

THE EUPRIO XXXVI ANNUAL CONFERENCE

ReGeneration Renewing Communication in Universities through Resilience & Innovation

Université de Lorraine – Campus du Saulcy
Ile du Saulcy – Metz (France)

June 8th – 11th, 2026

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 Bâtiment Marie Marvingt and each session will be repeated twice in the same room

- Ground floor: **MM001, MM002, MM003, MM004, MM005**

- First floor: **MM101, MM102, MM103, MM104, MM105, MM106, MM107**

Parallel Sessions 1 – Tuesday, June 9, 2026 - h. 14:30 – 15:30

- 1. Centralize or decentralize? Finding the Right Communication Model for Universities (W)**
Julie Backer, Head of Communication and Marketing – Oslomet (Norway)
Gaël Hurlimann, Director of Communications – EPFL (Switzerland)
Room MM105
- 2. Extreme Setting, Universal Lesson: What the Deep Sea Teaches Us About Science Communication (P)**
Melanie Bartos, Science communicator - University of Innsbruck (Austria)
Room MM003
- 3. EMP results Future-proof media relations: AI, crises and the changing news landscape (P)**
Enrico Costa, Media relations specialist - Ca' Foscari University of Venice (Italy)
Room MM101
- 4. Shifting the Future: Driving Massive Growth in STEM Enrolment through Advertising (P)**
Jón Örn Guðbjartsson, Head of Marketing and Communications - University of Iceland (Iceland)
Room MM102

5. **Time travel with EUPRIO to 2066: join the Futures Literacy lab anniversary edition! (W) Part 1 continuing in session 2**
Pieke Hoekstra, Head of Community engagement & Outreach - TU Delft (Netherlands)
Room MM103
6. **Recruitment in the Age of the Algorithm: The Dilemma of Reach vs. Ethical Marketing (P)**
Kristian Mehllum Lie, Senior Advisor – OsloMet (Norway)
Room MM002
7. **Fortress or Lighthouse? Communicating European Universities in a Fragmenting World (W)**
Sabine Sainte-Rose, Secretary General of Engage.eu - University of Mannheim, Germany / Engage.EU European University Alliance (Germany)
Room MM104
8. **Supporting Science Communication in Research Institutions - a workshop by the European Competence Centre for Science Communication (W)**
Aoife Rose Taylor - Science and Society Research Centre, Trinity College Dublin - COALESCE Project Manager (IRL)
Room MM107
9. **EMP Student Recruitment: Turning Joint Programmes into a First-Choice Option for European/EEA Students (P)**
Hogne Ulla, International Marketing - Hasselt University & EURECA-PRO (Belgium)
Room MM106
10. **Five surprising ways that researchers make the world a better place via social media – and how university communicators can help them (W)**
Mike Young, Director - Mike Young Academy (Denmark)
Room MM001

Parallel Sessions 2 – Tuesday, June 9, 2026 - h. 15:30 – 16:30

1. **Centralize or decentralize? Finding the Right Communication Model for Universities (W)**
Julie Backer, Head of Communication and Marketing – OsloMet (Norway)
Gaël Hurlimann, Director of Communications – EPFL (Switzerland)
Room MM105
2. **Extreme Setting, Universal Lesson: What the Deep Sea Teaches Us About Science Communication (P)**
Melanie Bartos, Science communicator - University of Innsbruck (Austria)
Room MM003
3. **EMP results Future-proof media relations: AI, crises and the changing news landscape (P)**
Enrico Costa, Media relations specialist - Ca' Foscari University of Venice (Italy)
Room MM101
4. **Shifting the Future: Driving Massive Growth in STEM Enrolment through Advertising (P)**
Jón Örn Guðbjartsson, Head of Marketing and Communications - University of Iceland (Iceland)
Room MM102
5. **Time travel with EUPRIO to 2066: join the Futures Literacy lab anniversary edition! (W) Part 2**
Pieke Hoekstra, Head of Community engagement & Outreach - TU Delft (Netherlands)
Room MM103

- 6. Recruitment in the Age of the Algorithm: The Dilemma of Reach vs. Ethical Marketing (P)**
Kristian Mehlum Lie, Senior Advisor – OsloMet (Norway)
Room MM002
- 7. Fortress or Lighthouse? Communicating European Universities in a Fragmenting World (W)**
Sabine Sainte-Rose, Secretary General of Engage.eu - University of Mannheim, Germany / Engage.EU European University Alliance (Germany)
Room MM104
- 8. Using Rankings as a diagnostic tool for reputation strategy (Online session)**
Simona Bizzozero - Communications Director at QS Quacquarelli Symonds (United kingdom)
Room MM004
- 9. EMP Student Recruitment: Turning Joint Programmes into a First-Choice Option for European/EEA Students (P)**
Hogne Ulla, International Marketing - Hasselt University & EURECA-PRO (Belgium)
Room MM106
- 10. Five surprising ways that researchers make the world a better place via social media – and how university communicators can help them (W)**
Mike Young, Director - Mike Young Academy (Denmark)
Room MM001

