

**EUPRIO CONFERENCE 2016**  
***LIVING THE BRAND***  
**Antwerp - September 1-4, 2016**

**Thursday, 1 September 2016**

- 08:00 - 18:00: Conference Registration - Hall Aula Rector Dhanis
  
- 16.30 - 18.00: Antwerp Guided City Tour – meeting point Hall Aula Rector Dhanis at 16:15
- 18.00 - 20:00: Welcome Reception - Antwerp Town Hall
- 20.30 - 23:00: Antwerp City life (non-guided)

**Friday, 2 September 2016**

- 08:00 - 18:00 Conference Registration - Hall Aula Rector Dhanis
- 09:00 – 09:15 Conference Opening by Christine Legrand, Euprio President, and Jan Dries, Director of Communication University of Antwerp - Aula Rector Dhanis
- 09:15 – 10:15 Keynote Lecture: Rethinking education for the day after tomorrow by Peter Hinssen - Aula Rector Dhanis
- 10:15 - 10:45 Short introduction of submitted projects Euprio Awards - Aula Rector Dhanis
- 10:45 - 11:15 Coffee break and guided poster session - Hall Aula Rector Dhanis
- 11:15 - 12:15 European Plaza - Hall Aula Rector Dhanis
  
- 12:15 - 13:15 Lunch - Hall Aula Rector Dhanis
  
- 13:15 - 14:15 Masterclasses (first part) and Workshops/Lectures (first round) – Different rooms Building Rector Dhanis
- 14:15 - 15:15 Masterclasses (second part) - Different rooms Building Rector Dhanis
- 14:15 - 15:15 Open space workshops (new at Euprio!) by Göran Alsén - Hall Aula Rector Dhanis
- 14:15 - 15:15 Workshop sponsored by Lumi: Using technology to interact, inform and assess your audience – Aula Rector Dhanis
- 15:15 - 15:45 Coffee break and guided poster session - Hall Aula Rector Dhanis
- 15:45 - 16:45 Workshops/Lectures (second round) – Different rooms Building Rector Dhanis
  
- 19:30 - 23:00 Gala Dinner - Horta Art Nouveau Hall

**Saturday, 3 September 2016**

- 08:00 - 13:00 Conference Registration - Hall Aula Rector Dhanis
- 09:30 - 10:30 Workshops/Lectures (first round) - Different rooms Building Rector Dhanis
- 10:30 - 11:00 Coffee break and free poster session - Hall Aula Rector Dhanis
- 11:00 - 11:15 Group picture
- 11:15 - 13:00 General Assembly with 30 years EUPRIO evocation and EUPRIO Awards winner - Hall Aula Rector Dhanis
  
- 13:00 - 14:00 Finger food - Hall Aula Rector Dhanis
  
- 14:00 - 15:00 Workshops/Lectures (second round) – Different rooms Building Rector Dhanis
- 15:00 - 16:00 End-note: Living the Brand: a 4D future! by Giorgio Brenna, Chairman and CEO of Leo Burnett Continental Western Europe Region, and Christine Legrand, EUPRIO President
  
- 19:30 Shuttles to the party boat 'Le Formidable' in the Port of Antwerp
- 20:00 – 23:00 Walking dinner and party on 'Le Formidable'

### Sunday, 4 September 2016

1. Antwerp City jogging
2. Port of Antwerp: 90 minutes cruise by boat
3. Guided visit to the Red Star Line Museum and walking tour with panoramic view over Antwerp on the top of the MAS
4. Guided tour behind the scenes of the Antwerp Zoo and free visit
5. Visit of the Brewery de Koninck
6. Shop till you drop (non-guided tour)

### Masterclasses - Friday, 2 September 2016

1. *Is branding a science? Visit to an unconventional campus* - Ronane Hoet & Alain Mayné, Hoet & Hoet Agency
2. *Herding Cats – developing consistent brand messaging in universities* - Chris North, Chris North Consulting
3. *Both sides of the coin - branding from a management viewpoint* – Arwin Nimis, Hanze University of Applied Sciences, Groningen

### Workshops/Lectures - Friday, 2 September 2016

1. ~~*Citizen Science' projects – how to make citizens engage with science?*~~ – Dacha Atienza Ariznavarreta, Natural Science Museum in Barcelona **CANCELLED!**
2. ~~*'Success Connects' – how companies can get involved in promoting a university*~~ – Diana Allen-Blind, Cooperative State University (Duale Hochschule Baden-Württemberg) **CANCELLED!**
3. *How a prestigious but not well known Institution has gained its new public image* - Antonella Varaschin & Giorgio Chiarelli, INFN-Istituto Nazionale di Fisica Nucleare
4. *Boosting A Brand By Hitchhiking With Hawking* - Katrin Mörck, Jill Klackenberg & Morgan Waltersson, KTH - Royal Institute of technology in Sweden
5. *Branding Post Graduate Education: Global Reach but Laser Focus & The Power of Insight* - Edwin van Rest, StudyPortals & Tim Rogers, The American University of Paris
6. *How to fit an elephant in a fridge: branding a complex university* - Nik Römer & Christine Goethals, University of Antwerp
7. *Customer-brand interactions: how brands can leverage online conversation* - Andria Andriuzzi, Sorbonne Graduate Business School in Paris
8. *Gender Sensitive Communications* - Petra Meier & Corine Van Hellemont, EGERA – University of Antwerp
9. *Internal branding at a multifaceted university* - Jacob Ørum, University of Copenhagen
10. *Internal challenges to corporate branding* - Svend Aage Mogensen, Aarhus University

### Workshop sponsored by Lumi - Friday, 2 September 2016

*Using technology to interact, inform and assess your audience* - Jon Fowler, Amie Fletcher & Aleksandra Perisic, Lumi

### Workshops/Lectures – Saturday, 3 September 2016

1. *#IAMIN – Passion, Pride and Profile* - Emma Leech, Loughborough University
2. *Strengthening the brand through audio – Let’s make ‘Time for Science’!* - Melanie Bartos, Universität Innsbruck
3. *Alumni Branding Starts At The Very Beginning* - Justyna Sidor, Kozminski University
4. *Use of student powered branding in Higher Education* - Lotte Finck & Annette Lind, Aalborg University
5. *Branding In Challenging Times - how to manage branding during a university merger* - Marita Müller, Brandenburgische Technische Universität Cottbus–Senftenberg
6. *What is the DNA of your brand?* - Laurence Ecobichon, Lassalle Beauvais - Ecole d’ingénieurs
7. *The Painters behind the Profile: The rise and function of communications departments in universities* - Mari Elken, NIFU – Nordic Institute for Studies in Innovation, Research and Education
8. *Bright Minds, Better Future* - Ariane Hofmeester, Utrecht University
9. *Networking through LinkedIn – grow your human capital* – Manoeek Los, Hogeschool van Amsterdam **CANCELLED!**
10. *Beyond the Logo: Managing the Digital Brand* - Régis Faubet, Grenoble Ecole de Management
11. *Brand Architecture On A Complex Campus* - Elisabeth Hoffmann, Technische Universität Braunschweig
12. *Exploring the borders of internal branding* – Erwin Groenewold, Zuyd University of applied science in the Netherlands

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