# « REIMS STUDENT AMBASSADORS » 2023-2024





- The goals:
  - Allowing international students to discover all the activities available to them in Reims (sightseeing, sports, shows, festivals...) to make the most of their experience here
  - Promoting the city of Reims and its student life to the widest audience abroad



#### How does it work?



- 15-20 Student Ambassadors
- Missions:
  - 1. participating in activities for free (2 group activities per month + "à la carte" activities)
  - 2. sharing them on your **social networks**
  - 3. participating in brainstorming/feedback meetings at the Town Hall every two months
- Target: fellow international students in Reims (aim: broaden your communities in Reims) + other young people abroad who follow you



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- Shows (theatre, dance, concerts...)
- Festivals such as "Reims Polar"
- Visit of key companies implanted in Reims

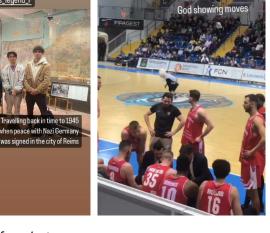
Example of Student Ambassadors' posts from last year

09:40

## What kind of activities?

#### Some examples:

- Guided visits to museums with access to the private areas
- VIP access to **sports matches** (Stade de Reims at Delaune stadium, Reims Champagne Basket...)
- Sightseeing + "Expériences à la rémoise" ("perfumer for a day", "chocolate maker"...)

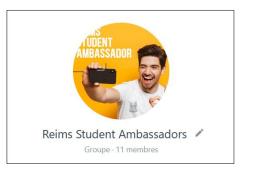






### **Day-to-day operation**





- A shared **Google Calendar** to keep track of all the activities and access all practical info for each
- A WhatsApp group with the other Student Ambassadors and the team at the City of Reims, to discuss all practical matters and answer your questions
- Team the at the City of Reims available at all time to help and support



## Interested in becoming a Reims Student Ambassadors?

- Who can apply:
  - International students of <u>1st year</u> or in an <u>exchange program</u>
  - Arrived in Reims from abroad (whether you are a foreign national or have come from a French school abroad)
  - French-speaking or not!
  - Who are already active on their social networks (in <u>public</u> mode)
  - And who are willing to explore the territory, to try out new activities, to discover the « art de vivre » in Reims



## What commitment?

- Commitment for the **university year**, except for exchange students
- **Frequent participation** in activities:
  - As much as possible to the 2 group activities per month
  - Also to require "à la carte activity"
- Each activity must be shared on your social media to encourage . other students to go too (free activities for you = win-win approach)
- Tagging @reimscampus, @reims legend r and the stakeholder in your posts or stories
- Contributing to the **feedback and improvement** of the program, esp. during follow-up meetings at City Hall and team-building events
- To commit to all this, signing of a convention + charter with the Mayor and President of Greater Reims in October



#### REIMS STUDENT AMBASSADORS - CHARTER

You are interested in becoming a Student Ambassador for the city of Reims and the Greater Reims area - thank you!

Inaugurated this semester, this project aims at allowing international students arriving in Reims to discover all the activities available to them in Reims thanks to ideas and tips shared on social networks by other international students - the "Student Ambassadors".

To become a Student Ambassador, you should be eager to explore the city, the student life in Reims, to try out new activities and to share them on your social networks with your fellow international tudents, who could use it as inspiration to make the most of their student experience in Reims

Becoming a Student Ambassador will therefore allow you to benefit from free access to tourist sites in Reims (Cathedral towers, <u>Versenay</u> lighthouse, etc.) and to activities proposed by the Tourism Office (winemaker for a day", Street Art tour through the city, etc.), to VIP or backstage access to sports events and concerts, to discover companies based in Reims, etc. You will know about all student events and activities during the semester so that you can try them out and share them on your social networks if you liked them

The community will also accompany you thanks to regular meetings which will be an opportunity to give feedback about the activities in which you participated, to brainstorm with the other Student Ambassadors and more generally to share your wishes and suggestions for the student life in Reims. in particular its accessibility to international students. A training session on content creation on socia networks and community building will also be offered by the community's team, if you wish

For the community, the aim of this project is to increase the renown of Reims as a student city, both in France and abroad -- in your home institution, but also in the countries where you could study next as well as to reinforce the feeling of belonging of the international students who spend some time in Reims, Being a Student Ambassador is a commitment for some time, but it is also the guarantee of a special bond with Reims for a lifetime!

The charter hereafter will allow you to learn more about the missions that will be entrusted to you as a Student Ambassador, as well as the tools that will be made available to you

#### Objectives of the "Student Ambassadors" project

- To allow international students to make the most of their student experience in Reims and to To promote the city of Reims and its student life to the widest possible audience, both abroad
- and in France in particular to young people from your home country who might in turn choose to come and study in Reims To encourage a feeling of attachment to the city, even among students who are in Reims only
- for a short period of time
- To strengthen the links between different student spheres in the city, between different countries, between generations To keep improving student life in Reims, especially its accessibility to international students. by collecting your suggestions and feedbacks

Why should you become a Student Ambassador? You like to explore and discover new activities

You want to immerse yourself in French culture and the "art de vivre" in Reims



## How to apply?





- 1) To apply (before Saturday, September 30)
- Scan the QR code on posters/banners
- Fill out the form

**Communication kit:** posters displayed around campus + banners for social networks

 $\Rightarrow$  if you are in a student association, do not hesitate to contact us to get them and share them!

#### 2) Calendar :

- Application till <u>Saturday</u>, <u>September 30</u>
- The city's team will review the applications and notify the applicants by <u>Saturday, October 7</u>
- A first meeting will be organized at the Town Hall the following week
- On <u>Tuesday, October 17 at 6:30pm</u>, official launch with the Mayor of Reims and the President of the Greater Reims
- First activities starting right after





Spread the word to help us recruit the next Student Ambassadors!

**Contact:** 

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