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UNIVERSITATEA BABEȘ-BOLYAI  
BABEȘ-BOLYAI TUDOMÁNYEGYETEM  
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BABEȘ-BOLYAI UNIVERSITY  
TRADITIO ET EXCELLENTIA

# BLEND EDUCATION PROGRAM FOR STAFF TRAINING ART AS STRATEGY: PERSONAL BRANDING

*and Authentic Leadership in  
Education*

## Program Description

This innovative program provides educators/university employees with essential tools to develop authentic leadership and effective personal branding by integrating artistic and creative techniques into education. Teachers are not just knowledge transmitters, but also leaders who inspire, guide, and motivate. Building a strong professional identity is crucial for making a lasting impact within the educational community. Through creative techniques such as improvisational theater, storytelling, nonverbal communication, and public speaking, participants will learn how to craft an authentic image and become inspirational leaders in education.



**June 23-24, 2025 (online)**  
**July 07-11, 2025 (on-site)**



**Cluj-Napoca, Romania**



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**Application deadline:**  
**1 June, 2025**

## PROGRAM STRUCTURE



- Theater Techniques Applied in Education
- Improvisation as a Teaching Tool
- Public speaking and Academic Performance
- Popularizing complex topics in academia
- Debate and argumentation techniques
- Forum theater for conflict resolution
- Personal casting: discovering and developing professional identity

**BE PART OF THIS INSPIRING EXPERIENCE!**