

THE EUPRIO XXXIV ANNUAL CONFERENCE

SHAPING THE FUTURE:
the strategic role of Communication in the European Universities

University of Turin
Rectorate Building – Via Po 17 Turin (Italy)
CLE-Campus Luigi Einaudi - Lungo Dora Siena 100 Turin (Italy)

June 12-15, 2024

PARALLEL SESSIONS

There are four parallel sessions, and each participant can select one activity per session. The parallel sessions include three types of activities:

Presentation (P)

A presentation involves the speaker discussing a specific topic. It should last 30 to a maximum of 45 minutes and include time for questions and answers as well as a discussion with the participants. **(Low to medium interactive)**

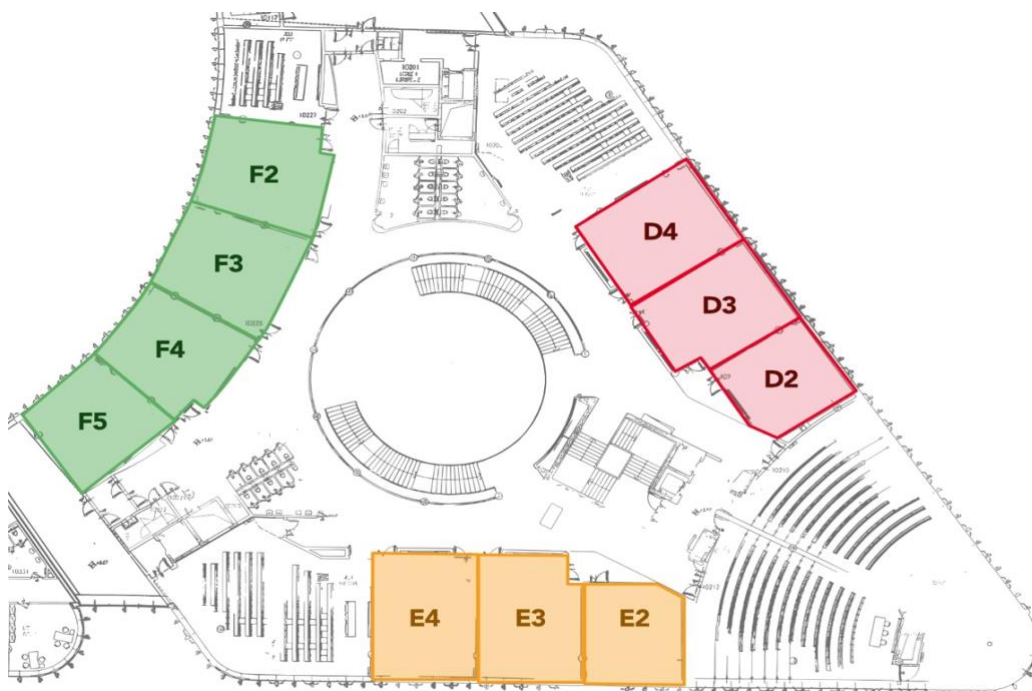
Workshop (W)

A workshop begins with a brief introduction to the topic and allows for comments from the participants (approximately 10 minutes). This is followed by discussions in small working groups (20 minutes), the outcomes of which are then presented by the groups (15 minutes). Finally, the results are discussed in the plenary session. **(Medium to very interactive)**

Discussion/Talk (T)

A talk starts with a concise thematic introduction to the topic (maximum 5 minutes). It is followed by various aspects or best-practice examples of the topic through one or more brief impulse presentations (maximum of 5-7 minutes each, depending on the number of presenters). After these presentations, there is an opportunity for questions, and the facilitator moderates a discussion with the experts and the audience. **(Very interactive)**

Each Presentation (P), Discussion/Talk (T), and Workshop (W) session lasts one hour and is repeated twice.