Parallel Sessions 3 – Wednesday, June 10, 2026 - h. 09:00– 10:00

- 1. Creation of a brand to strengthen innovation between public research and industry (W)**
Cécile Barnaba-Olivia Brenner-Lolita Righetti, Project Managers in Communication and Marketing - Université de Lorraine (France)
Room MM107
- 2. Communication Catalysts: How ESRs Drive Fresh Energy into University Outreach (P)**
Nicole Birkle, General Secretary FORTHEM Alliance - Johannes Gutenberg University Mainz, FORTHEM Alliance (Germany)
Room MM004
- 3. AI Routines You Can Actually Use (W)**
Mirko Bischofberger, Founder - Science Studios (Switzerland)
Enrico Costa, Media relations specialist - Ca' Foscari University of Venice (Italy)
Room MM105
- 4. Listening as a Core Competency for the Communication Professional of the Future (W)**
Evelyne Esveld, Head Corporate Communication - TU Delft (Netherlands)
Room MM104
- 5. EMP results ROI in Marketing (P)**
Katerina Machackova, Head of Marketing and PR Department - Prague University of Economics and Business (Czech Republic)
Room MM103
- 6. From Blank Prompt to Institutional Memory: Making AI Useful for University Communications (W)**
Martin Maitern, AI trainer - Self employer (Estonia)
Room MM001

- 7. If you like to cook, you'll like this presentation (W)**
Thomas Michaels, Professor of Soft and Living Matter - ETH Zurich (Switzerland)
Roland Baumann, Public Relations team leader and co-heading of the Content team - ETH Zurich (Switzerland)
Room MM102
- 8. Science in the Spotlight: A Practical Workshop on Media Engagement (W)**
Marta Daniela Santos, Head of Communications - ITQB NOVA (Portugal)
Room MM101
- 9. EMP results 3 Minutes, 1 Story: A European Toolkit for Science Storytelling in Higher Education (P)**
Aikaterini Vlachaki, Head Communication and PR Office - Hellenic Mediterranean University (HMU) (Greece)
Room MM002
- 10. Regenerate science communication to stand together against science hostility worldwide (P)**
Julia Wandt and Kristin Küter, Managing Partner - Scicomm-Support (Germany)
Room MM005

Parallel Sessions 4 – Wednesday, June 10, 2026 - h. 11:15 – 12:15

- 1. Creation of a brand to strengthen innovation between public research and industry (W)**
Cécile Barnaba-Olivia Brenner-Lolita Righetti, Project Managers in Communication and Marketing - Université de Lorraine (France)
Room MM107
- 2. Communication Catalysts: How ESRs Drive Fresh Energy into University Outreach (P)**
Nicole Birkle, General Secretary FORTHEM Alliance - Johannes Gutenberg University Mainz, FORTHEM Alliance (Germany)
Room MM004
- 3. AI Routines You Can Actually Use (W)**
Mirko Bischofberger, Founder - Science Studios (Switzerland)
Enrico Costa, Media relations specialist - Ca' Foscari University of Venice (Italy)
Room MM105
- 4. Listening as a Core Competency for the Communication Professional of the Future (W)**
Evelyne Esveld, Head Corporate Communication - TU Delft (Netherlands)
Room MM104
- 5. EMP results ROI in Marketing (P)**
Katerina Machackova, Head of Marketing and PR Department - Prague University of Economics and Business (Czech Republic)
Room MM103
- 6. From Blank Prompt to Institutional Memory: Making AI Useful for University Communications (W)**
Martin Maitern, AI trainer - Self employer (Estonia)
Room MM001
- 7. If you like to cook, you'll like this presentation (W)**
Thomas Michaels, Professor of Soft and Living Matter - ETH Zurich (Switzerland)
Roland Baumann, Public Relations team leader and co-heading of the Content team - ETH Zurich (Switzerland)
Room MM102

- 8. Science in the Spotlight: A Practical Workshop on Media Engagement (W)**
Marta Daniela Santos, Head of Communications - -ITQB NOVA (Portugal)
Room MM101

- 9. EMP results 3 Minutes, 1 Story: A European Toolkit for Science Storytelling in Higher Education (P)**
Aikaterini Vlachaki, Head Communication and PR Office - Hellenic Mediterranean University (HMU)
(Greece)
Room MM002

- 10. Regenerate science communication to stand together against science hostility worldwide (P)**
Julia Wandt and Kristin Küter, Managing Partner - Scicomm-Support (Germany)
Room MM005

Updated June 7th, 2026