

THE EUPRIO ANNUAL CONFERENCE

THE CHALLENGES AHEAD FOR COMMUNICATION IN HIGHER EDUCATION

TU Wien (Austria)

Campus Karlsplatz (KP), Kuppelsaal - Karlsplatz 13, floor 4 (Welcome Event on Sunday)
Campus Freihaus (FH) - Wiedner Hauptstrasse 8-10 (Monday and Tuesday)

August 27th – 30th, 2023

PRESENTATION

We are experiencing many crises and have many challenges ahead of us, forcing university communication to adapt its communication. At the EUPRIO conference you will learn about current trends and international best practices. You will be integrated into the interesting international network of EUPRIO.

We all are currently experiencing societal challenges such as wars, geopolitical disputes, climate crisis, energy crisis and new technological developments from artificial intelligence to digital transformation and the metaverse.

The EUPRIO conference addresses the challenges for university communication offices in a wide range. How do we organise social media activities in times of value debate, how do we deal with the loss of control in communication and how do we strategically bring ourselves into university management? The numerous workshops cover the topics of internal communication, public affairs, science communication, events, marketing and social media strategies and how do we go into the future with our science festivals and above all how do we reach our target audience? This also includes marketing activities at national and international level to attract students, PhD students and researchers to support our university leaders in providing excellent teaching, research and knowledge and technology transfer.

PRE-CONFERENCE PROGRAMME

(for the Steering Committee and Auditors' Committee Members)

Saturday, August 26th, 2023

- 15:00 - 17:00 **Executive Board Meeting/EC2023 Task Force Meeting**
TU Wien - PR and Marketing Office - Stairway 2, 2nd floor, Resselgasse 3
- 17:00 - 18:30 **Auditors' Meeting**
TU Wien - PR and Marketing Office - Stairway 2, 2nd floor, Resselgasse 3
- 19:30-on **Steering Committee and Auditors dinner**
Restaurant Labstelle (<https://labstelle.at/>) - City Center, Lugeck 6

Sunday, August 27th, 2023

- 09:30- 12:30 Steering Committee Meeting
TU Wien Meeting Room Rectorate - 1st floor, Karlsplatz 13
- 12:30-14:00 Light lunch
TU Wien Foyer Meeting Room Rectorate - 1st floor, Karlsplatz 13

CONFERENCE PROGRAMME

Sunday, August 27th, 2023

- 15:00-18:00 **Registration of participants**
Conference Info desk at TU Wien Campus Freihaus (FH), Aula ground floor -
Wiedner Hauptstr. 8-10
- 15:30-17:00 **1. Tour Charles Square: cultural highlights around the TU Wien**
2. Climate Protection: tour around Charles Square
3. Women in Vienna throughout history
4. Musical tour of Vienna
- Meeting point at 15:15 nearby the statue Ressel in front of the main entrance of the TU Wien
Campus Karlsplatz (KP) - Karlsplatz, 13
- 17:00-18:00 **Special event for new-comers**
TU Wien Corner (office alumni club) - Resselgasse 5
- 18:00-19:00 **Welcome Event**
TU Wien Campus Karlsplatz (KP), Kuppelsaal 4th floor - Karlsplatz 13
- Speakers:
Rector designated of TU Wien, Prof. Jens Schneider
Wien City Representative (tba)
Gian-Andri Casutt, President of EUPRIO
Moderators:
Uwe Steger and Bettina Neunteufl, Austrian Representatives in EUPRIO Steering Committee
- 19:00-22:00 **Get-together**
TU Wien Campus Karlsplatz (KP), Festsaal, Boecklsaal and Foyer 1st floor - Karlsplatz 13

Monday, August 28th, 2023

TU Wien Campus Freihaus (FH) - Wiedner Hauptstr. 8-10

- 08:30-17:30 **Registration and Information**
Conference Info desk - Aula ground floor
- Conference Opening**
- 09:30-09:45 EUPRIO Executive Board members – joint appearance Local Committee
Lecture Hall FH HS 1 red
- 09:45-10:45 **Keynote Speech**
Between Trust and Defiance: Strategic Communication in a Digital Media Ecosystem
Prof. Christian Peter Hoffman, Professor for Communication Management - University of
Leipzig - Germany
Lecture Hall FH HS 1 red
- 10:45-11:00 **Group Photo (drone)**