Parallel Sessions 1 – Thursday, June 13, 2024 h. 14:30-15:30

- 1. From sustainability to transition: how to ensure buy-in from our communities. Focus on two approaches in Belgium & Switzerland (P)**
Cédric Focking Schneider with Pascale Paschoud, Communication manager - Université de Lausanne (Switzerland)
Emmanuelle Dejaiffe with Alba Vanhaelen, Head of Communication - University College Léonard de Vinci (Belgium)
Room F5
- 2. Facing the crisis: How to create a platform for climate and sustainability communication (P)**
Melanie Bartos, Science communicator - Universität Innsbruck (Austria)
Room F2
- 3. Unbore your Numbers! Learn simple, yet compelling infographic & storytelling tricks to revive your Powerpoint from Death! (P)**
Fridolin Brandl, CEO and Creative Director - VerVieVas GmbH (Austria)
Room D4
- 4. Let's coalesce! Training needs and opportunities for quality science & research communication (W)**
Ilda Mannino, COALESCE Project and Scientific Coordinator TEN Program on sustainability - Venice International University (Italy)
Room D2
- 5. Turning university strategy into a useful brand platform for All communication - in one week! (W)**
Øivind Dagsvik Eskedal, Communications Director - University of Agder (Norway)
Thomas Eikeland Fiskå, Communications Adviser and Design Coordinator - University of Agder (Norway)
Room E2
- 6. How to attract the most suitable students | How to attract any students at all - Danish perspectives on student recruitment (P)**
Morten Moesgaard Sørensen, Communications and press officer – Danish National Centre for Foreign Languages - University of Copenhagen & Aarhus University (Denmark)
Rikke Bøyesen, Special Consultant at Central Administration, Educations & Students – University of Copenhagen (Denmark)
Room E3
- 7. Crisis communication: when things turn out differently than planned – Euprio Mobility Programme Crisis Communication (P)**
Karolien Lories, Press and Corporate Communications, AP University of Applied Sciences & Arts Antwerp (Belgium)
Stefania Stecca, Head of Institutional and Organizational communication – University of Turin/Università degli studi di Torino (Italy)
Room F4
- 8. Change communication in higher education: A pan-European perspective – Euprio Mobility Programme Internal Communication (P)**
Per M. Eriksson, Communication strategist specialized in management communication - Malmö University (Sweden)
Room F3
- 9. TikTok and tools to talk to the newest generations (P)**
Jamani Caillet with Julie Haffner, Community manager – EPFL (Switzerland)
Room E4
- 10. Collaboration between universities and journalists (T)**
Valeria delle Cave, Head of Foreign Press Office – IIT Istituto Italiano di Tecnologia, Genova (Italy)
Marcin Monko, Head of Media and Content - European Research Council, Brussels (Belgium)
Christine Ro, Freelance journalist - BBC and Nature, London (United Kingdom)
Fabio Turone, Executive Director - Center for Ethics in Science and Journalism, WP lead of Frontiers project (Italy)
Room D3

Parallel Sessions 2 – Thursday, June 13, 2024 h. 16:00-17:00

- 1. From sustainability to transition: how to ensure buy-in from our communities. Focus on two approaches in Belgium & Switzerland. (P)**
Cédric Focking Schneider with Pascale Paschoud, Communication manager - Université de Lausanne (Switzerland)
Emmanuelle Dejaiffe with Alba Vanhaelen, Head of Communication - University College Léonard de Vinci (Belgium)
Room F5
- 2. Facing the crisis: How to create a platform for climate and sustainability communication (P)**
Melanie Bartos, Science communicator - Universität Innsbruck (Austria)
Room F2
- 3. Unbore your Numbers! Learn simple, yet compelling infographic & storytelling tricks to revive your Powerpoint from Death! (P)**
Fridolin Brandl, CEO and Creative Director - VerVieVas GmbH (Austria)
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- 4. Let's coalesce! Training needs and opportunities for quality science & research communication (W)**
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- 5. Turning university strategy into a useful brand platform for All communication - in one week! (W)**
Øivind Dagsvik Eskedal, Communications Director - University of Agder (Norway)
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Room E2
- 6. How to attract the most suitable students | How to attract any students at all - Danish perspectives on student recruitment (P)**
Morten Moesgaard Sørensen, Communications and press officer – Danish National Centre for Foreign Languages - University of Copenhagen & Aarhus University (Denmark)
Rikke Bøyesen, Special Consultant at Central Administration, Educations & Students – University of Copenhagen (Denmark)
Room E3
- 7. Crisis communication: when things turn out differently than planned – Euprio Mobility Programme Crisis Communication (P)**
Karolien Loriers, Press and Corporate Communications, AP University of Applied Sciences & Arts Antwerp (Belgium)
Stefania Stecca, Head of Institutional and Organizational communication – University of Turin/Università degli studi di Torino (Italy)
Room F4
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Parallel Sessions 3 – Friday, June 14, 2024 h. 09:00-10:00

