

Akademia WSB  
WSB University



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VIII

International Staff Week 2026



Schedule

18.05 (Monday)

Room 227

10:00-10:30

Registration of participants

10:30-11:00

Welcome note  
*Paweł Urgacz, MA, Deputy Dean for Internationalization*

11:00-11:15

Campus Tour

11:15-11:45

Coffee Break

11:45-13:00

Ice breaking + Polish Language lesson  
*Marta Masłyk, BA, Gabriela Węglarz, MA*

13:00-14:00

Lunch at the University canteen



Schedule

19.05 (Tuesday)

Room 227

Katowice

10:00-11:30

Participants Home Universities presentation

11:30-13:30

Video content creation for effective marketing strategy  
*Ivan Foshter, WSB University Marketing Department*

13:30-14:30

Lunch at the University canteen

15:00-17:00

Silesian Museum Tour (joint departure to Katowice from  
Dąbrowa Górnicza via public transport)

17:30-18:30

Visit to Nikiszowiec District

18:30-21:00

Dinner, traditional Polish cuisine, *Śląska Prohibicja  
Restaurant*



Schedule

20.05 (Wednesday)

Room 227

9:00-11:00

Building professional LinkedIn Profile  
*Małgorzata Matecka-Tomala, MA*

11:00-11:30

Coffee Break

11:30-13:00

Modern Methods of Teaching and Sustainability  
for Building Global Recognition of HEI's,  
*Paweł Urgacz, MA, Deputy Dean for Internationalization*

13:00-14:00

Lunch at the University canteen

14:00-15:00

International Stakeholders and University Image:  
Partnerships, Mobility, and Trust as Competitive Advantage  
*Solomon Kunle Omogbemi, PhD*



Schedule

21.05 (Thursday)

Room 227

10:00-12:00

Resilience as the leadership competency  
*Krzysztof Szostok, MA, MBA*

12:00-12:30

Coffee Break

12:30-14:00

Effective Promotional Strategies for HEI's  
*Piotr Krowicki, PhD*

14:00-15:00

Lunch at the University canteen

19:00

Afternoon social event in Katowice, *KluboGaleria SARP*



Schedule

22.05 (Friday)

Kraków

09:00

Departure to Kraków - *Katowice Main Train Station*

10:30-15:00

Guided city tour

15:00

Free time in Kraków. *The return will be arranged individually.* Please choose a convenient time and travel either by bus or train.

 [Click here to check trains](#)

 [Click here to check buses](#)

