

Stresa 2010 will be a **defining moment** in the history of Euprio's annual conferences. Past conferences have focused on networking, updating, further developing our professional skills and knowledge and developing cooperation through a series of traditional plenary speeches and workshops.

### Stresa 2010 will be totally different.

Taking an alternative approach it will provide new ideas and insights. It will enable us to develop new skills and find innovative ways to do our job. Stresa 2010 will not only help us to become "more professional". It will help us to become **winners**. We don't have a shared view of university communications. Across Europe there are huge differences between our roles, what we call ourselves, what we do, the skills and abilities we have and the salaries we earn. The current economy has changed the way we need to perform as a profession. We feel less secure about the stability of our jobs with many people experiencing redundancies and restructures in their place of work. In order to succeed we need to embrace change and move away from the more traditional approaches of practising communications. And, critically, over the next ten years we will all have a vital contribution to make in supporting the development of the Bologna process.

### So, what should we do?

We should play a key role in not only developing communication strategies to support structural reforms but also in communicating about issues such as stakeholder involvement, academic freedom and institutional autonomy, cooperation, widening participation, technological developments and so on. It's time for us to think more deeply about what we want to be, about what our managers want us to achieve and what European higher education needs us to be now, and over the next ten years. We have all had plenty of opportunities to discuss the 'What' and the 'Why'. At Stresa 2010 we will concentrate on the 'How'.



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# UNIVERSITY COMMUNICATORS ESTABLISH THEIR **ROLES** TOWARDS **2020**



**STRESA - ITALY**  
SEPTEMBER 1<sup>ST</sup> - 4<sup>TH</sup> 2010  
22<sup>ND</sup> **EUPRIO** ANNUAL CONFERENCE



### Wednesday, 1<sup>st</sup> September 2010

**venue** Hotel Regina Palace, Stresa

**17.00 Icebreaking and Newcomers' Welcome**  
chaired by Euprio National Representatives  
Reception Hall

**18.00 OPENING CEREMONY**

Tiffany Hall

presented by:

**ALESSANDRO LOVARI**, Università di Siena

**VICKY VERENA RABENSTEINER**, Università di Bolzano-Bozen

[Authorities' addresses](#)

[Organizers' Welcome](#)

**PAOLO GARBARINO**, Rector of Università del Piemonte Orientale

**BRUNELLA MARCHIONE**, President of Aicun

[President's Opening Speech](#)

**PAOLO POMATI**, President of Euprio

[Lectio Magistralis](#)

**GIANNI VATTIMO**, philosopher, former professor of

Theoretical Philosophy (Università di Torino), member of the

European Parliament

*"From Communication to Solidarity"*

**Special performance** of the Orchestra of Università del Piemonte Orientale and Soloists and of the Corps de Ballet "Freebody for EUPRIO"

**20.00 EATING ITALY**

Italian gourmanderies buffet

New Liberty Hall

### Thursday, 2<sup>nd</sup> September 2010

**venue** Hotel Regina Palace

**09.00 KEYNOTE SPEECH**

Tiffany Hall

chaired by **EDOARDO TEODORO BRIOSCHI**, Università Cattolica del Sacro Cuore, Milano (Italy)

*"Towards Bologna 2020"*

**JEAN MARC RAPP**, President of European University

Association, Brussels (Belgium), former Rector of Université de Lausanne (Switzerland)

**10.00 EUROPEAN CAFÉ**

An innovative conversational process where the participants move between groups, cross-pollinate ideas, and discover new insights into the questions which have arisen from the Keynote Speech.