- 11:00-11:30 **Coffee break and Guided Posters Session**
Hall ground floor and 1st floor
- 11:30-12:15 **Short presentation of the Awards and opening of the e-vote (from 12:30 to 17:00)**
Lecture Hall FH HS 1 red
Ludo Koks, President of the Jury
- 12:15-13:15 **Parallel Session 1**
8 lecture hall and seminar rooms, 2nd + 3rd floor
- 13:15-14:30 **Lunch**
Mensa 1st floor
- 14:30-16:00 **European Plaza (2 rounds)**
Group discussions
10 lecture hall and seminar rooms, 2nd + 3rd floor
- 16:00-16:30 **Coffee break and Guided Posters Session**
Hall ground floor and 1st floor
- 16:30-17:30 **Parallel Session 2**
8 lecture hall and seminar rooms, 2nd + 3rd floor
- 19:30-23:30 **Gala Dinner with the Awards winner ceremony**
City Hall Wien Restaurant Rathauskeller
Grinzinger Stüberl, Rittersaal, Lanner/Leharsaal
Rathausplatz 1 - Wien

Tuesday, 29th August 2023

TU Wien Campus Freihaus (FH) - Wiedner Hauptstr. 8-10

- 09:00-17:00 **Registration and Information**
Conference Info desk - Aula ground floor
- 09:00-10:00 **Keynote Speech**
How to help researchers (and help science!) on social media
Mike Young, Director Mike Young Academy - Denmark
Lecture Hall FH HS 1 red
- 10:00-10:30 **Coffee break**
Hall ground floor and 1st floor

- 10:30-11:30 **Parallel Session 3**
8 lecture hall and seminar rooms, 2nd + 3rd floor
- 11:30-12:30 **Parallel Session 4**
8 lecture hall and seminar rooms, 2nd + 3rd floor
- 12.30-14:00 **Lunch**
Mensa 1st floor
- 14:00-15:00 **General Assembly (read the tentative agenda below)**
Lecture Hall FH HS 1 red
- 15:00-16:00 **Parallel Session 5**
8 lecture hall and seminar rooms, 2nd + 3rd floor
- 16:00-16:30 **Conference closure**
Gian-Andri Casutt, President of EUPRIO
Uwe Steger and Bettina Neunteufl, Local Organising Team
Lecture Hall FH HS 1 red
- 19:00-23:30 **Farewell Party**
Summerstage
Roßauer Lände - right on the Danube Canal

Wednesday, August 30th, 2023

- 08:00-18:00 **Journey home**
- 09:00-11:00 ~~“New” Democracy: special tour to the restored Parliament (for free)~~
registration on MyEUPRIO requested
- 09:00-10:00 **Replaced by the guided tour to the “City Hall”**
meeting point at the main entrance in Friedrich-Schmidt-Platz 1, 1010 Vienna
at 09:00 sharp
- All day **Guided tour to Schönbrunn Castle** chargeable, booking individually

Updated 25/08/2023

PARALLEL SESSIONS

There are **5 parallel sessions** and each participant can select one activity per session. The parallel sessions contains **3 kinds of activity**:

Presentation (P)

A presentation is the presentation of a specific topic by the speaker. The presentation should last 30 to max. 45 minutes and allow space for questions and answers as well as a discussion with the participants.

Workshop (W)

A workshop starts with a short introduction to the topic and allows for comments from the participants (approx. 10 minutes). Afterwards, questions are discussed in small working-groups (20 minutes), the results of which are then briefly presented by that groups (15 minutes). Finally, the results are discussed in the plenary.

Talk (T)

A talk begins with a short thematic introduction to the topic (max. 5 minutes). This is followed by various aspects or best-practice examples on the topic by means of one or more short impulse presentations. (max. 5-7 minutes each - depending from the number of presenters). After these presentations, questions can be asked and the person in charge moderates a discussion with the experts and the audience.

Each Presentation (P) and Workshop (W) lasts one hour and is repeated twice.

Each Talk (T) lasts between 90 and 120 minutes and held once. They are only on Tuesday.

Parallel Sessions 1 – Monday, August 28, 2023 h. 12:15-13:15

- 1. How the pursuit of excellence almost led to the fall of a university (P)**
Peter Andréasson, Karolinska Institutet – Sweden
yellow area - floor 2 - room FH HS 3
- 2. Internal Communications: how to implement it in our universities – Euprio Mobility Programme results (W)**
Paola Claudia Scioli, University Communication Consultant – Italy
green area - floor 2 - room 02A
- 3. How does OsloMet use digital marketing to discover and attract potential students? (P)**
Kristian Mehlum Lie, OsloMet – Norway
green area - floor 2 - room 02B
- 4. Science communication through Wikipedia (P)**
Gael Hurlimann, EPFL – Switzerland
yellow area - floor 2 - room FH HS 7
- 5. Build relationships and raise the profile of your communication department by advising researchers (W)**
Henrik Friis and Lene Håhr Jensen, University of Copenhagen, Faculty of Humanities – Denmark
green area - floor 3 - room 03A
- 6. How to approach scientific community? (W)**
Aleš Vlk, Charles University, Faculty of Physical Education and Sport – Czech Republic
yellow area - floor 5 - room 05B

