



University for Foreigners
Palazzo Gallenga - Piazza Fortebraccio, 4 Perugia (Italy)
6-9 September 2015

TURN IT UPSIDE DOWN

The University, the Communications & Marketing Department and the Professional of the Future

General Programme

Sunday, September 6

- 12:00-18:00 Conference Registration
Hotels' Hall – Euprio Desk

- 16:00-18:00 Walking in the City Tour (Booking required)
Meeting Point: Hotels' Hall – Euprio Desk (at 15.45)

- 18:30-21:00 Welcome Ceremony and Reception
Palazzo Gallenga - Piazza Fortebraccio, 4
Aula Magna - Sala Goldoniana – II floor

Monday, September 7

- 08:00-18:00 Conference Registration
Palazzo Gallenga - Main entrance

- 09:30-09:45 Opening Session
Christine Legrand, Euprio President

- 09:45-10:30 Plenary Session: Keynote
How can universities prepare for the future in a changing world?
Petra Wend, Queen Margaret University, Edinburgh
Palazzo Gallenga – Aula Magna - II floor

- 10:30-11:15 Poster Session Presentation and Guided Tour of the Poster Exposition (Euprio Awards)
Sys-Christina Vestergaard, President of the Jury
Palazzo Gallenga – Aula Magna - II floor



- 11:15-11:45 Coffee Break
100dieci Cafè – Via Pascoli, 23/c
- 11:45-12:45 European Plaza
100dieci Cafè – Via Pascoli, 23/c
- 13:00-14:30 Lunch
University Canteen – Via Pascoli, 23
- 14:30-16:30 Parallel Sessions: Masterclasses (2 hours), Lectures and Workshops (1 hour repeated twice)
Palazzo Gallenga - Different rooms
- 16:30-17:00 Coffee Break
Palazzo Gallenga – Sala Goldoniana - II floor
- 19:00-19:30 Departure of busses to the Gala Dinner
Busses will leave at 7.00 p.m. from Piazza Italia (Hotel Brufani, Posta, Rosetta, Fortuna), Piazza dei Partigiani (Hotel Sangallo) and Hotel Giò Jazz&Wine and come back to Perugia around midnight.
- 19:30-23:30 Welcome Drink & Gala Dinner
Alla Posta dei Donnini - Via Deruta 43 - San Martino in Campo (PG)
- 23:30-24:00 Departure of the busses back to the hotels

Tuesday, September 8

- 09:00-10:00 Parallel Sessions: Lectures and Workshops (First Round)
Palazzo Gallenga - Different rooms
- 10:00-10:30 Coffee Break
Palazzo Gallenga – Sala Goldoniana - II floor
- 10:30-11:30 General Assembly
Palazzo Gallenga – Aula Magna - II floor
- 11:30-12:30 Parallel Sessions: Lectures and Workshops (Second Round)
Palazzo Gallenga - Different rooms
- 12:30-13:00 Close of Business and Group Photograph of Delegates
Palazzo Gallenga – Aula Magna - II floor



- 13:00-14:30 Lunch
University Canteen – Via Pascoli, 23

- 14:30-18:00 Tours & Leisure Activities
(meeting point with the guides and departure of busses from Via Pellini, outside the University Canteen going to the right and turn right after the Ancient Arch)
 - a. Beautiful, Resplendent Assisi: City of Peace
 - b. The oeno-gastronomic excellences of the territory: Tenuta Castelbuono
 - c. Perugia & Chocolate: Casa del Cioccolato Perugina
 - d. Italian language and culture lesson for Euprio members

- 20:30-24:00 Umbria Local Products Buffet and Music
Ristorante Enoteca Giò Arte e Vini – via Ruggiero D’ Andreotto, 19

Wednesday, September 9

- 08:30-18:30 Departure of Participants



Parallel sections: Masterclasses, Lectures, Workshops

Masterclasses (Monday, September 7)

1. *Time for change: building a communicative organization!*
Rijk van Ark, City of Amsterdam
2. *Crisis Communication*
Lilly Korpiola, University of Helsinki
3. *The changing role of strategic communication and marketing in international recruitment...and retention!*
Edilio Mazzoleni and Nicole Brini, Catholic University of Milan

Lectures (Monday, September 7)

1. *Viva la Revolucion! Revolutionary approaches to science communication*
Elena Lazaro, Universidad de Cordoba
2. *Crowdfunding scientific research: principles and practices*
Ivana Pais, Catholic University of Milan
3. *New skills in digital communication: icons, emoticons and e-learning*
Elisabetta Zuanelli, Università degli studi di Roma Tor Vergata

Workshops (Monday, September 7)

1. *My University Town. #minuniversitetsstad*
Gisella Bengtsson with Permilla Björk and Annica Alvén, Uppsala University (Winner of Euprio Award 2014)
2. *Anarchy – Digitization at Deutsche Telekom*
Alexander Derno, Deutsche Telekom
3. *The future of higher education in the digital era*
Adrian J. Ebsary, Consultant and Ottawa University
4. *University and Faculty: looking for new ways to integrate their communications*
Paola Fusi, Università degli studi di Trento
5. *The roles and practices of science communicators in an evolving media ecosystem*
Nico Pitrelli, SISSA – Scuola Internazionale Superiore di Studi Avanzati
6. *Digital PR and the use of influence to promote and communicate*
Roberto Venturini, Consultant



Lectures (Tuesday, September 8)

1. *University communications – a strategic approach*
Andreas Archut, Rheinische Friedrich-Wilhelms-Universität Bonn
2. *Communication challenges facing large Universities: what is the role for the communications department?*
Mirella Cerato, Università di Bologna
3. *Back to the future – a journey from gen x to gen z*
Arvid Dahlgren & Olle Hallberg, Karlstad University
4. *Identity management 2.0: the corporate identity of the university of the future*
Jan Dries, Universiteit Antwerp
5. *What if brand leads change management?*
Angel Losada Vázquez, Pontificia Universidad de Salamanca
6. *How global and local megatrends are changing the profession of PR and Communications*
Elna Melgin, ProCom – the Finnish Association of Communications Professionals
7. *Beyond content strategy: quality management for university websites*
Ingvild Straume & Erik Stewart, Oslo and Akershus University College of Applied Sciences

Workshops (Tuesday, September 8)

1. *The communications department as a network*
Hans Brouwer, Hogeschool van Arnhem en Nijmegen
2. *Organising Digital Communications for the 21st Century*
Régis Faubet, Grenoble Ecole de Management
3. *Social Media: From policy to conversation*
Manoek Los, Hogeschool van Amsterdam
4. *Be convincing in 3 minutes*
Noemie Mermet, Université d'Auvergne
5. *What's up with crossmedia? – How to meet diverse information needs and communication preferences*
Klaus Rümmele & Margarete Lehné, Karlsruher Institut für Technologie