

## CONFERENCE XIX: Grenoble (France), 7-9 June 2007

**Theme: Future Issues for European Universities**

**Venue:** Grenoble Congress Centre

**Number of participants:** 176 from 22 countries.

### Opening speeches

Thierry Grange  
*Dean of Grenoble École de Management*

Peter Van Dam  
*President of EUPRIO*

Christina Ullenius  
*Vice-president of EUA*

### Plenary sessions

#### How to communicate with and influence political institutions?

Sheree Anne Kelly  
*Director, Public affairs council, Washington DC, USA*

Louise Simpson  
*Managing Partner, The Knowledge Partnership, UK*

Jorma Laakkonen  
*Communications director, University of Helsinki, Finland*

#### How to communicate with and influence the business community?

Thierry Grange  
*Dean of Grenoble Ecole de Management, France*

Pierre Page  
*Founder and CEO of the TKS Group, France*

Nic Mitchell  
*Press and Public Relations Manager, University of Teesside, UK*

#### How to communicate with and influence young minds and future scientists?

Dianne Stilwell  
*Public Relations Manager, Institute of Physics, London, UK*

Matteo Merzagora  
*Freelance science journalist, TRACES - Advisors in science communication, Paris, France*

Karin Carlsson  
*Head of Information Office, University of Uppsala, Sweden*

#### How to communicate with and influence the media?

Alan Thomson  
*News Editor, Times Higher Education Supplement, UK*

Ivor Gaber  
*University of London, UK*

Paolo Pomati  
*Università degli Studi del Piemonte Orientale, Italy*

### Workshops

#### Communicating with companies

Dieter Leonhard  
*President of the Franco-German University*

Alessandro Ciarlo  
*Director of Career Service and Alumni Relations, Università Bocconi, Milan, Italy*

#### Innovate marketing towards international recruitment

Matt Symonds  
*Director of QS, UK*

Damien Roux  
*Director Promotion & International Development EM LYON Grande Ecole, France*

#### Science at school – science for the children

Michael Seiffert  
*Head of Public Relations Department, University of Tübingen, Germany*

Colin Wilkinson  
*Sector Manager – Engineering, North East Higher Skills Network, University of Teesside, UK*

#### Adapting press relations to different countries

Mary Zaccai  
*International Press Officer Grenoble Ecole de Management, France*

Eoin Bedford  
*Press and PR Manager, Imperial college, London, Tanaka Business School, UK*

#### Communicating with women

Amelia Lake  
*Research Fellow, University of Newcastle, UK*

Beckie Lang  
*External Affairs Officer and Press Officer, Association for the Study of Obesity, UK*

#### La communication événementielle au service de la science

Marie Collin  
*Communication office at INRIA, France*

Monique Mizart  
*Communications officer at Institut National Agronomique Paris Grignon, France*

#### How to effectively promote an innovative local environment to attract researchers?

Catherine Blanc  
*Project Manager, Promotion, AEPI, France*

Pedro Olivas  
*Responsable de la communication Grenoble Universités, France*

### Fundraising

Yaëlle Aferiat,  
*Director of the "Association Française des Fundraisers", France*

Monique Rubichon  
*Head of Communication at ENSAM, Paris, France*

### Ethics in public relations

Philip Young  
*Senior Lecturer in Public Relations specialist, University of Sunderland, UK*

Albert Hamm  
*Professor in English Linguistics, University Marc Bloch in Strasbourg, France*

### Science on the street

Ingeborg Dirdal  
*Communication consultant, University of Stavanger, Norway*

Joachim Lerch  
*President of the Foundation "Science and technologie", active member of the European Science Event Association*

### New trend in communication

Michael Murtough  
*Head of Business Development, Research Media, University of Warwick, UK*

### Research in the media

Judith Moore  
*Press officer, Home Office, UK*

Ivor Gaber  
*Media consultant and trainer, broadcaster and journalism professor, University of London, UK*

### National initiatives to promote science and research at large

Grégoire Polet  
*Deskman, Brussels Studies, Facultés Universitaires Saint-Louis, Brussels, Belgium*

Andrei Mogoutov  
*Editor in Chief, Technology Review France*

### Lobbying – How to influence your political government

Sheree Anne Kelly  
*Director, Public affairs Council, Washington DC, USA*

Florent Got  
*Communications Manager, INPG, France*

