International Marketing Week Vienna 2027

Erasmus+ Blended Intensive Programme

Marketing and Sponsorship Strategy for the Homeless World Cup

Mandatory online meetings: 30 March, 06 April

Arrival Day: April 11

Programme: April 12 – 16, 2027

Departure Day: Friday, 14:00 at earliest

UAS for Business & Society
Wohlmutstrasse 22, 1020 Vienna

& UAS for Business & Society BFI Vienna



International Marketing Week Vienna 2027
Marketing Strategy for the Homeless World Cup

The Homeless World Cup is an annual international street football (futsal-style, four-a-side) tournament for people who are homeless or have recently experienced homelessness. It was founded in 2001 by Mel Young and Harald Schmied (an Austrian), and the first tournament took place in Graz in 2003. Its goal is to use football to challenge perceptions of homelessness and help players rebuild confidence, social connections and paths into housing, work or education.

The Homeless World Cup is a strong case for the International Marketing Week because it combines

- social-cause marketing,
- -sponsorship and
- NGO communication in one real organization

with a global meaningful mission. Students can develop marketing and sponsoring concepts that will actually be put into practice, so their work has a real, lasting social impact beyond the classroom.

Online Structure

2 online sessions, case study based

30/03 & 06/04 2027

starting at 17:00, end 20:00 (Vienna time zone)

To be confirmed

1. Check-in students, pre-assignment, 180 minutes

2. Elevator pitch presentations, 180 minutes

HOMELESS WORLD CUP

Highlights 2026

50 students
from 12 different universities

(2027 will be limited to 40 students)





10 accompanying lecturers from

UCLL

Metropolia University of Applied Sciences

IUT Saint-Denis - Université Sorbonne Paris Nord

FHDW Hannover

EPHEC

BA School of Business and Finance

HAN University of Applied Sciences

MTU Munster Technological University




FH


GOOD TIMES AWAIT
GUINNESS


UCLL
FH

Winning Team

Sponsor's price 2026:

An all inclusive weekend at an Austrian spa for the winning team!



On-Site Structure (example)

Mo, 20.04.2026	Die, 21.04.2026	Mi, 22.04.2024	Do, 23.04.2026	Fr, 24.04.2026
On-Site UAS BFI Vienna, Wohlmutstrasse 22	On-Site UAS BFI Vienna, Wohlmutstrasse 22 (Sportswear!)	On-Site UAS BFI Vienna, Wohlmutstrasse 22	On-Site UAS BFI Vienna, Wohlmutstrasse 22	On-Site UAS BFI Vienna, Wohlmutstrasse 22
Arrival	Get together	Get together	Get together	Get together & Online evaluation / 10 Min Time for S to evaluate IMW on smart phone Attention: token of Vienna NOT from Erasmos
Welcome & Onboarding 09.00-09.30	Guest Lecturer 1 & 2 09.00-09.30	Guest Lecturer 3 & 4 09.00-09.30	Guest Lecturer 5 & 6 (if applicable) 09.00-09.30	Final presentations in front of the custo (Fr Piatotnik, Hr Prilasnig) and the ju 09.10-11.30
Key Note Client 09.30-10.30	Work Session Task 3 09.30-10.30	Feedback & Questions 09.30-10.00	Work Session Task 7 09.30-10.30	
Team Warming (constellation work (gender, ethnicity, age; incl. Mosic)) 10.20-11.00	Feedback & Questions 10.30-11.00	Work Session Task 6 10.00-11.30	Feedback & Questions 10.30-11.00	
Work Session Task 1 11.00-12.00	Work Session Task4 11.00-12.00	Feedback & Questions 11.30-12.00	Finalization of Presentations 1of2 11.00-12.00	Award Ceremony
Lunch break (12.00-12.45)	Lunch break (12.00-12.45)	Lunch break (12.00-12.45)	Lunch break (12.00-12.45)	Group Picture 12.00 - 12.30
Q&A Session 12.45-13.15	Feedback & Questions 12.45-13.15	Selforganized learning 12.45-14.45	Finalization of Presentations 2of2 including upload of Presentations on Moodle 12.45-14.30	Lunch break & good bye 12.30-13.30
Work Session Task 2 13.15-14.15	Work Session Tasks 5 13.15-14.30			
Movie The Beautiful Game (Homeless World Cup) 125Minutes 14.15-16.20	Journey to the football fields / 14.30-15.00 Baumgasse 97, 1030 Vienna Landstraßer Athletik Club (LAC)		Pre-Contest (results will not be announced until the end) 14.30-15.45	
Reflection & Learnings 16.20-16.45	football game Start: 15.00 duration: approx. 2hrs	Guided City Tour 'Social Vienna' "Social Vienna" refers to the tradition and system of a strongly socially oriented urban policy that focuses on: social security and support affordable housing public services and social infrastructure. Visiting teachers are invited to join if they wish	Jury Meeting 15.45-17.00	

Football Match



Get ready for the football match on Tuesday afternoon and remember to bring your sports clothes and trainers!

International Marketing Week Vienna 2027

2 mandatory virtual meetings:
Dates: To be confirmed
Time: 17:00–20:00 (Vienna time zone)

Presence phase:
Arrival: Sunday, 11 April 2027
Departure: Friday, 16 April 2027, 14:00

Individual pre-assignment
International work groups
Football match
Students' dinner
Peer evaluation
City tour

Gilbert Prilasnik (football trainer and former Champions League player) will be present.



UAS for Business & Society BFI Vienna

International Marketing Week Vienna 2027
COSTS: Accommodation and Student Union Fee

Accommodation: Double rooms have been reserved at the **Ibis Budget Wien Messe** hotel.

If students wish to book one of these rooms, they must confirm the booking in their own name directly with the hotel and pay on arrival. A credit card number is required to make the booking; in the event of a last-minute cancellation, the hotel charges will be charged to this card.

Cost per night per room, breakfast is included approx.:	€ 83,00 for a double room for single occupancy
(not confirmed yet)	€ 96,00 for a double room for two people

Students who have been nominated will receive a form to indicate, by a specified date, whether they would like to share a room or have a single room, and if so, with whom. All communication and financial transactions will be handled by the hotel.

Student Union Fee: € 26,20

International Marketing Week Vienna 2027 Costs:

The programme includes:

Lunches at the UAS
One dinner
City Tour
Football match

The programme does not include:

Travel costs
Ticket for public transport
Additional meals
Personal expenses



Meet Your Teaching Team

We are excited to spend this week with you in **Vienna!**

We look forward to an inspiring week of collaboration, learning, and creativity — and to **coaching and supporting you as you work on a great project.**

What to bring:

- ⚡ Energy
- ❤️‍🔥 Enthusiasm for the topic
- 🔎 Curiosity
- 🔄 Flexibility
- 👟 Sportswear & a willingness to get active

Let's make it an exciting and memorable week!

Dagmar Kaspar



Robert Monsberger



Helene Lunzer



Roland Schuster

