THE EUPRIO ANNUAL CONFERENCE

INSPIRING COMMUNITIES.
HOW TO ENGAGE KEY AUDIENCES AND BOOST YOUR REPUTATION

Adam Mickiewicz University in Poznań (Poland)
June 16-19, 2019

PROGRAMME

Sunday, June 16	AMU Collegium Minus – ul. Wieniawskiego, 1
12:00-18:00	**Conference registration** Entrance
16:00-18:00	**Guided city tour** Booking required Meeting point in front of AMU Collegium Minus
18:00-20:00	**Welcome reception** Main Auditorium
Monday, June 17	AMU Morasko Campus – The Faculty of Historical Studies - ul. Umultowska, 89/d
08:45-09:00	**Transfer to the Morasko Campus** Buses in front of the hotels
09:00-17:00	**Conference registration and Information desk** Sala Dziekańska (Faculty Council Room, ground floor)
10:00-10:15	**Conference opening** Jan Dries, president of EUPRIO Philip Graham, chair of the Scientific Committee Marcin Witkowski, chair of the Local Organising Committee Aula Profesora Gerarda Labudy (main auditorium - ground floor)
10:15-11:15	**Keynote** *Content connection. Joining the dots between your internal and external communications* **Justin Kirby** Aula Profesora Gerarda Labudy (main auditorium - ground floor)
11:15-11:45	**EUPRIO awards**: short introduction of submitted projects Martin Herrema, chair of the EUPRIO Awards Jury Aula Profesora Gerarda Labudy (main auditorium - ground floor)
11:45-13:00	**Lunch and guided poster session** ground floor patio

13:00-14:00	**Masterclasses** (session 1 – part 1) **Workshops** (session 1 – round 1) Different rooms
14:15-15:15	**Masterclasses** (session 1 – part 2) **Workshops** (session 1 – round 2) Different rooms
15:15-15:45	**Coffee break, guided poster session and voting** ground floor patio
16:00-17:30	**European Plaza** ground floor entrance hall
17:30-17:45	**Transfer to the hotels** Buses outside the Morasko Campus
20:00-23:30	**Gala Dinner** Novotel – Ibis Poznan Centrum – pl. Andersa, 1
Tuesday, June 18	AMU Morasko Campus – The Faculty of Historical Studies - ul. Umultowska, 89/d
08:45-09:00	**Transfer to the Morasko Campus** Buses in front of the hotels
09:00-17:00	**Information desk** Sala Dziekańska (Faculty Council Room, ground floor)
09:30-10:30	**Masterclasses** (session 2 – part 1) **Workshops** (session 2 – round 1) Different rooms
10:40-11:40	**Masterclasses** (session 2 – part 2) **Workshops** (session 2 – round 2) Different rooms
11:40-12:00	**Coffee break** ground floor patio
12:00-13:30	**General Assembly** with President elections, Euprio Awards Winner and Honorary Fellows, EUPRIO Mobility Programme new edition presentation and EUPRIO Conference 2020 announcement Aula Profesora Gerarda Labudy (main auditorium - ground floor)
13:30-14:30	**Lunch** ground floor patio

EUPRIO-European Association of Communication Professionals in Higher Education
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14:30-15:30	**Masterclasses** (session 3 – part 1) **Workshops** (session 3 – round 1) Different rooms
15:40-16:40	**Masterclasses** (session 3 – part 2) **Workshops** (session 3 – round 2) Different rooms
16:40-17:00	**Conference closure** Jan dries, president of EUPRIO Aula Profesora Gerarda Labudy (main auditorium - ground floor)
17:00-17:15	**Transfer to the hotels** Buses outside the Morasko Campus
20:00-23:30	**Farewell Party** MUS Bar & View, ul. Roosevelta 22 – Poznań

Wednesday, June 19

09:00-18:00	**Optional trips** 1. **For History Buffs**: Rogalin Palace and the Kórnik Castle (all-day trip, from 9 am till 5 pm) 2. **For Wild East Lovers**: horse-riding lesson in the woods (half a day trip, from 9 am till 3 pm) 3. **For Water Enthusiasts**: boat trip on the Warta river (2 hours)

updated June 19, 2019

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PARALLEL SESSIONS

Monday, June 17, 2019

13:00-14:00	**Masterclasses** (session 1 – part 1) **Workshops** (session 1 – round 1) Different rooms
14:15-15:15	**Masterclasses** (session 1 – part 2) **Workshops** (session 1 – round 2) Different rooms

Masterclasses

1. *The ~~Hunger~~ Reputation Games: improving university reputation by engaging your internal stakeholders on social media*
   Ferran Llunell Camps, Universitat Pompeu Fabra Barcelona – Spain **(Room 2.123)**

2. *Engage your community with videos*
   Roland Baumann & Simon Zogg, ETH Zurich, Switzerland **(Room 2.122)**

Workshops

1. *Reputation management and building through key audiences: inspire, include, and engage*
   Aikaterini Nikolaidou, University of Cyprus – Cyprus **(Room 2.124)**