Facilitator: **PEPE NUMMI**, Grape People, Helsinki (Finland)

Chairs: Euprio National Representatives

New Liberty Hall

### 14.00 MASTER CLASSES

**ELISABETTA ZUANELLI**, Full Professor of Glottodydactics and Digital communication, Università di Roma Tor Vergata (Italy)

*"Usage Centered Design and Sites Architecture. Guidelines and Practice for University Digital Communication"*

**RALEIGH E. MAYER**, Principal, Raleigh Mayer Consulting, New York; Adjunct Professor, New York University & Columbia University (USA)

*"Persuasive Presentation: Building Powerful Presence and Gravitas"*

**ANDREW CRISP**, Founder & Director, CarringtonCrisp, London (UK)

*"What Makes a Great University Website"*

**PAUL SELIGSON**, Freelance author, trainer and consultant, Brighton; formerly at British Council, London (UK)

*"What We Can Learn from Teachers: Learning to Communicate Well in Spoken English"*

**HELIO FRED GARCIA**, Executive Director, Logos Institute for Crisis Management & Executive Leadership, New York; Adjunct Associate Professor of Management and Communication, New York University (USA)

*"Keeping Trust in a Crisis"*

**JAY A. RUBIN**, Principal, Jay Rubin & Associates, New York; Adjunct Faculty Member, New York University (USA)

*"Public Relations Writing. Adapting Old Rules to a New Age"*

**SARALIE R. SLONSKY**, SRS Strategic Communications; Adjunct Professor, New York University (USA)

*"Managing Your Brand and Engaging Its Ambassadors in a New, Empowering Conversation"*

**ANDY GREEN**, Fellow of the Chartered Institute of PR; Partner, Green Communications, Wakefield (UK)

*"All You Need to Know about Creativity"*

**ANJA C. ANDERSEN**, Associate Professor at Dark Cosmology Center, Niels Bohr Institute, Københavns Universitet (Denmark)

*"Unusual Ways of Communicating Science"*

**EVELINA CHRISTILLIN**, President of Fondazione Teatro Stabile di Torino and former Vice-President of the XX Winter Olympic Games Organizing Committee (Italy)

**CÁRLOS FUENTE LAFUENTE**, President of the Escuela Internacional de Protocolo and of the Academia Internacional de Protocolo, Madrid (Spain)

*"The Successful Event Management. The New Protocol, Trends and Strategies in Europe"*

**MICHAEL URSELMANN**, Professor of Social Management, Fachhochschule Köln (Germany)

*"Fundraising. More Resource for Your University"*

**WILHELM LEHMANN**, Principal Administrator, Policy Department of Citizens' Rights and Constitutional Affairs, European Parliament, Brussels (Belgium)

*"Lobbying the European Parliament after Lisbon: Changes and Challenges"*

**ELISABETH TISSIER-DESBORDES**, Professor, Brand & Communications Director of ESCP Europe, Paris (France)

*"The Strategic Role of Branding in International Marketing"*

**WALTER KÜHME**, Vice-President, Jade Hochschule Wilhelmshaven Oldenburg Elsfleth (Germany)

*"Communicating Change within Institutions of Higher Education"*

**NICOLE D'ALMEIDA**, Full Professor in French Universities, Paris-Sorbonne (France)

*"Communication and Social Responsibility"*

**18.00 Trip to Borromeo Islands** and visit of Palazzo Borromeo (Isola Bella)

**20.00 SINGING ITALY**

Dinner with entertainment

Special performance of "I Cupidi"

Ristorante "Verbano", Isola dei Pescatori

### Friday, 3<sup>rd</sup> September 2010

**venue** Hotel Regina Palace, Stresa

**09.00 MASTER CLASSES** (repeated)

Various halls

**13.30 MATCHMAKING**

You can get together with likeminded colleagues to discuss an issue, share your expertise with others, collaborate for a project, have discussions and meetings.

Rotunda

**Special workshop** - "All The World's A Stage: Sharing Best Practice in Building a Global Brand"

by **JOHN CAVANI** and **ROBERT TOMLINSON**, University of Edinburgh (UK)

**15.00 Presentation of the 23<sup>rd</sup> Euprio Annual Conference Prague 2011**

Tiffany Hall

**15.30 General Assembly**

chaired by the members of the Executive Board

Tiffany Hall

**19.30 Happy Hour**

Gardens

**20.30 WEARING ITALY**

Gala dinner with fashion, music and dance

New Liberty Hall

### Saturday, 4<sup>th</sup> September 2010

**08.00 SOCIAL TOURS** (optional)

**17.00**