



- Cooperation
- Capacity Building
- Interdisciplinary team-work
- Public Communication

**AURORA**

# Generation Z Workshop

**How can you engage effectively with Generation Z?  
First, understand how they think!**

Hybrid Workshop at Palacký University Olomouc\*

**Generation Z**, also known as Gen Z, refers to the youngest generation born between 1996 and 2010, that will soon after finishing their studies enter the workforce and become a leading and influential part of our societies.

Have you considered all facts, values, and traits of the Gen Z while addressing them? Does your way of communication fully attract the attention of your students? Or should you reconsider your current approach and teaching methods?

Learn more from our students of bachelor and master studies at Palacký University by joining a workshop focusing on key findings of a survey conducted by Strateggo – an agency specializing in strategic marketing.

**Thursday 12<sup>th</sup> of May at 10:00 CET**  
Aurora participant s' registration: <https://czv-up.upol.cz/en/registration/2355/detail/terms>  
Palacký participants' registration: <https://czv-up.upol.cz/cs/registration/2353/detail/terms>

\*Participants will receive all necessary event information after completing the registration. Palacký University participants can choose to attend the event on-line or in-person, at Tř. Svobody 26, room 4.41.



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