

# CONFERENCE VI: Edinburgh (UK), 1-4 September 1994

## **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