

## **PARALLEL SESSIONS**

There are four parallel sessions, and each participant can select one activity per session. The parallel sessions include two 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)**

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

**All the rooms are in the BUILDING E and each session will be repeated twice in the same room**

- Ground floor: E002, E003, E004, E005, E006, E007

- First floor: E105, E107, E108, E109

### **Parallel Sessions 1 – Thursday, August 21, 2025 - h. 16:00 – 17:00**

- 1. Navigating crises in Higher Education: practical communication strategies (W)**  
Andreas Archut, Director of Communication - University of Bonn (Germany)  
Room E006 SUMOL+COMPAL (80 places)
- 2. From prospective student to alumnus: mapping the student journey (W)**  
Ebba Kristina Thorolvsen, Communication Officer – University of West (Sweden)  
Evelina Olsson, Communication Officer – University of West (Sweden)  
Room E004 Caixa BI (80 places)
- 3. Communications against the machine: using media coverage to influence government policy (P)**  
Edd McCracken, Head of Research Communications - The University of Edinburgh (United Kingdom)  
Room E003 Maurícia Godinho Lopes (55 places)
- 4. The spy uncovered and the communication lessons learned (P)**  
Gea Kääpa, Head of Communication – University of Tartu (Estonia)  
Room E005 Isabel Saraiva & Fernando Sapinho (55 places)
- 5. When everybody is going AI ... How to stay human? (P)**  
Jutta Kasslin, Head of Marketing – Aalto University (Finland)  
Helena Vannas, Digital Marketing Lead – Aalto University (Finland)  
Room E002 Reformosa (80 places)
- 6. Discussing topics like health and climate change can be scary: How to get people to listen (P)**  
Jana Wilbricht, Head of Communications BCEPS Centre of Excellence – University of Bergen (Norway)  
Room E105 Samuel Da-Rocha-Lopes (36 places)
- 7. Managing a transversal theme (P)**  
Julie Haffner, Press officer and deputy editor in chief – EPFL (Switzerland)  
Anne-Muriel Brouet, Scientific writer – EPFL (Switzerland)  
Room E107 TBD (36 places)
- 8. A communication academy for scientists: Empowering researchers to navigate the new communication landscape (W)**  
Christoph Elhardt, Media spokesperson and Communication specialist – ETH Zürich (Switzerland)  
Gertrud Lindner, Communication manager Corporate Communications – ETH Zürich (Switzerland)  
Room E007 BPI | Fundação "la Caixa" (55 places)

9. **Breaking: Universities killed by their own success? (W)**  
Sys Christina Vestergaard, Head of Communication and Press – Aarhus University (Denmark)  
Room E108 Luís Miguel Sousa (46 places)
10. **Finding tomorrow's answers together: lessons from Maastricht University's new campaign and repositioning process (W)**  
Roel van Herpt, Director of Marketing and Communications – Maastricht University (Netherlands)  
Room E109 Vieira de Almeida (50 places)

#### Parallel Sessions 2 – Thursday, August 21, 2025 - h. 17:00 – 18:00

1. **Navigating crises in Higher Education: practical communication strategies (W)**  
Andreas Archut, Director of Communication - University of Bonn (Germany)  
Room E006 SUMOL+COMPAL (80 places)
2. **From prospective student to alumnus: mapping the student journey (W)**  
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Evelina Olsson, Communication Officer – University of West (Sweden)  
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3. **Communications against the machine: using media coverage to influence government policy (P)**  
Edd McCracken, Head of Research Communications - The University of Edinburgh (United Kingdom)  
Room E003 Maurícia Godinho Lopes (55 places)
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Roel van Herpt, Director of Marketing and Communications – Maastricht University (Netherlands)  
Room E109 Vieira de Almeida (50 places)

#### Parallel Sessions 3 – Friday, August 22, 2025 - h. 10:00 -11:00

1. **Engaging students in the digital era: lessons from ULiège's TikTok and Instagram journey (P)**  
Alice Lacroix, Community Manager – Université de Liège (Belgium)  
Room E002 Reformosa (80 places)

2. **The future of Science Communication: AI-Driven insights and trends (W)**  
Andrea Costa, Scientific Communicator – Università Bocconi (Italy)  
Room E004 Caixa BI (80 places)
3. **Finding students: dive into data-driven targeting strategies from the University of Suffolk and Bath Spa University (P)**  
John Cavani, Director of Marketing, Communications and International – University of Suffolk (United Kingdom)  
Room E005 Isabel Saraiva & Fernando Sapinho
4. **AI-Powered content creation: boosting communication in Higher Education (W)**  
Julius Wesche, Research/Founder - NTNU / Science Impact Academy (Norway)  
Room E003 Maurícia Godinho Lopes (55 places)
5. **University and societal impact: how and what to measure? Presenting case Aalto University impact report and methodology (P)**  
Katja Lahti, Senior Communications Specialist – Aalto University (Finland)  
Room E007 BPI (55 places)
6. **Open science communication: ensuring digital sovereignty (P)**  
Melanie Bartos, Science communicator – University of Innsbruck (Austria)  
Room E108 Luís Miguel Sousa (46 places)
7. **From social platforms to people: elevating university communication through public affairs, personal relations, and strategic networks (W)**  
Ole Frank Nielsen, Special Consultant – Faculty of Arts Aarhus University (Denmark)  
Room E006 SUMOL+COMPAL (80 places)
8. **Empowering internal cooperation: how social media templates can drive process improvement (P)**  
Michel Andreas Büchel, Responsible Social Media & Content Creator - ETH Zürich (Switzerland)  
Vinzenz Greiner, Responsible Social Media & Online News- ETH Zürich (Switzerland)  
Room E109 Vieira de Almeida (50 places)
9. **Promoting student mobility through effective cross-media communication (P)**  
Lina Hörügel, Head of International University Communication - Leipzig University  
Josephine Petzold, Coordinator Digital Communication - Leipzig University  
Katharina Pingel, Head of Process Development and Digital Communication - Leipzig University  
Room E107 TBD (36 places)

#### Parallel Sessions 4 – Friday, August 22, 2025 - h. 15:00 – 16:00

1. **Engaging students in the digital era: lessons from ULiège's TikTok and Instagram journey (P)**  
Alice Lacroix, Community Manager – Université de Liège (Belgium)  
Room E002 Reformosa (80 places)
2. **The future of Science Communication: AI-Driven insights and trends (W)**  
Andrea Costa, Scientific Communicator – Università Bocconi (Italy)  
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3. **Finding students: dive into data-driven targeting strategies from the University of Suffolk and Bath Spa University (P)**  
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Room E107 TBD (36 places)

*Updated August 11<sup>th</sup>, 2025*