- 7. Culture, Science & Society programs, how to implement them in our institutions – Euprio Mobility Programme results (W)**
Farida Khali, Université de Fribourg – Switzerland
yellow area - floor 5 - room 05A
- 8. How to develop a sustainable communication program? - the case of science communication at the University of Aveiro (W)**
Pedro Pombo and Caroline Magalhaes, University of Aveiro – Portugal
green area - floor 3 - room 03B

Parallel Sessions 2 – Monday, August 28, 2023 h. 16:30-17:30

- 1. How the pursuit of excellence almost led to the fall of a university (P)**
Peter Andréasson, Karolinska Institutet – Sweden
yellow area - floor 2 - room FH HS 3
- 2. How does OsloMet use digital marketing to discover and attract potential students? (P)**
Kristian Mehlum Lie, OsloMet – Norway
green area - floor 2 - room 02B
- 3. Science communication through Wikipedia (P)**
Gael Hurlimann, EPFL – Switzerland
yellow area - floor 2 - room FH HS 7
- 4. Build relationships and raise the profile of your communication department by advising researchers (W)**
Henrik Friis and Lene Håhr Jensen, University of Copenhagen, Faculty of Humanities – Denmark
green area - floor 3 - room 03A
- 5. How to approach scientific community? (W)**
Aleš Vlček, Charles University, Faculty of Physical Education and Sport – Czech Republic
yellow area - floor 5 - room 05A
- 6. Culture, Science & Society programs, how to implement them in our institutions – Euprio Mobility Programme results (W)**
Farida Khali, Université de Fribourg – Switzerland
yellow area - floor 5 - room 05B
- 7. How to achieve real social inclusion on campus? – Euprio Mobility Programme results (W)**
Marcin Witkowski, Adam Mickiewicz University, Poznań – Poland
green area - floor 2 - room 02A
- 8. How to develop a sustainable communication program? - the case of science communication at the University of Aveiro (W)**
Pedro Pombo and Caroline Magalhaes, University of Aveiro – Portugal
green area - floor 3 - room 03B

Parallel Sessions 3 – Tuesday, August 29, 2023 h. 10:30-11:30

- 1. Science communication with AI: a hands-on workshop (W)**
Mirko Bischofberger, EPFL and Science Studios GmbH – Switzerland
green area - floor 2 - room 02A

- 2. Outside-in: how to become impactful towards politicians and policy makers? - Part 1 (P)**
Ludo Koks, Utrecht Universitet, and Denis Ancion, Maastricht Universiteit – Netherlands
yellow area - floor 2 - room FH HS 2
- 3. From research to real world: how to boost research's impact and the role communications can play (P)**
Rose-Marie Barbeau, University of Glasgow, Edd McCracken and Anne-Sofie Laegran, The University of Edinburgh – United Kingdom
yellow area - floor 2 - room FH HS 3
- 4. How can we help scientists to get their message across? (W)**
Tony Lockett, European Research Council – Belgium
green area - floor 3 - room 03B
- 5. Podcast – The sound of science (P)**
Nils Koudahl and Pernille Munch Toldam, University of Copenhagen – Denmark
yellow area - floor 2 - room FH HS 7
- 6. How a communication department can help its university to achieve its strategic goals - Part 1 (T)**
Gian-Andri Casutt, ETH-RAT - Switzerland, Uwe Steger, Universität Innsbruck - Austria, Julia Wandt, Universität Freiburg – Germany
green area - floor 2 - room 02B
- 7. European University Alliances: Challenges and opportunities for Communications - Part 1 (W)**
Caroline Grand, La Rochelle Université - France, Hannamajia Helander, University of Helsinki - Finland, Åshild Nylund, University of Bergen – Norway
green area - floor 3 - room 03A
- 8. Role and Challenges of communication Directors in university fundraising (P)**
Cynthia Ghobril Andrea, University Saint Joseph of Beirut - Fondation USJ – Lebanon
yellow area - floor 2 - room FH HS 4

Parallel Sessions 4 – Tuesday, August 29, 2023 h. 11:30-12:30

- 1. AI in Science Communication - Chances and challenges (W)**
Elisabeth Hofmann, Universität zu Köln – Germany
green area - floor 3 - room 03A
- 2. Science communication with AI: a hands-on workshop (W)**
Mirko Bischofberger, EPFL and Science Studios GmbH – Switzerland
yellow area - floor 2 - room FH HS 7
- 3. Outside-in: how to become impactful towards politicians and policy makers? - Part 2 (P)**
Ludo Koks Utrecht Universiteit, and Denis Ancion, Maastricht Universiteit – Netherlands
yellow area - floor 2 - room FH HS 2
- 4. How can we help scientists to get their message across? (W)**
Tony Lockett, European Research Council – Belgium
green area - floor 2 - room 02B
- 5. The Power of Corporate Influencers - How Employees Change Organizational Communication (W)**
Winfried Ebner, Anders leben ▪ Menschen bewegen – Germany
green area - floor 2 - room 02A

