



The farewell speech of Ana Bela de Jesus Martins.

Theme: How to manage the communications function

Venue: University of Aveiro

Number of participants: 184 from 22 countries.

Opening speeches

Helena Nazaré
Rector, University of Aveiro

Paolo Pomati
President of EUPRIO

Plenary sessions

What are universities for and how do communications reflect that?

Júlio Pedrosa
President of the Portuguese Council for Education, Portugal

João Paulo Oliveira
President Bosch Thermotechnology S.A., Portugal

Luis Fagundes Duarte
Member of the Portuguese Parliament

Role of Communications / How to manage the communications function?

Arja Suominen
Senior Vice President of Communications, Nokia Corporation, Finland

Charlotte Lindsay
Vice-Director of Communications, International Committee of the Red Cross, Switzerland

Developing a global brand for a university

Chris North
Chairman of Fishburn Hedges, Brand Consultants, UK

Workshops

Heading for a communication plan for the Spanish Conference of Rectors

Esther Huerta García
CRUE, Spain

How did I become a top communications professional?

Arja Suominen
Senior Vice President of Communications, Nokia Corporation, Finland

How to bring 30 thousand youngsters to campus

Margarida Almeida
University of Aveiro, Portugal

The theory of merging a University vs. the practical possibilities and all the problems which could appear in the process. The example of the merging process of the Universities of Essen and Duisburg, in Germany

Sabine Zix
Universität Duisburg-Essen, Germany

Branding in the 21st century

Katrin Androschin
Embassy, Berlin, Germany

The University in the Second Life

Carlos Santos & Luís Pedro
University of Aveiro, Portugal

Creating, managing and developing a university design programme

Pete Burke, Jens Fink-Jensen & Signe Lund-Sørensen
University of Copenhagen, Denmark

A creative campaign for high school students

Alexandra Hroncova
CVUT Prague, Czech Republic

Overcoming Geographic and linguistic barriers in branding a small country university online

Aukse Balcytienė
University of Vytautas Magnus, Kaunas, Lithuania

New tricks: how social media is revolutionising the role of the PR professional

Tracy Playle
Pickle Jar Communications Ltd., UK

Managing and developing a university brand

Christine Ayre
King's College London, UK

Marketing or communications?

Laure Schönenberger
Université de Fribourg, Switzerland

The unique experience of Polish PRIOR: how to build a model of Community Promotion

Marek Zimnak
Wrocław University of Economics, Poland

A Rhetorical and Semiotic Approach of the Actual Modality to Promote National and Local Identity in Romania

Odetta Arhip
University of Iași, Romania

universidade de aveiro