

Theme: Integrated Communication – Fact or Fiction?

Venue: Donau-Universität Krems

Number of participants: 176 from 20 countries

Welcome speech

Ada Pellert

Vice-Rector, Danube University of Krems

Plenary sessions

Integrated Communication – an Overview

Karin Kirchner

General Motors, Zurich, Switzerland

PR and Marketing: Brothers in aims?

Dejan Vercic

University of Ljubljana, Slovenia

Markus Langer

CHE Center for Higher Education Development, Gütersloh, Germany

A Vision of University Communication

Inga Persson

ONPACT, Munich, Germany

Workshops

The Secret of Emotional Connections. Branding for Universities

Peter Baumgartner

Siemens Austria, Vienna, Austria

Getting Support and Finding Strong Friends. Lobbying as a Communication Tool

Thomas Hofer

Kovar & Köpplé Public Affairs Consulting, Vienna, Austria

Do's and Dont's for Advanced. What Journalists Really do Expect

Jan-Martin Wiarda

Die Zeit, Hamburg, Germany

The Challenge of Integrated Communication. A Case Study from Finland

Jorma Laakkonen

University of Helsinki, Finland

From Strategy to Implementation. PR Concept Development

Nicola Stanisch

Interbrand, Zurich, Switzerland

From Theory to Practice. Managing Integrated Communication

Karin Kirchner

General Motors, Zurich, Switzerland

Marketing of Higher Education. A Dutch Approach

Paul Schott

NUFFIC, the Netherlands

Academic Education for Sale? Tuition Fees: A European Comparison

Nic Mitchell

University of Teesside, UK

Josef König

Ruhr-Universität Bochum, Germany

Getting Prepared for the Worst Case Scenario. An Introduction into Crisis Communication

Peter Reader

University of Bath, UK

Campaigning for Lifelong Learning. The Danube University Krems – A European Pilot Project

Gisela Gruber

Donau-Universität Krems, Austria

How to Get that Good? Rising Importance of Benchmarking for Universities

Markus Langer

CHE Center for Higher Education Development, Gütersloh, Germany

Messages from the Command Bridge? Guidelines for University Spokespersons

Peter Van Dam

TU-Eindhoven, the Netherlands

The Counselling Fair. A Case History of an Integrated Campaign of Counselling and Communication

Paolo Pomati

Università degli Studi del Piemonte Orientale, Vercelli, Italy

Promoting Research Excellence by TV. A Success Story from Great Britain

Ian Rowley

University of Warwick, UK

Kevin Johnson

Research-TV, UK