

**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**

**PRESENTATION**

Communication at universities has evolved significantly over the years, increasing in both importance and diversity. With a multitude of channels available—ranging from digital platforms to offline events, such as public and student marketing events—the landscape is more complex. The advent of new tools employing artificial intelligence and the abundance of information have made it challenging to capture attention. In an increasingly interconnected world, universities must maintain strong regional ties while also embracing international openness to deliver excellent teaching, research, and knowledge transfer.

At the EUPRIO conference, communication department units from higher education institutions learn about the latest international practices. This encompasses internal and external communication, social media, crisis communication, digital communication, open day events, dialogue with the public or political figures, and also extends to alumni relations and fundraising.

Strategic communication is vital for the future of universities. We must be efficient and effective in mastering these tools and utilizing all available channels. Our researchers, students, and innovative tools such as artificial intelligence support us in this endeavour.

**PRE-CONFERENCE PROGRAMME**

(for the Steering Committee and Auditors' Committee Members)

**Tuesday June 11, 2024**

- 15:00-17:00 Executive Board meeting/EC2024 Task Force meeting  
Lobby of the hotel Concord - via Lagrange, 47
- 17:00-19:00 Auditors' Committee meeting  
Lobby of the hotel Concord - via Lagrange, 47
- 20:00-23:00 Steering Committee and Auditors dinner  
Circolo Canottieri Esperia - corso Moncalieri, 2

**Wednesday June 12, 2024**

- 09:30-12:30 Steering Committee Meeting  
Rectorate Building first floor, Sala Allara - via Po, 17
- 13:00-14:30 Steering Committee and Auditors light lunch  
Le Vitel Etonné - via S. Francesco da Paola, 4

**CONFERENCE PROGRAMME**

**Wednesday June 12, 2024**

**14:00-19:00 Registration of participants**

Cavallerizza Reale, Sala delle Colonne - via G. Verdi, 9

**15:00-16:00 Special event for new-comers**

Cavallerizza Reale, Sala Multifunzione - via G. Verdi, 9

**16:00-19:00 Groups meetings/EMP meetings**

Cavallerizza Reale, Sala Multifunzione - via G. Verdi, 9

**16:00-18:00 Guided tours**

1. The University Museums: Museum of Human Anatomy “Luigi Rolando”
2. The University Museums: Museum of Criminal Anthropology “Cesare Lombroso”
3. Turin the Royal city
4. Turin and its historical coffee shops
5. Turin urban trekking

**Meeting point at 15:45 at Cavallerizza Reale Courtyard – via G. Verdi, 9**

**19:00-20:00 Welcome Event**

Cavallerizza Reale, Aula Magna – via G. Verdi, 9

Gian-Andri Casutt, President of EUPRIO

Prof. Christopher Cepernich, Department of Cultures, Politics and Society University of Turin

Edoardo T. Brioschi, Honorary Member of EUPRIO and Honorary President of AICUN

Angelo Saccà, President of AICUN

Paola Claudia Scioli, AICUN Board, Italian National Representative in the EUPRIO Steering Committee

**20:00-22:00 Get-together**

Rectorate, Loggia first floor - via G. Verdi, 8

Dress Code: Casual

**Thursday June 13, 2024**

CLE-Campus Luigi Einaudi - lungo Dora Siena, 100

**08:30-17:30 Registration and Information**

Conference Info desk – Main Hall Campus Luigi Einaudi (CLE)

**09:00-09:15 Conference Opening**

EUPRIO Executive Board members – joint appearance Local Committee

**09:15-10:00 Keynote speech**

What is university communication for? Branding, democracy, and ‘auto-communication’

Sarah Davies, professor of Technosciences, Materiality, & Digital Cultures, Department of Science and Technology Studies at the University of Vienna - Austria

**10:00-10:45 Panel discussion and questions&answers**

Shaping Tomorrow: The Evolution of European Universities and the Role of Communication

Gian-Andri Casutt, President of EUPRIO

Sarah Davies, professor of Technosciences, Materiality, & Digital Cultures, Department of Science

and Technology Studies at the University of Vienna – Austria  
Bettina Neunteufl, Spokesperson, Head of Public Affairs TU Wien - Austria  
Anna Rolczak, Director of Communication and PR University of Lodz - Poland  
John Cavani, Director of Marketing, Communications and International University of Suffolk – United Kingdom

- 10:45-11:15 Coffee break
- 11:15-12:15 Short presentation of the Awards  
Ludo Koks, President of the Awards Jury
- 12:15-12:30 Group photo
- 12:30-14:30 Lunch and guided posters session (voting online)
- 14:30-15:30 Parallel Sessions 1
- 15:30-16:00 Coffee break and guided posters session (voting online)
- 16:00-17:00 Parallel Sessions 2
  
- 19:30-23:30 Gala Dinner  
Museo del Risorgimento Palazzo Carignano - piazza Carlo Alberto, 8  
Dress Code: Business Casual

**Friday June 14, 2024**

CLE-Campus Luigi Einaudi - Lungo Dora Siena, 100

- 08:30-17:30 Information Desk  
Conference Info desk – Main Hall Campus Luigi Einaudi (CLE)
- 09:00-10:00 Parallel Sessions 3
- 10:15-11:15 European Plaza
- 11:15-11:45 Coffee break and guided posters session (voting online)
- 11:45-12:45 Parallel Sessions 4
- 12:45-14:15 Lunch
- 14:15-15:45 General Assembly with the Awards winner ceremony
- 15:45-16:45 Endnote speech  
Looking to the future with hope, inspiration and a dose of reality  
Theresa Merrick, Director of Communications and Marketing at The University of Edinburgh - United Kingdom
- 16:45-17:00 Conference closure

19:30-23:30 Farewell Party  
Snodo OGR-Officine Grandi Riparazioni - corso Castelfidardo, 22  
Dress Code: Casual

### Saturday June 15, 2024

08:30-17:30 Journey home

09:00-13:00 Optional touristic activities (direct reservation)

### 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 interaction)**

#### 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.

### 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 are a couple of moderators/ facilitators who know are experts of the topic and introduce and lead the discussion.

Within the European-Plaza you can choose one topic. Each session lasts 60 minutes.

### TOPICS

- 1. Media relations and science journalism (Room D3 and D4)**  
Discussion about the changes in the media landscape, in science journalism and what this means for our media relations.
- 2. Social media in Higher Education - trends and learnings (Room E3 and E4)**  
The social media tools change regularly, we discuss which tools will accompany us in the future, is it still X (Twitter), Facebook or Instagram or is it Bluesky, LinkedIn and Tik Tok or virtual reality.
- 3. Communicate European Universities alliances (Room D2 and E2)**  
Many of our universities are members of alliances. What does this mean for our communication departments? We will share the experiences from the last few years?
- 4. How AI is impacting communications and marketing (Room F2 and F3)**  
Everyone is talking about AI and how it will influence our work in the future. We will share our initial experiences of using AI and discuss possible future developments.
- 5. How do you deal with political positioning in times of global crisis (Room F4 and F5)**  
The geopolitical situation in the world also indirectly affects our universities. Russia's war against Ukraine, the Israeli-Palestinian conflict and many other issues bring demonstrations to universities, which are expected to take a stand.

*Updated June 12, 2024*