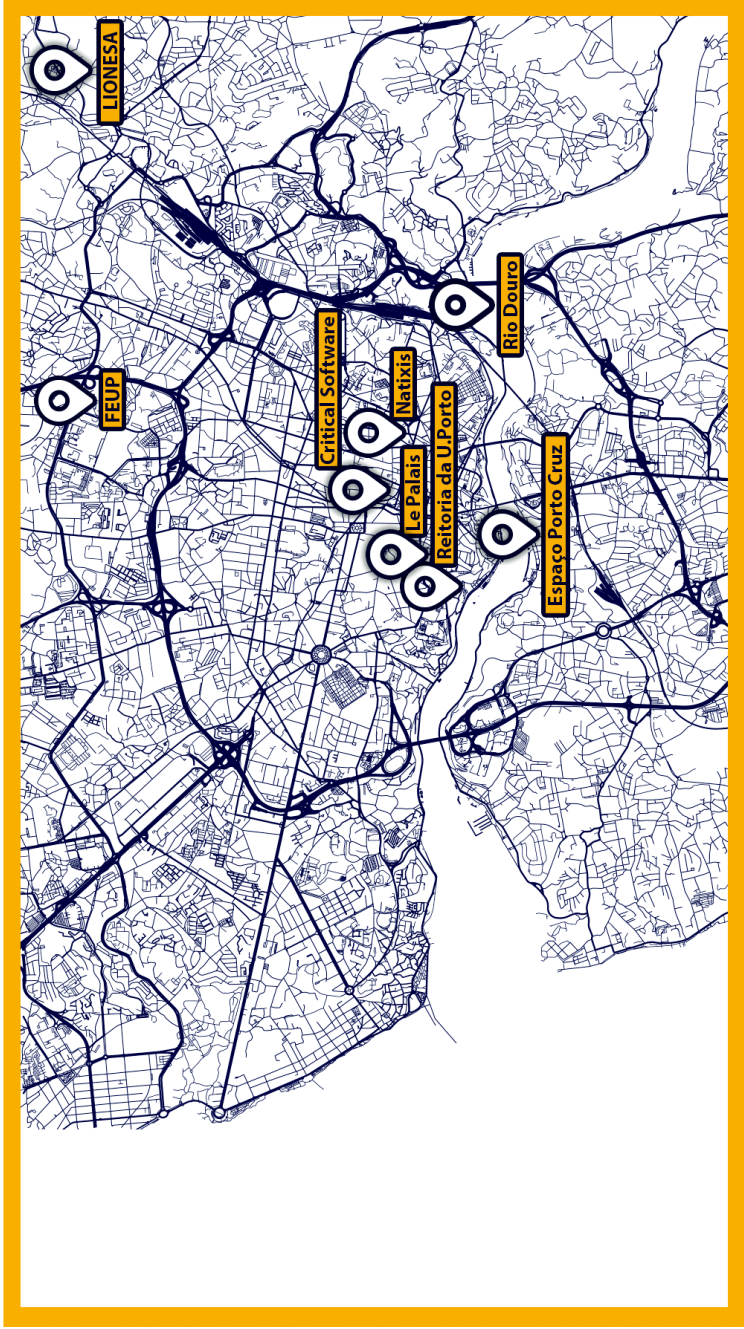


# MAPS

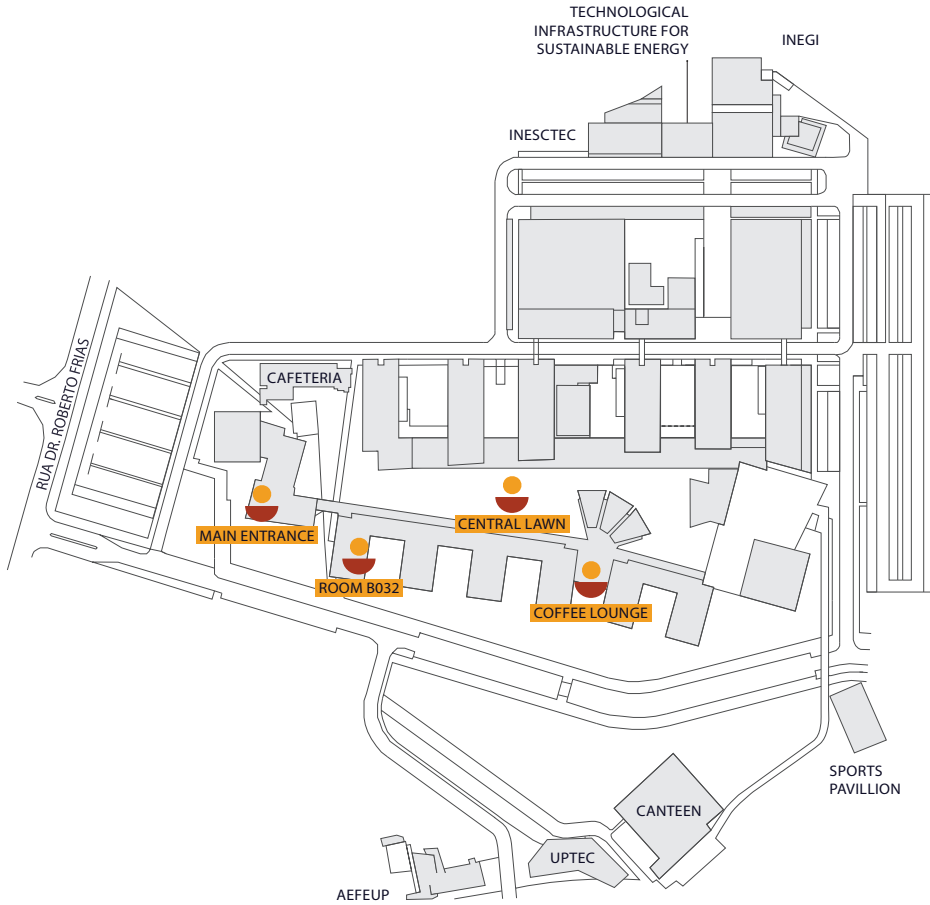


# PORTO MAP

COMMUNICATION  
LIONESA



## FEUP CAMPUS MAP



## HOW TO GET TO FEUP

### BY METRO

FEUP is served by three Metro stations on line D (yellow) in zone C6.

Line D (yellow) connects the University Campus station Polo Universitário to Gaia City Hall in about 15 minutes, via Trindade, where it connects to line A (blue), line B (red) and line C (green). Leaving the Polo Universitário station, you should turn left into Rua Dr. Manuel Pereira da Silva and then, after passing Paranhos cemetery, turn left into Rua Dr. Roberto Frias. Go straight on and you will find FEUP on your right.

Leaving the IPO station, you should go on down to the end of Rua Dr. Plácido da Costa and cross Rua Dr. Roberto Frias. You will then be in front of FEUP.

Leaving the Hospital de São João station, follow the Circunvalação ring road until you come to the junction with Rua Dr. Roberto Frias. Go down that road until the junction with Rua Dr. Plácido da Costa. FEUP will now be on your left.

More informations - [Porto Metro Network Map \(PDF Format\)](#)

### BY BUS

There are 4 bus lines in the Faculty's zone: 204, 300, 301 and 803.

There are other STCP bus lines from Hospital de S. João, as well as regular bus routes to other cities. In order to choose the best bus routes for your needs, visit the website: [www.stcp.pt](http://www.stcp.pt)

### BY PLANE (Sá Carneiro Airport)

The quickest way of getting to FEUP from the airport (if you do not have transport waiting for you or do not intend to catch a taxi) is to take Metro Line E (purple) into Porto. You will need to change at Trindade station and take Line D (yellow). Then follow the directions given in the option "By Metro".

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## WIFI UPORTO

Connect your mobile device to the UPorto wifi network.

Open a browser and enter the portal to the following credentials:

Username: **staffweek2024**

Password: **staffweekFEUP2024**

