

## 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  
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**

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

##### **Wednesday June 12, 2024**

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|-------------|---|
| 09:30-12:30 | Steering Committee Meeting<br>Rectorate Building, Sala Allara - via Po, 17 - first floor      |
| 13:00-14:30 | Steering Committee and Auditors light lunch<br>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 Verdi, 9
- 15:00-16:00      Special event for new-comers  
Cavallerizza Reale, Sala Multifunzione - via Verdi, 9
- 16:00-19:00      Groups meetings/EMP meetings  
Cavallerizza Reale, Sala Multifunzione - via Verdi, 9
- 16:00-18:00      Guided tours
1. The University Museums:
    - Museo di Anatomia Umana "Luigi Rolando"
    - Museo di Antropologia Criminale "Cesare Lombroso"
  2. Turin the Royal city
  3. Turin and its historical coffee shops
  4. 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
- Speakers:  
Prof. Stefano Geuna, Rector of the University of Turin  
Prof.ssa Giulia Carluccio, Vice-rector Communication  
Gian-Andri Casutt, President of EUPRIO
- Moderators:  
Paola Scioli and Enrico Costa, Italian Representatives in EUPRIO Steering Committee
- 20:00-22:00      Get-together  
Rectorate, Loggia first floor - via Po, 17/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

10:00-10:45	Panel discussion and questions&answers
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
16:45-17:00	Conference closure
19:30-23:30	Farewell Party Snodo OGR-Officine Grandi Riparazioni - corso Castelfidardo, 22 - Turin 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 leads the discussion.

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

### **TOPICS**

1. Impact measuring, KPI and communication
2. Social Media in Higher Education - trends and learnings
3. Communicate Alliances
4. The political impact of the gender languages
5. How do you deal with political positioning in times of global crisis

*Updated January 22, 2024*