« REIMS STUDENT AMBASSADORS »
2023-2024
A project for international students in Reims

• 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
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”...)
• Shows (theatre, dance, concerts...)
• Festivals such as “Reims Polar”
• Visit of key companies implanted in Reims
• ...

Example of Student Ambassadors’ posts from last year
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 **1st year** or in an **exchange program**
  - 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 **public** 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
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
⇒ if you are in a student association, do not hesitate to contact us to get them and share them!

2) Calendar:
   - Application till Saturday, September 30
   - The city’s team will review the applications and notify the applicants by Saturday, October 7
   - A first meeting will be organized at the Town Hall the following week
   - On Tuesday, October 17 at 6:30pm, 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!

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