2. *Student and Employee Advocacy – How, Why and What? (reporting from Euprio Mobility Programme)*
   Caroline Roulaux, Maastricht University - The Netherlands **(Room 3.129)**

3. *Inside Out: How to develop an effective employer branding*
   Daniela Kaser, Fachhochschule St. Pölten – Austria **(Room 2.132)**

4. *How to build trust when there is no such thing as "internal"*
   Farida Khali & Marius Widmer, Université de Fribourg – Switzerland **(Room 3.132)**

5. Can Brand Ambassadors Save Social?
   Hallvard Lavoll & Jeff Lugowe, Oslomet – Norway **(Room 3.20)**

6. *The challenge of catching the attention of our own audiences: opportunities and risks of Instagram in Higher Education Institutional Communication*
   Juan Francisco Gutiérrez Lozano, Universidad de Malaga – Spain **(Room 3.44)**

7. *Inspiring lifelong brand champions around the world: how the University of Kent builds a positive relationship with its international student community*
   Megan Foley, University of Kent – United Kingdom **(Room 3.45)**

8. *Events are not about the university, they're about inspiring and connecting people*
   Peter Van Rompaey, Vrije Universiteit Brussel – Belgium **(Room 3.130)**

9. *Steps and tools for a competitive Alumni Association/Alumni Department (reporting from the EUPRIO Mobility Programme)*
   Renata Herrmannová, Brno University of Technology - Czech Republic **(Room 3.46)**

10. *The internal staff newsletter – the how, who and why?*
    Sinne Louise Brandt Jakobsen, Aarhus University – Denmark **(Room 3.131)**

Tuesday, June 18, 2019

09:30-10:30	**Masterclasses** (session 2 – part 1) **Workshops** (session 2 – round 1) Different rooms
10:40-11:40	**Masterclasses** (session 2 – part 2) **Workshops** (session 2 – round 2) Different rooms

Masterclasses

1. *Identity and the university community*
   Jacob Ørum, University of Copenhagen – Denmark **(Room 2.122)**

Workshops

1. *The University of Manchester - Engaging our people and supporting the employee experienc**e***
   Anne Arnold with Jamie Brown, The University of Manchester – United Kingdom **(Room 1.63)**

2. *How to create an effective science communications campaign (EUPRIO Awards winner 2018)*
   Annika Linna, Aalto University – Finland **(Room 2.123)**

3. *How can closer collaboration between press/communications departments and the International Office help to promote international strategies and visibility? (reporting from the EUPRIO Mobility Programme*)
   Claudia Assmann, Berlin University of the Arts – Germany **(Room 3.20)**

4. *A case study in how to use social media and transparent communications to navigate a crisis and protect your brand*
   Emma Gilmartin, The University of Glasgow – UK **(Room 3.132)**

5. *All together: how to successfully integrate our communities and encourage a feeling of belonging*
   Filipe Ferreira, Université Grenoble Alpes – France **(Room 3.131)**

6. *Building blocks for reputation*
   Herwig Damon, University of Liechtenstein - Liechtenstein
   Joanna Kumpula, Finnish National Agency for Education – Finland **(Room 2.124)**

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7. *The intranet jungle: how to engage academic staff on the intranet*
   Morten Moesgaard Sörensen & Sille Jørgensen, University of Copenhagen – Denmark
   (Room 3.129)

8. *Turning employees into brand ambassadors*
   Prof. Dr. Christoph Burmann, Universität Bremen – Germany **(Room 3.130)**

9. *Cut the red wire or the blue wire?*
   Wouter De Pesseroey, Universiteit Antwerpen – Belgium **(Room 3.45)**

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14:30-15:30	**Masterclasses** (session 3 – part 1) **Workshops** (session 3 – round 1) Different rooms
15:40-16:40	**Masterclasses** (session 3 – part 2) **Workshops** (session 3 – round 2) Different rooms

Masterclasses

1. *Celebrate Anniversaries without losing your nerve* **(Room 3.45)**
   Bettina Kunnert, TUWien - Austria
   Uwe Steger, Universität Innsbruck - Austria
   Josè Tejada, Universidad de La Rioja – Spain

Workshops

1. *How Effective Is Your Communication to Potential Students? Ask Them!*
   Andrea Costa, Bocconi University – Italy **((Room 3.130)**

2. *How to engage a community? Feedback from the Engineering School at CPE Lyon*
   Emmanuelle Almendra, CPE Lyon – France **(Room 3.129)**

3. *Internal communications and university mergers: communicating change. Lessons learnt while bringing two universities and cultures together*
   Katja Kannonlahti, University of Tampere - Finland **((Room 3.20)**

4. *Elite not elitist: changing perceptions of an ancient institution*
   Kathryn Darcus, The University of Edinburgh – United Kingdom **(Room 2.124)**

5. *The university and the city: how to really step down from our ivory towers and engage with citizens (reporting from the EUPRIO Mobility Programme)*
   Pieke Hoekstra, Delft University of Technology - The Netherlands **(Room 2.123)**

6. *University of Manchester – Come fly with us on your cyber journey*
   Tom Clegg, The University of Manchester - United Kingdom **(Room 1.63)**

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