





Who's Behind this AI workshop?

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Focus Areas

 Incoming mobility → students & academics

 Support services for students

 Active in East Asia Outreach & intercultural communication

Key Activities

 Co-organizer of orientation weeks

 Creator of student guides

 Newsletter creator

 Promotional materials creator

 **Fun Fact:** Passionate about making internationalization more human – with smart tools!

What You'll Learn Today

- **Discover how AI can support international offices in daily tasks**
- **Explore practical tools for 🗣️ communication, 🧠 content creation, and 🎓 student support**
- **Try out AI tools through interactive mini-tasks**
- **Leave with inspiration for smarter internationalization**

Why AI? Common Challenges in International Offices



- 💬 Overloaded communication channels – repetitive questions, emails
- 📄 Manual content creation – newsletters, guides, promotional texts
- 🌐 Language barriers – complex messages for international students
- 📊 Limited time for personalization – hard to tailor info to diverse audiences
- 🧠 Need for innovation – keeping up with digital trends in internationalization

Smart AI Tools for International Offices



- 🧠 Copilot / ChatGPT / Gemini / Copy.ai – writing slogans, emails, and promotional texts
- 🌐 DeepL Write / Grammarly – simplifying and translating content
- 📖 Canva / Notion AI – creating visual manuals and guides





Practical Block A

Promotional Texts & Slogans

Practical Block A: Promotional Texts & Slogans



 Tools: Copilot, ChatGPT, Gemini, Copy.ai, etc.

What You'll Learn:

How to generate catchy slogans for promotional materials

How to adjust tone and style using AI

Live Demo:

Task: Create a slogan for a promotional material that is a bookmark.

Results: "Mark the Moment. Make it Matter."

"Every Page is a New Possibility."

"Hold Your Place. Chase Your Dreams."

yes, it is a university bookmark that will be handed out to students at university fairs and when they arrive for an exchange programme at our university. I want the bookmark to be a bit inspirational.



Thanks for the context! Here's an inspirational slogan tailored for a university bookmark aimed at incoming and exchange students:

"Start Your Chapter Here. The World Reads Differently When You're Part of the Story."

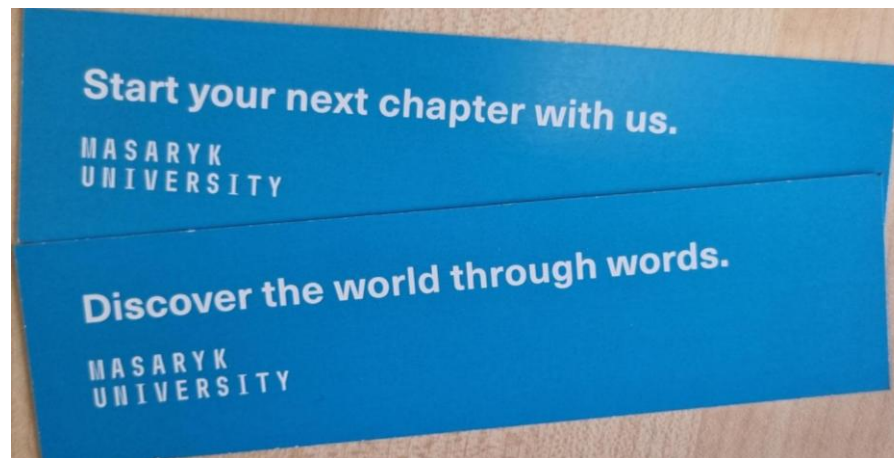
Or, if you'd like something shorter and punchier:

"New Place. New Pages. Your Story Starts Here."

Slogan Ideas for a Bookmark

- **Turn the page to new horizons.**
- **Read. Travel. Grow.**
- **Bookmark your future abroad.**
- **One page closer to your next adventure.**
- **From campus to continents.**

Created by AI.





Tips for Creating a Great Slogan with AI



Be specific in your prompt → Instead of “Create a slogan for Erasmus+,” try: “Create a short, inspiring slogan for Erasmus+ that appeals to first-time exchange students.”



Think about your audience → Is it for students, staff, partners?



Keep it short & memorable → Aim for 5–8 words
→ Use rhythm, alliteration, or contrast (e.g. “Learn Locally, Impact Globally”)



Try different tones → Professional, playful, emotional, adventurous...



Refine your prompt → Add context: where will the slogan appear? (e.g. bookmark, website, poster)
→ Mention the goal: attract, inform, inspire?



Use AI as a brainstorming partner → Don't settle for the first result – ask for variations, improvements, or combinations

Mini Task for Participants



Create your own slogan using AI – choose your own theme (e.g. Erasmus+, summer school, internalization, bookmark, etc.)

