



**Állatorvostudományi
Egyetem**

Communication strategy

"It's not enough to be good, you also need to appear as such."



Goals and Objectives

Purpose:

Maintaining a positive overall perception of the university, improve the university's image, and enhance engagement.

Delivering the university's messages to the target audiences, highlight unique selling points, attract talented students.

Supporting the realization of overall goals of the university.

Target Groups:

1. Current students
2. Prospective students
3. Staff members
4. Graduates/Alumni
5. Members of the society
6. Local and international community
7. Existing and potential partners
8. Other educational and research institutions

Direction of the Communication:

External – Recruitment, alumni relations, clinical patient care, research partnerships, decision-makers, public opinion

Internal – Staff members, students



Tools and messages

Communication:

Media coverage, institutional communication channels, marketing communication, events.

Messages: Tailoring messages to each target group in order to reach a more personalized and engaging experience.

- Positioning as experts in the field of veterinary medicine,
- Maintaining traditions as the only veterinary education institution,
- Increasing awareness of research and service activities alongside education,
- Attracting new students,
- Retaining talents,
- Sustaining employee satisfaction,
- Social responsibility - educating the public, communicate the impact of veterinary medicine on society,
- Establishing partner relationships/strategic agreements.



Institutional Communication Channels

1. Univet Magazine
2. Univet.hu - official website
3. Use of social media platforms (Facebook, LinkedIn, Instagram, TikTok, YouTube)
4. University bulletin boards, invitations, and posters
5. University newsletters
6. Paid advertisements
7. External and internal events



Events

Traditional events:

Academic Year Opening Ceremony, Tatay Zoltán Commemoration, Graduation Ceremony
Heroes' Day Commemoration, Graduation Celebration

Events organized for staff and students:

Ox Roasting, Marek Days, Christmas Celebration, Equus Days, Carriage Driving and Cooking Competition

Professional events:

Conferences, Workshops, Job fair

Events aimed at attracting students and promoting the university:

Open Days, Veterinary Competition for high school students, Night of the Museums, Researchers' Night,
Veterinary Ball

Other events accuring periodically, occasionally:

Blood donation, promotions, book launch, exhibitions



Participation in External Events

Few examples:

- EDUCATIO International Education Expo
- Hódmezőgazda Days
- Veterinary and Agricultural Sports Day in Tata
- EFOTT festival
- Occasional external event appearances