

## Programme Kick-off 2021

The 2021 Kick-off will take place remotely on Monday and Tuesday 25–26.1. The event is aimed at student union board members and staff, as well as SAMOK's stakeholders. More detailed information about the contents of the parallel programmes will be released later.

### Monday 25.1.2021

**9.00**      **Joint opening of the event**

**9.15**      **Introduction to SAMOK**

What is the purpose of SAMOK? What do we actually do? Who are this year's board members, and who works at SAMOK's office? During the opening section of the event, SAMOK's staff and board members introduce themselves and talk briefly about their roles within SAMOK. We will provide the student unions with a concise elevator pitch which they can use to tell students about SAMOK in a succinct and clear way.

**9:30**      **Meet our partners**

**10:00**      **Parallel programme 1**

In the first parallel programme you will be introduced to the theme of your choice, and in the two subsequent sections you can deepen your knowledge as the topic is examined from different perspectives by the trainers. You can find more information about the tracks of the Kick-off in a separate brochure which will be sent out with the invitation.



The Kick-off parallel programmes consist of nine separate tracks. You can choose one track and stay on it all day, or you can create your own track with individual sections on different themes. The themes of the tracks are:

- **social policy**
- **education policy**
- **advanced advocacy work**
- **guidance and tutoring**
- **student culture and events**
- **communication, internationality, and well-being**
- **chairing a student union**
- **executive directors and secretary generals**
- **student union staff**

**11:30**

### **Lunch**

Participants will have access to breakout rooms throughout the Kick-off. The breakout rooms can be used freely for discussion and networking during the coffee and lunch breaks and after the day's scheduled programme.

**12:30**

### **Stakeholder introductions**

Representatives of the student unions and SAMOK's stakeholders introduce themselves and give elevator pitches about the work of their organisations and the opportunities for collaboration. May the best pitch win!

### **Joint section for student union staff and Executive Directors**

During the stakeholder introductions there is a separate talk for student union staff and Executive Directors. Details of the programme will be confirmed later.

**13:30**

### **Break**

Participants will have access to breakout rooms throughout the Kick-off. The breakout rooms can be used freely for discussion and networking during the coffee and lunch breaks and after the day's scheduled programme.

**13:45**

### **Parallel programme 2**

- **social policy**

- education policy
- advanced advocacy work
- guidance and tutoring
- student culture and events
- communication, internationality, and well-being
- chairing a student union
- executive directors and secretary generals
- student union staff

**15:15**

## **Break**

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**15:30**

## **First networking hour**

The best and most important takeaway from the Kick-off is to get to know other people who do the same work as you at different student unions. During the networking hour groups are created based on sector, so that all student union activists get to meet their colleagues from all over Finland.

During the hour you will have a chance to discuss the latest challenges and news in your sector during laid-back but led discussions. At the event you will get to meet other board members from different student unions remotely who do the same work as you, and to hear and share thoughts about the upcoming year. The same groups will continue their collaboration and discussions the next day and delve deeper into the topics that come up.

*SAMOK staff members will facilitate the networking hours*

**17:00**

## **End of day 1**



Tuesday 26.1.2021

9:00

**Address: The new normal**

The past year has been exceptional all over the world, and the changes it has brought on have also had an impact on the daily lives of students and student unions. This section contains an extensive summary of the issues that Covid-19 has caused within the student movement, and how it has affected SAMOK's activities. We will also discuss how we should move forward. What can we expect from 2021? Which changes are here to stay?

9:50

**Break**

10:00

**Parallel programme 3**

- social policy
- education policy
- advanced advocacy work
- guidance and tutoring
- student culture and events
- communication, internationality, and well-being
- chairing a student union
- executive directors and secretary generals
- student union staff

11:30

**Lunch**

Participants will have access to breakout rooms throughout the Kick-off. The breakout rooms can be used freely for discussion and networking during the coffee and lunch breaks and after the day's scheduled programme.

12:30

**Students and the municipal election**

2021 is a municipal election year! This is a panel discussion on the municipal election manifestos of different parties from the perspective of students at universities of applied sciences. The panel is made up of municipal activists from different political parties. The panel will be facilitated by SAMOK board members.

**13:30**      **Break**

**13:45**      **Towards the jubilee!**

What advocacy work has SAMOK been doing in 2020? And what is coming up this year? In this section, Kick-off participants will get an overview of the work and aims of the union and recent events. We will include a short introduction to how we plan to implement the new strategy, the main points in the 2021 plan of action, and how the jubilee will be celebrated in SAMOK's events, communication, and other activities.

**14:45**      **Break**

**15:00**      **Second networking hour**

During the second networking hour we will continue to work on the themes that came up during the first day. The networking hour includes facilitated group tasks and discussions with other people working in the same sector. At the end of the second networking hour we will summarise the main takeaways from the two days.

*SAMOK staff members will facilitate the networking hours*

**16:30**      **Final sprint**

How can you get in touch with us going forward and where is our next meeting? An introduction to SAMOK's communication channels, members' services, and list of events.

**Closing words of the kick-off**

*President Anna Laurila, SAMOK*

**17:00**      **Closing of the event**

