## THE EUPRIO CONFERENCE
## Sevilla (Spain), June 3-6, 2018

### *The digital transformation: a challenge for communications in Higher Education*

### <u>PROGRAMME</u>

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| **Sunday, June 3** | **UNIA (Universidad Internacional de Andalucía) / Hotel Meliá Sevilla** |
| 12:00-18:00 | **Conference registration**<br>Hotel Meliá Sevilla (https://goo.gl/maps/VSg3ich22wy) |
| 18:00-20:00 | **Guided city tour** |
| 20:00-21:30 | **Welcome Ceremony and Reception**<br>UNIA, Monasterio Santa María de las Cuevas – Isla de La Cartuja |
| 21:30 - on | **Sevilla nightlife** (non-guided) |
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| **Monday, June 4** | **Hotel Meliá Sevilla** |
| 08:00-17:00 | **Conference registration and Info Desk**<br>Main Hall (ground floor) |
| 09:00-09:15 | **Conference Opening**<br>**Christine Legrand**, EUPRIO President<br>**José Javier Tejada Martinez**, Chairman of the Conference Scientific Committee<br>Giralda Plenary Room (floor -2) |
| 09:15-10:15 | **Keynote:** *Student Experience: Putting students first is the cleverest digital strategy of all*<br>**Gerry McGovern**, Digital Consultant, Dublin<br>Giralda Plenary Room (floor -2) |
| 10:15-10:45 | **Short introduction of submitted projects for the EUPRIO Awards**<br>**Martin Herrema**, President of the Euprio Awards Jury<br>Giralda Plenary Room (floor -2) |
| 10:45-11:30 | **Coffee break and Guided Poster session**<br>Giralda Hall and Room Giralda VI-VII (floor -2) |
| 11:30-13:00 | **European Plaza**<br>Giralda Plenary Room (floor -2) |
| 13:00-14:00 | **Lunch**<br>Roof Garden |

| 14:15-15:15 | **Masterclasses** (session 1-part 1) and **Workshops** (session 1 – round 1) different rooms |
| 15:30-16:30 | **Masterclasses** (session 1-part 2) and **Workshops** (session 1 – round 2) different rooms |
| 16:30-17:00 | **Guided Poster Session** Euprio Awards and Voting (last opportunity to vote) Room Giralda VI-VII (floor -2) |
| 20:00-23:00 | Gala Dinner with Group Picture at Villa Luisa, Sevilla ([https://goo.gl/maps/DNbwhRXpfK32](https://goo.gl/maps/DNbwhRXpfK32)) |

| **Tuesday, June 5** | **Hotel Meliá Sevilla** |

| 09:00-10:00 | **Masterclasses** (session 2-part 1) and **Workshops** (session 2 – round 1) different rooms |
| 10:15-11:15 | **Masterclasses** (session 2-part 2) and **Workshops** (session 2 – round 2) different rooms |
| 11:15-11:45 | **Coffee break** Giralda Hall (floor -2) |
| 11:45-13:15 | **General Assembly** with EUPRIO Awards Winner and Honorary Fellows, EUPRIO Mobility Programme presentation, EUPRIO Conference 2019 presentation Giralda Plenary room (floor -2) |
| 13:15-14:15 | **Lunch** Roof Garden |
| 14:15-15:15 | **Workshops** (session 3 – round 1) different rooms |
| 15:30-16:30 | **Workshops** (session 3 – round 2) different rooms |
| 16:30-17:30 | **Endnote:** *The role of Higher Education in a fully interconnected world* **Bernd Völcker**, Infopark Giralda Plenary room (floor -2) |
| 20:30-23:30 | Dinner and Party at Los Abades, Sevilla ([https://goo.gl/maps/UDAcoVdz7j62](https://goo.gl/maps/UDAcoVdz7j62)) |

**Wednesday, 6 June 2018**

Excursions organised by the Conference Team:

1. Sevilla: Catedral and Alcazar
2. Córdoba
3. Jerez and Cádiz
4. Doñana and El Rocío

## Masterclasses - Session 1

1. *The value and impact of Social Media*
   **Emma Gilmartin,** University of Glasgow (UK)

2. *It's about the culture: creating a culture that can thrive in a digital world*
   **Gerry McGovern,** Digital Consultant, Dublin (IRL)

3. *How to develop a web strategy in 10 steps*
   **Bernd Völcker**, Infopark, Berlin (DE)

## Masterclasses - Session 2

1. *Get agile and improve the student experience! Digital transformation and improving the user journey*
   **Alfred Almendra,** Independent consultant (FR)

2. *Making connections: the internal communications journey*
   **Philip Graham***, University of Edinburgh (UK)

## Workshops – Session 1

1. *Make Social Media human! How participation, empathy, and imperfection can help achieve internal communications goals*
   **Herwig Damon**, University of Liechtenstein (FL)

2. *A modern idiot's guide to data driven communications*
   **Scott Forrest,** University of the Arctic (FIN)

3. *Bots, trolls and social bots: the good, the bad and the ugly. How bots can be an effective tool for communications in universities and for disseminating knowledge*
   **Juan Carlos Medina Serrano,** Technical University of Munich (D)

4. *Mystudies.au.dk: Designing for – and with – end users. How to personalize a range of data and information in a new study portal*
   **Kim Nørskov,** University of Aarhus (DK)

5. *Not sticks but carrots: how can we keep our community more informed?*
   **Anna Rolczak**, University of Lodz (POL)

## Workshops – Session 2

1. *Communicating with students using targeted data. Turning students into ambassadors*
   **Ouriel Boiria and Maxime Brunengo**, Woltö (FR)

2. Improving the (prospective) international student journey
   **Arjan Burgers and Rita de Wilde**, University of Twente (NL)

3. *GDPR: A Modern European Data Protection Law With a Global Impact*
   **Kristina Kardum**, European Parliament's Directorate-General for Communications (HR)

4. *Messenger Marketing. Direct communication with your target groups by using messaging apps*
   **Petra Dabelstein**, Stuttgart Hochschule für Technik (D)

5. *How not to eat each others lunch: recipes for successful collaboration with IT*
   **Regis Faubet**, Independent consultant (FR)

6. *Engaging our communities on social media*
   **Ole Frank Nielsen,** Aarhus University (DK)

## Workshops – Session 3

1. Developing a digital toolkit: the key to a robust communications operation in 2018
   **Julie Backer and Trine Beate Elvebakken**, Oslo Metropolitan University (N)

2. *How to tell a science story: Multimedia tools in science communications*
   **Melanie Bartos & Stefan Hohenwarter.** University of Innsbruck (A)

3. *New tools of communication and branding: online platforms and MOOCs. How digital platforms and MOOCs promote a university and strengthen the brand*
   **Gian-Andri Casutt.** Swiss Federal Institutes of Technology ETH Board (CH)

4. *Back to the Futures Institute: an adventure in digital comms*
   **Kathryn Darcus**. University of Edinburgh (UK)

5. *Boosting the international reputation of a university with a grand digital project: the Miguel de Cervantes Virtual Library*
   **Silvia García Ponzoda**, University of Alicante (ES)

6. *The data-driven university: how to effectively govern, trust and value university data*
   **Vincenzo Maltese**. University of Trento (IT)

7. *Online evolution in university marketing*
   **Pavla Ondrušková and Radana Kolčavová**, Brno University of Technology (CZ)

8. *University mobile apps: does one app do it all?*
   **Roger Stupf**. University of Zurich (CH)

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