

Theme: Europe 2000: the Challenge of the Market

Venue: University of Edinburgh

Languages: simultaneous translations between English, French and Spanish.

Number of participants: 180 people coming from all across the Western European countries, along with a number of colleagues from other parts of the continent and beyond (a small group from Central/Eastern Europe plus a colleague or two from North America and even Mexico).

Plenary sessions

Achieving European positioning in the higher education market

Higher education in Scotland and the United Kingdom

European Community policy forum

What does it mean for a university to enter the market place as a commercial concern?

Europe and the media

Promoting science by celebrating science? The Edinburgh International Science Festival approach

Suggested topics

- how universities are adjusting to the free market
- playing the league table game; competing for students – strategies and techniques
- the student as customer and the concept of customer service
- student charters – what are they and what are they for?
- PR payment by performance; the role of advertising in higher education marketing
- why governments want value for money and accountability from universities
- design in university marketing – using outside agencies and internal units

- professional education and training for modern PR practice
- taking on board alumni relations and fund-raising

Workshops

- corporate and visual identity programmes
- university magazines and the external audience
- the electronic media for media interaction
- desktop publishing and print buying;
- making use of radio
- use of market research in public relations
- running internal TV training programmes
- crisis planning for PR
- campus wide electronic information systems
- university newsletters
- readership and other feedback studies on university publications