Our main objective is to be a transforming agent in international education by developing customized academic modules that have relevant approaches and practical learning methods that connect universities (foreign and local), companies (in different sectors) and professionals/leaders (in different segments).

In 2016, we organized the arrival of five foreign universities during the Rio Olympic Games. From the coordination of logistics and accommodation to assistance in the creation of journalistic content, we had the challenge of developing a complete experience that would explore all the points of a unique event like the Rio 2016 Olympics.

Through a partnership with Universidade Presbiteriana Mackenzie, we selected journalism students who would like to participate in the project. The students underwent an evaluation that involved their local knowledge of Rio de Janeiro, proficiency in English and also about their purpose with the trip and what they hoped to learn from the interaction. Campus b subsidized the costs that involved the displacement and accommodation of these students in Rio.

In addition to participating in the program as a whole, they also helped to overcome cultural and linguistic challenges during the event. Students were accommodated in hostels reserved exclusively for program participants in the same neighborhood, creating a group spirit. During this period, almost all of our team was moved to Rio de Janeiro, and we also have a vast network of local partners.

"I loved the opportunity to go to the Olympics in Rio and have worked with Campus b and Mackenzie's students. The collaboration was really impressive; during those two weeks we were able to come together and work on incredible stories."

Hiwot Hailu
QUEENS UNIVERSITY OF CHARLOTTE STUDENT
A unique professional and intercultural experience for Brazilian and foreign students in the context of a mega sporting event. For most foreign students, the first experience outside their country. For many of the local students, on the other hand, the first interaction with students from other countries. All of this during one of the biggest events in the world.

THE RESULT

“The most impressive thing about the interaction between the students was the confidence and dedication to the project that they had to develop in such a short time, learning to deal with problems in real time. Mackenzie’s students did an exquisite job in helping us with our challenges during the program. I was really impressed with the impressive collaboration between the students.”

Robert Page
QUEENS UNIVERSITY

Creation of a work hub in Rio during the event, integrating different Brazilian and foreign universities.

Security and organization and 24h support for students and teachers, with all the necessary support from both our team and local students and partners who made this experience a success.

“Living with Brazilian students from Mackenzie was extremely helpful and very beneficial in all the work we do in Rio. I believe that a large part of this work would not have been possible without their support, both in terms of translations and our travel around the city. Nobody knows a place better than the people who live there, so having them on our side made the experience even richer.”

Louisa Stanwich
ARIZONA STATE UNIVERSITY STUDENT

Our passion in the academic field has given us the privilege of actively collaborating with more than 80 universities, offering professional and extracurricular experience journeys that directly impact more than 4000 students.

Or send a message to hello@campusb.org