

## CONFERENCE IV: Granada (Spain), October 1992

### **Theme: New Horizons**

**Venue:** University of Granada

**Languages:** English, French and Spanish with simultaneous translations.

**Number of participants:** 150 - Attendance was allowed to EUPRIO members only, up to a maximum of 15 from larger countries and 7 from smaller countries, excluding Steering Committee members, plus Spanish members. Countries not taking up the allotted number of places were to make them available for people from other countries.

### **Plenary sessions**

#### **Corporate Identity - UK and the USA experiences**

Ray Footman

*Director of the Information and Public Relations Service at the University of Edinburgh*

#### **Corporate identity – a Southern approach**

Edoardo Brioschi

*University "Cattolica del Sacro Cuore" of Milan*

#### **Internal communication – How? Why? New tools...**

A Spanish speaker and a South American speaker

#### **Europe: a common language? European communication and people: an overview**

Domenico Lenarduzzi

*Task Force "Education, Training, Youth, Human Resources" of the European Community*

#### **Europe: branching out – Europe and the world: new ways of collaboration**

Antonio Marín Ruíz

*Director of the Communication and Documentation Service at the University of Granada*

