

WORKSHOP

Engaging internal audiences to boost your university's external success

The mission of the higher education institutions is to educate academic citizens, shift scientific knowledge and contribute to the development of the whole society. Communication is a necessary part of this process and the responsibility of the higher education institutions themselves. The seminar based on this topic encourages higher education institutions to recognize the importance of communication within their entire work as institution and its recognition.

Time and location

- 18. May 2018 (Friday), beginning at 9 :00am
- University of Zagreb (entrance hall), Trg Republike Hrvatske 14, Zagreb

What?

- Internal and external communication at higher education institutions
- Communication strategies

Who?

- Paul Helbing, Director of Communications of the Amsterdam University of Applied Sciences
- Professor Majda Tafra Vlahović, PhD, University of Dubrovnik

Goals:

- To gain understanding about the importance of effective internal communication
- To gain understanding about the importance of proactive informing about activities and the results of higher education institutions
- Encourage strategic planning of communication activities
- Encourage active inclusion in the EUPRIO network

Organizers:

- Agency for Science and Higher Education, Zagreb, Croatia
- University of Zagreb, Zagreb, Croatia
- EUPRIO - European Universities Public Relations and Information Officers

How to apply?

An online application form (<https://www.azvo.hr/en/en-euprio>) must be completed by Monday, 14 May. 2018 by 16:00h.



agency for science and higher education



EUROPEAN ASSOCIATION OF
COMMUNICATION PROFESSIONALS IN
HIGHER EDUCATION



University of
Zagreb

PROGRAMME

8:30 9:00 - Registration

9:00 9:30 - Welcome and conference opening session

- Marcin Witkowski, Paola Claudia Scioli, Euprio
- Professor Jasmina Havranek, PhD, ASHE Director
- Professor Damir Boras, PhD, Rector of the Univeristy of Zagreb

09:30 11:30 - 10 steps to link internal and external target groups with your academic profile

- Paul Helbing, Director of Communications of the Amsterdam University of Applied Sciences

11:30 11:45 - Coffee break and networking

11:45 13:45 - Designing a communications strategy: tips & tricks

- Professor Majda Tafra Vlahović, PhD, University of Dubrovnik

13:45 14:00 - Conclusions

14:00 15:00 - Lunch and networking

CONTACT:

**Agency for Science and
Higher Education**

Željka Plužarić
tel. +385 1 6274 837
zeljka.pluzaric@azvo.hr

Mina Đorđević
tel. +385 1 6274 809
mina.dordevic@azvo.hr

University of Zagreb

Sandra Kramar
tel. +385 1 4564 249
skramar@unizg.hr

Euprio

Paola Claudia Scioli
tel. +39 335 5725029
paolaclaudia.scioli@gmail.com



agency for science and higher education

EUPRIO

EUROPEAN ASSOCIATION OF
COMMUNICATION PROFESSIONALS IN
HIGHER EDUCATION



University of
Zagreb