1. **From cyber threats to student protests: lessons from our Communications team (P)**
Jamie Brown, Head of Communications - The University of Manchester (United Kingdom)
Room D4
2. **Kicking A** and publishing names – A hands-on workshop that guarantees media results with no budget and no team, in no time (W)**
Ana Ferreira, Head of Communication & Media Relations - Nova School of Business & Economics (Portugal)
Room F5
3. **Science communications in the periphery – the dialogue with civil society. Experiences and challenges of a case study in Brandenburg (P)**
Marita Müller, Head of Science Communication - Brandenburg University of Technology Cottbus-Senftenberg (Germany)
Room E2
4. **Exploring the pros and cons of AI in social media content creation (W)**
Ole Frank Nielsen, Special Consultant - Aarhus University (Denmark)
Room E4
5. **#Researchmatters - Public Affairs campaign (P)**
Suvi Saarinen, Communication manager - University of Helsinki (Finland)
Room D2
6. **Building trust - an international science communication campaign – Euprio Mobility Programme International Communication and Marketing results (W)**
Constanze Böttcher, International Communication Officer - Carl von Ossietzky Universität Oldenburg (Germany)
Room E3
7. **Crisis communication: let's work on some cases (W)**
Alessandra Saletti, Head of Press Office and External Relations – University of Trento (Italy)
Room D3
8. **Empowering voices, visual magic, and rebranding success: transformative strategies for the University of Iceland's recruitment and social media triumph (W)**
Jón Örn Guðbjartsson, Director of Communication and Marketing – University of Iceland (Iceland)
Room F2
9. **How a small Swedish university tripled its number of international students through successful communication! (P)**
Ebba Thorolvsen, Communication Officer – University West/Högskolan Väst (Sweden)
Room F4
10. **Create your own content with AI (W)**
Mirko Bischofberger, Science communication consultant - SCIENCE STUDIOS (Switzerland)
Room F3

Parallel Sessions 4 – Friday, June 14, 2024 h. 11:45-12:45

1. **From cyber threats to student protests: lessons from our Communications team (P)**
Jamie Brown, Head of Communications - The University of Manchester (United Kingdom)
Room D4
2. **Kicking A** and publishing names – A hands-on workshop that guarantees media results with no budget and no team, in no time (W)**
Ana Ferreira, Head of Communication & Media Relations - Nova School of Business & Economics (Portugal)
Room F5
3. **Science communications in the periphery – the dialogue with civil society. Experiences and challenges of a case study in Brandenburg (P)**
Marita Müller, Head of Science Communication - Brandenburg University of Technology Cottbus-Senftenberg (Germany)
Room E2
4. **Exploring the pros and cons of AI in social media content creation (W)**
Ole Frank Nielsen, Special Consultant - Aarhus University (Denmark)
Room E4
5. **#Researchmatters - Public Affairs campaign (P)**
Suvi Saarinen, Communication manager - University of Helsinki (Finland)
Room D2
6. **Attracting International Students – Insights from four Universities across Europe – Euprio Mobility Programme International Communication and Marketing results (W)**
Lisa Maria Marchl, Communication and Marketing Officer – Universität Innsbruck (Austria)
Room E3
7. **Crisis communication: let's work on some cases (W)**
Alessandra Saletti, Head of Press Office and External Relations – University of Trento (Italy)
Room D3
8. **Empowering voices, visual magic, and rebranding success: transformative strategies for the University of Iceland's recruitment and social media triumph (W)**
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Updated February 22th, 2024