



« 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?



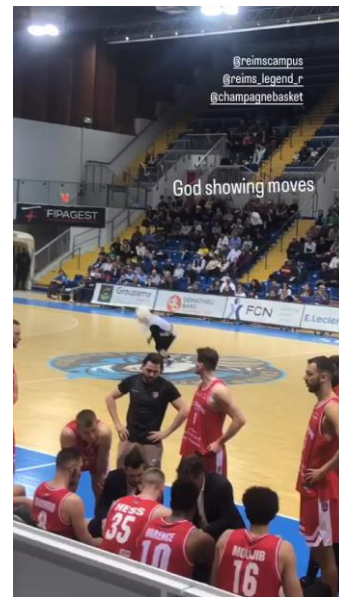
- **15-20 Student Ambassadors**
- **Missions:**
 1. **participating in activities for free** (2 group activities per month + “à la carte” activities)
 2. **sharing them on your social networks**
 3. **participating in brainstorming/feedback meetings** at the Town Hall every two months
- **Target:** fellow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

What kind of activities?



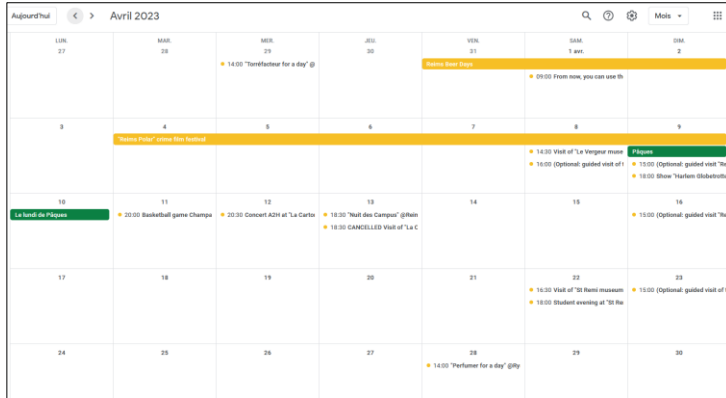
Some examples:

- 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?

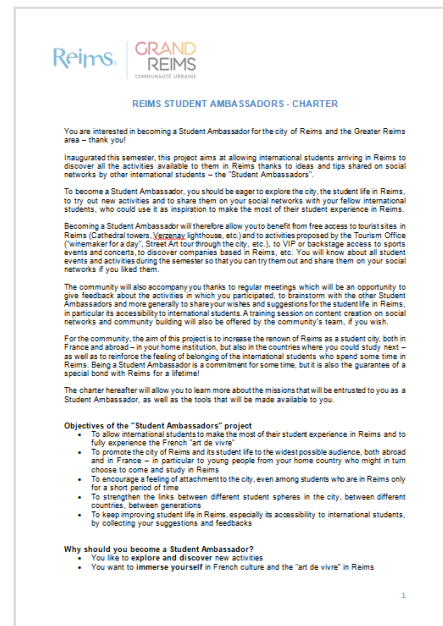


- **Who can apply:**
 - International students of 1st year or in an exchange program
 - Arrived in Reims from abroad (whether you are a foreign national or have come from a French school abroad)
 - French-speaking or not!
 - Who are already active on their social networks (in public mode)
 - And who 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)

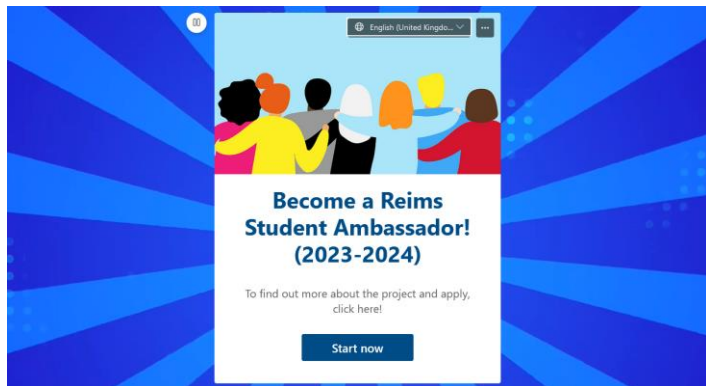
- Scan the QR code on posters/banners
- Fill out the form

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!

Contact:

Elisa Sombart - Officer in charge of International Relations and Twinning (Reims/Grand Reims)

elisa.sombart@reims.fr ; +33 3 26 77 75 40