- 6. How a communication department can help its university to achieve its strategic goals – Part 2 (T)**
Gian-Andri Casutt, ETH-RAT - Switzerland, Uwe Steger, Universität Innsbruck - Austria, Julia Wandt, Universität Freiburg – Germany
yellow area - floor 2 - room FH HS 3
- 7. European University Alliances: Challenges and opportunities for Communications – Part 2 (W)**
Caroline Grand, La Rochelle Université - France, Hannamajia Helander, University of Helsinki - Finland, Åshild Nylund, University of Bergen – Norway
yellow area - floor 5 - room 05A

Parallel Sessions 5 – Tuesday, August 29, 2023 h. 15:00-16:00

- 1. AI in Science Communication - Chances and challenges (W)**
Elisabeth Hofmann, Universität zu Köln – Germany
yellow area - floor 2 - room FH HS 3
- 2. Internal Communications: how to implement it in our universities – Euprio Mobility Programme results (W)**
Paola Claudia Scioli, University Communication Consultant – Italy
green area - floor 2 - room 02A
- 3. From research to real world: how to boost research’s impact and the role communications can play (P)**
Rose-Marie Barbeau, University of Glasgow, Edd McCracken and Anne-Sofie Laegran, The University of Edinburgh – United Kingdom
yellow area - floor 2 - room FH HS 7
- 4. Podcast – The sound of science (P)**
Nils Koudahl and Pernille Munch Toldam, University of Copenhagen – Denmark
green area - floor 3 - room 03A
- 5. The Power of Corporate Influencers - How Employees Change Organizational Communication (W)**
Winfried Ebner, Anders leben ▪ Menschen bewegen – Germany
yellow area - floor 2 - room FH HS 2
- 6. How to achieve real social inclusion on campus? – Euprio Mobility Programme results (W)**
Marcin Witkowski, Adam Mickiewicz University, Poznań – Poland
green area - floor 2 - room 02B
- 7. Role and Challenges of communication Directors in university fundraising (P)**
Cynthia Ghobril Andrea, University Saint Joseph of Beirut - Fondation USJ – Lebanon
yellow area - floor 2 - room FH HS 4

EUROPEAN PLAZA

It is a **discussion format** on a specific topic as listed below, where all participants should contribute with their experiences and opinions, ask questions or make comments.

In each case, **there is a moderator who introduces the topic and leads the discussion.**

Within the European-Plaza you can **choose two different topics.** Each session lasts **45 minutes.**

TOPICS

- 1. Social Media in Higher Education - trends and learnings**
Emmanuelle Almendra and Anna Rolczak
red area - floor 1 - room FH HS 1
- 2. Dialogue with politics and Public Affairs in Higher Education**
John Cavani and Ludo Koks
yellow area - floor 2 - room FH HS 2
- 3. Communicate sustainability in Higher Education**
Margarida Almeida and Farida Khali
yellow area - floor 2 - room FH HS 3
- 4. Crisis communication**
Hannamjia Helander and Per M. Eriksson
yellow area - floor 2 - room FH HS 4
- 5. International communication and marketing**
Marlene Günsberg and Marcin Witkowski
yellow area - floor 2 - room FH HS 7
- 6. Impact measuring, KPI and communication**
Petra Köppl and Marita Müller
green area - floor 2 - room 02A
- 7. How to build up efficient communities in University (alumni, students, foreign students)**
Sandra Kramar and Virginia Aceituno
green area - floor 2 - room 02B
- 8. How to select information, how to say no to a scientist?**
Christian Degen and Uwe Steger
green area - floor 3 - room 03A
- 9. Artificial Intelligence and digital transformation: what changes in the activities of communication professionals**
Paola Claudia Scioli and Christine Legrand
green area - floor 3 - room 03B
- 10. Metaverse controversy**
Gian-Andri Casutt and Julie Backer
yellow area - floor 5 - room 05A

GENERAL ASSEMBLY

TU Wien – Campus Freihaus - Lecture Hall FH HS 1 red
Wiedner Hauptstrasse 8-10 – Vienna (Austria)

August 29th, 2023 from 02:00 p.m. to 03:00 p.m. (CET)

TENTATIVE AGENDA

1. President's welcome and opening remarks
2. Approval of the GA meeting minutes on August 30th, 2022
3. Membership status and National Representatives
4. Activities 2022
5. Balance 2022 presentation, Auditors' report and voting
6. Programme proposals and event suggestions for 2023-2024
7. Membership fees 2024 – proposal and voting
8. Provisional Budget 2024 – presentation and voting
9. New Charter: presentation and voting
10. Future annual conferences proposals
11. Elections - second term president, vice-president, auditor
12. Any other business

Antwerp, August 4th, 2023



Gian-Andri Casutt
President of EUPRIO