

THE EUPRIO XXXV ANNUAL CONFERENCE

Driving Innovation: Communication at the Heart of European Universities' Transformation

**Nova School of Business & Economics – Campus Carcavelos
Rua da Holanda, 1 – Carcavelos (Portugal)**

August 20-23, 2025

CONFERENCE PROGRAMME

Wednesday August 20, 2025

Nova SBE Campus Carcavelos

- 15:00-19:00 **Registration of participants**
Registration and Information desk
EDP Plaza
- 16:00-17:30 **Directors' Briefing** (on invitation)
Gian-Andri Casutt, vice-president of EUPRIO
Uwe Steger, EUPRIO Steering Committee representative for Austria
Bettina Neunteufl, President of EUPRIO
Ming C. Hsu Executive Hall - Room E110
- 18:00-19:00 **Special event for new-comers**
Bettina Neunteufl, President of EUPRIO
EUPRIO Steering Committee Members (National Representatives)
Jerónimo Martins Grand Auditorium
- 19:00-21:00 **Welcome Event** (dress code: casual)
Filipa Luz, Executive Director of Brand, Communication & Marketing and Filipa Barata, Director of Communication - Nova School of Business & Economics (Portugal)
Bettina Neunteufl, President of EUPRIO
Showing up of the Local and Organising Committee
Alumni Lounge

Thursday August 21, 2025

Nova SBE Campus Carcavelos

- 09:30-18:30 **Registration and Information**
Registration and Information desk
EDP Plaza
- 10:00-10:15 **Conference Opening**
Bettina Neunteufl, President of EUPRIO
Filipa Luz, Executive Director of Brand, Communication & Marketing- Nova School of Business & Economics (Portugal)
Showing up of the Executive Board and the Local and Organising Committee
Jerónimo Martins Grand Auditorium

- 10:15-11:00 **Keynote speech**
The AI Revolution in Real Time. Making Sense of a World in Transformation
 Marcel Salathé, PI of the Lab of Digital Epidemiology, and co-director of the EPFL AI Center – EPFL (Switzerland)
Jerónimo Martins Grand Auditorium
- 11:00-11:30 **Panel discussion on the Keynote and questions&answers**
 Moderated by Marcin Witkowski, EUPRIO Executive Board
Jerónimo Martins Grand Auditorium
- 11:30-12:15 **CNN Portugal**
Jerónimo Martins Grand Auditorium
- 12:15-12:30 **Group photo**
Outside the Jerónimo Martins Grand Auditorium
- 12:30-14:30 **Lunch**
Restaurant Tent
- 14:30-15:15 **Award projects presentation**
 Hannamaija Helander, Chair of the Awards Jury
Jerónimo Martins Grand Auditorium
- 15:15-16:00 **Coffee break and posters session** (voting online)
EDP Plaza
- 16:00-17:00 **Parallel Sessions 1** (10 workshops/presentations)
Ming C. Hsu Executive Hall - different rooms ground and first floor
- 17:00-18:00 **Parallel Sessions 2** (10 workshops/presentations)
Ming C. Hsu Executive Hall - different rooms ground and first floor
- 18:00-20:00 **Free time**
- 20:00-23:30 **Networking dinner** (dress code: casual)
Forte de São Julião da Barra - Av. Marginal 10, 2780-267 Cruz Quebrada, Portugal

Friday August 22, 2025

Nova SBE Campus Carcavelos

- 09:30-17:30 **Information**
 Registration and Information desk
EDP Plaza
- 10:00-11:00 **Parallel Sessions 3** (9 workshops/presentations)
Ming C. Hsu Executive Hall - different rooms ground and first floor
- 11:00-11:45 **Coffee break and posters session** (voting online)
EDP Plaza

- 11:45-13:00 **The EMP results: an open discussion**
Ming C. Hsu Executive Hall - different rooms ground floor
1. **Let's focus on Internal Comms!**
Katelijne Ulenaers - Universiteit Hasselt (Belgium)
Ming C. Hsu Executive Hall - Room E002 Reformosa (80 places)
 2. **Storytelling for impact in European Universities alliances**
Deirdre Kilbride - Una Europa vzw (Belgium)
Ming C. Hsu Executive Hall - Room E006 SUMOL+COMPAL (80 places)
 3. **Crisis communication - navigating in a turbulent Europe**
Marlene Günsberg - Hanken School of Economics (Finland)
Farida Khali - Université de Fribourg (Switzerland)
Ming C. Hsu Executive Hall - Room E004 Caixa BI (80 places)
 4. **How can we use automation and AI to enhance our social media strategies without losing the human touch?**
Esther Van Kan - TU Delft (Netherlands)
Ming C. Hsu Executive Hall - Room E003 Maurícia Godinho Lopes (55 places)
 5. **Partnership between universities and the socio-economic environment: communication, best practices, and strategies for effective collaboration**
Ewelina Kolendowicz-Ossowska - Uniwersytet SWPS (Poland)
Ming C. Hsu Executive Hall - Room E005 Isabel Saraiva & Fernando Sapinho (55 places)
- 13:00-15:00 **Lunch and posters session** (voting online)
Restaurant Tent
- 15:00-16:00 **Parallel Sessions 4** (9 workshops/presentations)
Ming C. Hsu Executive Hall - different rooms ground and first floor
- 16:15-17:15 **EUPRIO Members' Forum & Awards Ceremony**
EUPRIO Executive Board with Hannamaija Helander, Chair of the Award Jury
Jerónimo Martins Grand Auditorium
- 17:15-18:00 **Endnote speech**
AI & Automation in Higher Education Marketing
Pedro Gardete, President of the Scientific Council and Professor of Marketing - Nova School of Business and Economics (Portugal)
Jerónimo Martins Grand Auditorium
- 18:00-18:15 **Conference closure**
Bettina Neunteufl, President of EUPRIO
Jerónimo Martins Grand Auditorium
- 18:15-20:00 **Free time**
- 20:00-00:30 **Farewell Party** (dress code: casual)
Nova SBE Roof Top
- Saturday August 23, 2025**
- 08:30-17:30 **Journey home**

Updated July 16th, 2025