

## Aarhus Study Trip, June 29-30 2017

### **"Reinventing our way of working and living"**

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Invitation | EMScom Alumni Association

Join us for a unique two-day trip to Aarhus, Denmark – the Capital of Culture 2017 – at the end of June. This special Study Trip will explore various facets of what it means to be the Capital of Culture and this year's theme – *"Reinventing our way of working and living"*. The program includes corporate site visits to LEGO, Jyske Bank, and Aarhus University; each company will highlight why Aarhus is so well qualified to be the Capital of Culture and will also address how their organizations have successfully embraced new ways of working. In this dynamic and fun environment, participants will benefit from interactive and rich discussions with local professionals and peers. Don't miss the chance to be part of this exciting event, reconnect with your fellow classmates and expand your professional network! We look forward to welcoming you to Aarhus.



## PROGRAM HIGHLIGHTS

We will announce additional event details as soon as they are finalized.

### Wednesday, June 28

Arrival of guests.

Evening: Informal get-together

### Thursday, June 29

Morning: Gather in the lobby of the Wakeup Aarhus Hotel and transfer to opening session location.

Opening session: **"European Capital of Culture Aarhus 2017"**

Hosted by Bent Sørensen, EMScom12 alumnus and Head of Communication Aarhus

Lunch and transfer to Jyske Bank

Company visit: **"Jyske Bank"**

Hosted by Bo Ancher Christensen, Managing Director Operations

Evening: Social activity

### Friday, June 30

Morning: Gather in the lobby of the Wakeup Aarhus Hotel and transfer to LEGO

Company visit: **"LEGO"**

Hosted by Tommy Jakobsen, EMScom16 alumnus and Director, Communication Management, LEGO

Lunch and transfer at Aarhus University

Closing session at **Aarhus University**: "Change management and crisis management"

Hosted by Professors Winni Johanssen and Finn Frandsen, Faculty Board.

Early evening: End of the official program, departure of guests

## FEE

The preferred fee for the alumni of USI's Master in Corporate Communications is CHF 500.

The fee includes the activities taking place on Thursday and Friday, June 29-30: the opening session, site visits, transportation transfers, two lunches, social activity on Thursday evening and closing session. Please note you are responsible for all costs associated with your travel arrangements to Aarhus, hotel accommodation, as well as any activities on Wednesday, June 28 or the weekend of July 1-2.

## TRAVELLING TO AARHUS

### By air

Aarhus has its own airport (code: AAR). Scandinavian Airlines System (SAS) as well as most carriers offer flights via Copenhagen. We suggest booking your flight to arrive in Aarhus on Wednesday afternoon or evening, June 28.

### By train

Trains from Copenhagen to Aarhus run every hour. Travel time is roughly 3 hours, and one-way ticket is approximately EUR 60. Reservations are advisable and can be done directly at <https://www.dsb.dk>

## ACCOMMODATION

To simplify your travel planning, we have already blocked 25 rooms for participants of the Study Trip:

Wakeup Aarhus Hotel  
Bruuns Gade 27  
Aarhus, Denmark  
[www.wakeupaarhus.dk](http://www.wakeupaarhus.dk)

Special rate for single room: starting from DKK 650/night (approx. EUR 87 / CHF 95)

Special rate for double room: starting from DKK 750/night (approx. EUR 100 / CHF 108)

Booking instructions:

- Go to: <https://www.wakeupcopenhagen.com/arpbe/web/en/login/62193162>
- On the right-hand side, please select city (Aarhus), arrival and departure dates, number of rooms, and number of people per room.
- Click on "search": on the room overview page, you will be able to select your preferred type of room, and see the EMScom special price.
- After confirming the room(s), you will be redirected to the booking form. There, you can mark whether you wish to add the breakfast (DKK 80 per day).
- You will then need to fill the form and insert your credit card details as guarantee.

Please note that in case the hotel has cheaper online room rates, these rates will appear on the booking page as well, and you are most welcome to select them, but please keep in mind that terms and conditions may also change. Unreserved rooms will be released for general booking on May 12, 2017. Participants who wish to extend their stay over the weekend can benefit from the same special rate.

## REGISTRATION AND PAYMENT

To confirm your registration, please e-mail [emscomalumni@usi.ch](mailto:emscomalumni@usi.ch) and provide the following information:

- Your full name, your title and company
- Your billing address
- How many guests will be joining you?
- Do you plan to attend the informal get-together on Wednesday evening?
- Do you plan to extend your stay in Aarhus through the weekend?

**Deadline for registration is May 12. Invoices for the Study Trip will be sent out the following week.  
Payment is due by June 14, 2017.**

## STUDY TRIP CANCELLATION POLICY

100% refund will be granted for cancellations received by June 14. No refunds will be granted for cancellations after June 14 or no-shows.