Tips for Creating a Great Slogan with AI

 Be specific in your prompt

 Think about your audience

 Keep it short & memorable

 Try different tones

 Refine your prompt

 Use AI as a brainstorming partner

Let's Share Your (and AI's) Creativity!



Optional Sharing:

Would you like to share your result with the group?

 Raise your hand or

 Mentimeter or

 ?

Go to www.menti.com

Enter the code: XXXX-XXXX

Type in your slogan – we'll display them all live!



Practical Block B

Clear & Inclusive Communication

Practical Block B: Rewriting & Translating Texts



 Tools: Copilot, ChatGPT, Gemini, Copy.ai, (DeepL Write, Grammarly)

What You'll Learn:

How to simplify and clarify messages for international audiences

How to rewrite texts to sound more friendly, inclusive, or professional

How to translate content while keeping tone and intent

Live Demo:

Task: Rewrite this email for incoming international students:

“Please make sure to submit your documents before the deadline. Failure to do so may result in cancellation of your application.”

Rewrite the following email for incoming international students. Make it friendly, clear, and supportive, while keeping the important message about the deadline and possible cancellation. Give me more options. Text: 'Please make sure to submit your documents before the deadline. Failure to do so may result in cancellation of your application.'



Here are **five rewritten versions** of your message for incoming international students — all friendly, clear, and supportive, but with slightly different tones depending on the impression you want to give:

Option 1 – Warm and Supportive

Hi [Name],

Just a quick reminder to submit your required documents before the deadline. We don't want you to miss out—applications that aren't complete on time may need to be cancelled. If you have any questions or need help, please don't hesitate to reach out!

Option 2 – Friendly and Encouraging

Practical Block B: Rewriting & Translating Texts



Final Improved Version:

“Just a quick reminder to submit your required documents before the deadline. We don’t want you to miss out—applications that aren’t complete on time may need to be cancelled. If you have any questions or need help, please don’t hesitate to reach out!”

Before:

“Please make sure to submit your documents before the deadline. Failure to do so may result in cancellation of your application.”

Mini Task for Participants



Choose a sentence or paragraph from your own work (e.g. email, guide, announcement)

Use AI to rewrite it for clarity, friendliness/professionalism, or translation (e.g. ask for both – English and Czech version)

Tips for Rewriting & Translating with AI

-  Be specific in your prompt.
-  Define your goal – sound more friendly, professional, inclusive, or clearer?
-  Ask for multiple versions – “Give me 2 versions – one formal, one casual.”
-  Do you need a Czech version? Ask for it.
-  Don't settle for the first result – ask AI to improve or simplify further.

Practical Block C

Visual Guides with AI

Practical Block C: Step-by-Step Manuals & Instructions



 Tools: Copilot, ChatGPT, (Canva, Notion AI)

What You'll Learn:

How to create clear, visual step-by-step guides for international students

How to make manuals more engaging and accessible

Live Demo:

Task: Improve this Step-by-Step guide titled:

How to pay the reservation deposit

How to pay the reservation deposit – Before



You can pay your deposit here: <https://deposit.muni.cz/pay>

- The reservation deposit is due within **5 days** of your reservation.
- The reservation deposit is **2000 CZK** and can be paid by a bank card, QR code or bank transfer
- If you are not able to pay by a credit card or QR code, please, go to “other payment options” at the very same line. Should you choose a bank transfer, please, follow carefully the instructions
- How to find variable symbol: <https://deposit.muni.cz/>, search for “Account variable symbol” – variable symbol is your own personal nr in form 777XXXXXXX



How to pay the reservation deposit – After

Pay the Reservation Deposit

- Pay here: [SUPO Payment](#)
- **Due within 5 days** of booking
 - 💡 *Pay ASAP to secure your spot!*
- Deposit = **2000 CZK + 30× daily dorm rate**
- Payment options: **card, QR code, or bank transfer**

Deposit CZK to the SUPO account by or ([other payment options](#)).

- For bank transfer, find your **variable symbol** (ID) at [SUPO](#) and search for “Account variable symbol” – variable symbol is your own personal number in the form 777XXXXXXX

Before

Dear student,

here comes the second info e-mail about your upcoming studies at Masaryk University.



1. **Courses** - registrations for courses are open from the 2nd of January, 5 p.m. CEST, local (Brno) time, you can find your courses in the [course catalogue](#), please use the filters to find courses in English, courses from your department and in the correct semester. Also, I would like to remind you that you are supposed to take at least 70% of your credits from the department you were accepted to. Additionally, the minimum number of credits is 20 ECTS.

- registrations for P.E. courses are open from the 18th of December, 5 p.m. CEST, local (Brno) time, you can find the list of courses [here](#).

= GUIDELINE on HOW to register for courses is available in our [Shared File](#).

