Libera Università Internazionale
degli Studi Sociali Guido Carli

LUISS

ENGAGE·EU
EUROPEAN UNIVERSITY

# ENGAGE.EU Prompt-a-thon on AI and the Future of Higher Education

## Luiss, 13- 16 May 2025

In collaboration with:

Roma Capitale          InHolland          Digital Education Council

The ENGAGE.EU European Prompt-a-Thon on AI and the Future of Higher Education is a four-day international co-design, challenge-based event that brings together multidisciplinary teams of students, researchers, and societal partners to collaboratively develop innovative solutions to pressing societal challenges. The event focuses on leveraging design thinking and AI technologies to address critical issues in higher education. Participants gain hands-on experience with AI prompting while fostering digital citizenship awareness and promoting responsible engagement with technology.

### Day 1 – May 13 | Arrival & Introduction

| Time | Activities | Location |
| --- | --- | --- |
| 13:00 - 13:30 | Welcome of participants and registration | The Dome 2 - Campus Viale Romania |
| 14:00 - 16:00 | Training on AI Prompting | The Dome 2 - Campus Viale Romania |
| 16:15 – 17:15 | LUISS Viale Romania Campus Guided Tour | The Dome 2 - Campus Viale Romania |
| 18:30 - 20:30 | Aperitif | Garden of Villa Heritz or The Dome 2 (tbc) - Campus Viale Romania |

### Day 2– May 14 | Challenge Kick-off & Research

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the European Union

| Time | Activities | Location |
|------|-----------|----------|
| 09:00-09:15 | **Welcome Speech** by prof. Barbara De Donno (Rector's Advisor on ENGAGE.EU) | The Dome 2 - Campus Viale Romania |
| 09:00 - 12:30 | **Introduction to the activities:** Presentation of the challenge (plenary session with partners), Team formation, Team-building exercise | The Dome 2 - Campus Viale Romania |
| 12:30 - 14:00 | Lunch Break | Any location of your preference - Campus Viale Romania |
| 14:00 - 17:00 | **Empathize**: Develop 2-3 user personas using AI prompting, Validation of the profiles identified through interviews, focus groups, or surveys. | The Dome 2 - Campus Viale Romania |
| 17:30 - 18:30 | Presentation of the results of the previous session and Wrap-up | The Dome 2 - Campus Viale Romania |

## Day 3– May 15 | Ideation & Prototyping

| Time | Activities | Location |
|------|-----------|----------|
| 09:00 - 12:30 | **Problem-Solving with AI**: Definition of "Jobs to Be Done" based on interview insights, Solution ideation using methods like Crazy 8s, 3 Rules, Reverse Brainstorming etc. | Room 205 **-** Campus Viale Romania |
| 12:30 - 14:00 | Lunch Break | Any location of your preference - Campus Viale Romania |
| 14:00 - 17:30 | **Development & Prototyping:** Idea selection, development and PowerPoint presentation using AI prompting – Mentor Session | Room 205 **-** Campus Viale Romania |

## Day 4– May 16 | Final Presentations & Awards

| Time | Activities | Location |
|------|-----------|----------|
| 09:00 - 11:00 | Final Teams Presentations | Room 205 **-** Campus Viale Romania |
| 11:00 - 11:30 | Jury Deliberations – Feedback Questionnaire | Room 205 **-** Campus Viale Romania |
| 11:30 - 12:00 | Award Ceremony | Room 205 **-** Campus Viale Romania |