



Theme: The networking university of tomorrow – Innovation and challenges in the communications of European universities

Venue: University of Heidelberg

Languages: English, French and German, with translations of plenary sessions.

Number of participants: Almost 250 delegates attended the conference coming from 23 countries across Europe and from the US. Delegates came from Albania, the Czech Republic, Latvia, Lithuania, Moldavia, Poland and Romania thanks to the EUPRIO scholarships.

Plenary sessions

The view from politics 1 – Information society and education in Europe

Jimmy Jamar
Commission for Science, Research and Development of the European Union

The view from academia – New management structures at universities – their impact on university public relations

Klaus Landfried
President of the German Rectors' Conference

The view from industry – Efficient universities – the basis for competitiveness in global markets

Friedrich Reutner
FRIATEC AG, Mannheim

The view from politics 11 – Science policy and communication of the Universities of Baden-Württemberg

Klaus von Trotha
Minister of Science, Research and Arts of Baden-Württemberg

The BioRegio concept in the Rhine-Neckar-triangle

Ulrich Abshagen
Heidelberg Innovation GmbH

The Amsterdam knowledge network

Dave D. Simons
Stichting KennisKring, Amsterdam

A virtual company for collaborative R&D

Claudio Carrelli
EURESCOM, Heidelberg

On the way to a global expert network

Dan Forbush
ProfNet, USA, Barry Jackson, ExpertNet, UK

Jochen Brinkmann
Clausthal University of Technology, IDW, Germany

The journalistic view: serious science does not sell – a debate on media coverage in the age of paparazzi

John Izbicki
The Independent, London,

Frank Albrighton
University of Birmingham.

Debate chaired by Ray Footman.