- For students that are coming to the Department of Czech for Foreigners - note that there is a compulsory entrance test on 12th February, 8:30 a.m. (CEST), you will be then registered for the Czech courses according to the results of your entrance test. You do not register for the Czech courses on your own now. If your date of arrival differs from the usual arrival dates and you can't make it to the test, please contact the Department of Czech for Foreigners directly at kabcest@phil.muni.cz

2. Health insurance - please use the comprehensive insurance programme from the insurance company PVZP to cover your stay in the Czech Republic.

3. Accommodation - do not forget to be on time for booking your place at the dormitories - the date to be online is 2nd January, 10:00 a.m. local time (Brno time), the reservation works on the basis of first come first serve and there are **limited places for exchange students**.

Please whenever you know what your date of arrival is, let us know.

✓ Visa

By now, you should have received your **visa documents** or be expecting them soon (in case you needed them). Please make sure to book an appointment at the **Czech embassy** in your country.



Please **keep us informed**:

- If you've successfully applied
- If you're facing any issues (we're here to help!)

Accommodation

- **Dormitory booking opens: 14 July at 10:00 a.m. CEST (Brno time)**
- Booking is **first come, first served**, and spots are limited!

 Check the **Accommodation Guide** in our [Shared File](#) for detailed instructions on how to book your dormitory, price list, etc.

If you prefer **private housing**, we've included [guidelines](#) for that too.



You must:

- Register for a **minimum of 20 ECTS credits**
- Take **at least 70% of your credits** from the department you were accepted to



A step-by-step [Course Registration Guide](#) is available in our shared file.



Complete the **mandatory safety, health, and fire protection training** [here](#).



[Orientation Week: 7–13 September 2025](#)

Get ready to meet new friends, explore Czech culture, and get settled in!

Key dates for the Faculty of Arts:

- **Monday 8 September:** Compulsory Admission
- **Wednesday 10 September:** Faculty Introduction



Tips for Creating a Visual Guide Outline with AI



Choose a practical topic – Think of something students often ask about



Clear title: “How to Find Housing in Brno” or “Arrival Checklist for Exchange Students”



Define the audience – Is it for first-time international students, short-term visitors, or full-degree students?



List 3–5 key steps – Break the process into simple, actionable steps



Add visual suggestions – icons, maps, photos



Tone – Imagine you’re explaining it to someone who’s never been here before



Ask AI to help structure it – Prompt example:

“Create an outline for a visual guide on how to apply for a visa to study in the Czech Republic. Include clear steps and suggestions for visuals.”

Mini Task for Participants



Draft an outline for your own visual guide

– choose a topic (e.g. visa process, arrival checklist, housing tips)

Tips for Creating a Visual Guide Outline with AI

-  Choose a practical topic
-  Clear title: “Arrival Checklist for Exchange Students”
-  Define the audience
-  List 3–5 key steps
-  Add visual suggestions
-  Tone
-  Ask AI to help structure it

What Students Say When Communication Improves



Dear Leila,

During my CEEPUS exchange at Masaryk University in Brno, my most positive academic experience was the opportunity to study in such a well-organized and inspiring academic environment. The university offers excellent resources, well-structured courses, and professors who are always ready to provide guidance and support. I would especially like to mention Leila Inšitorisová, who helped me a lot whenever I had questions or doubts regarding classes, administrative matters, or adapting to a new academic system. Her support made the whole experience much smoother and less stressful.



Discussion and outputs

Let's Reflect & Share



Real Benefits of using AI in Daily Work



Communication:

- Fewer repetitive emails
- Clearer, more inclusive messages
- “Happier” replies from students – less confusion, more engagement



Content Creation:

- Faster production of guides, emails, and promotional texts
- More consistent tone and style across materials
- Easier multilingual communication



Student Support:

- More accessible instructions and resources
- Better onboarding experience for incoming students
- Time saved = more space for personal interaction

Let's Reflect & Share



What Did You Create?

Promotional Slogan

Rewritten or translated message

Outline for a visual guide

Sharing Time:

Would you like to share your favorite output?

Recommended Tools Recap:

 Text creation: Copilot, ChatGPT, Gemini, Copy.ai

 Language & clarity: Copilot, ChatGPT, DeepL Write, Grammarly

 Visual guides: Copilot, ChatGPT, Canva, Notion AI

Wrap-up & Challenge



Key Takeaways

AI can support international offices in everyday tasks

You've explored tools for writing, rewriting, and visualizing content

Small changes can make a big impact in communication and student support

Your Challenge: Try One Tool This Week!

Pick one AI tool from today's workshop

Think about one process you could simplify with AI

Use it for a real task at your office (email, guide, slogan...)

Share your experience with your team

 **Final Thought:**
“AI is not here to replace us – it’s here to empower us.”

 **Thank You for Joining!**

 **Let’s Stay in Touch – feel free to connect or reach out!**

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 Feel free to connect, ask questions, or share how you’re using AI in your office!