

PROGRAMME

2018 Sevilla

SUNDAY, 3 JUNE 2018

UNIA (Universidad Internacional de Andalucía) / Hotel Meliá Sevilla

- 12:00-18:00 **Conference registration**
Hotel Meliá Sevilla
- 18:00-20:00 **Guided city tour**
- 20:00-21:30 **Welcome Ceremony and Reception**
UNIA, Monasterio Santa María de las Cuevas – Isla de La Cartuja
- 21:30 - on **Sevilla nightlife** (non-guided)

MONDAY, 4 JUNE 2018

Hotel Meliá Sevilla

- 08:00-17:00 **Conference registration and Info Desk**
Main Hall (ground floor)
- 09:00-09:15 **Conference Opening**
Christine Legrand, EUPRIO President
José Javier Tejada Martínez, Chairman of the Conference Scientific Committee
Giralda Plenary Room (floor -2)
- 09:15-10:15 **Keynote: Student Experience: Putting students first is the cleverest digital strategy of all**
Gerry McGovern, Digital Consultant, Dublin
Giralda Plenary Room (floor -2)
- 10:15-10:45 **Short introduction of submitted projects for the EUPRIO Awards**
Martin Herrema, President of the Euprio Awards Jury
Giralda Plenary Room (floor -2)
- 10:45-11:30 **Coffee break and Guided Poster session**
Giralda Hall and Room Giralda VI-VII (floor -2)
- 11:30-13:00 **European Plaza**
Giralda Plenary Room (floor -2)
- 13:00-14:00 **Lunch**
Roof Garden
- 14:15-16:30 **Masterclasses** (session 1) and **Workshops** (session 1):
- MASTERCLASSES - SESSION 1**
- The value and impact of Social Media**
Emma Gilmartin, University of Glasgow (UK)
Santa Cruz Room (floor -1)
 - It's about the culture: creating a culture that can thrive in a digital world**
Gerry McGovern, Digital Consultant, Dublin (IE)
Giralda I-II Room (floor -2)
 - How to develop a web strategy in 10 steps**
Bernd Völcker, Infopark, Berlin (DE)
Azalea Room (floor 0)
- WORKSHOPS – SESSION 1**
- Make Social Media human! How participation, empathy, and imperfection can help achieve internal communications goals**
Herwig Dämon, University of Liechtenstein (LI)
Magnolia Room (floor 0)
 - A modern idiot's guide to data driven communications**
Scott Forrest, University of the Arctic (FI)
Giralda VI-VII Room (floor -2)
 - Bots, trolls and social bots: the good, the bad and the ugly. How bots can be an effective tool for communications in universities and for disseminating knowledge**
Juan Carlos Medina Serrano, Technical University of Munich (DE)
Bambú Room (floor 0)
 - Mystudies.au.dk: Designing for – and with – end users. How to personalize a range of data and information in a new study portal**
Kim Nørskov, University of Aarhus (DK)
Flexi Room (floor 0)
 - Not sticks but carrots: how can we keep our community more informed?**
Anna Rolczak, University of Lodz (POL)
Ficus Room (floor 0)
- 16:30-17:00 **Guided Poster Session** Euprio Awards and Voting (last opportunity to vote)
Room Giralda VI-VII (floor -2)
- 20:00-23:00 Gala Dinner with Group Picture at Villa Luisa, Sevilla

TUESDAY, 5 JUNE 2018

Hotel Meliá Sevilla

- 09:00-11:15 **Masterclasses** (session 2) and **Workshops** (session 2):
- MASTERCLASSES - SESSION 2**
- Get agile and improve the student experience! Digital transformation and improving the user journey**
Alfred Almendra, Independent consultant (FR)
Azalea Room (floor 0)
 - Making connections: the internal communications journey**
Philip Graham, University of Edinburgh (UK)
Giralda I-II Room (floor -2)
- WORKSHOPS – SESSION 2**
- Communicating with students using targeted data. Turning students into ambassadors**
Ouriel Boiria and Maxime Brunengo, Woltö (FR)
Giralda VI-VII Room (floor -2)
 - Improving the (prospective) international student journey**
Arjan Burgers and Rita de Wilde, University of Twente (NL)
Ficus Room (floor 0)
 - GDPR: A Modern European Data Protection Law With a Global Impact**
Kristina Kardum, Digital communications officer. European Parliament (HR)
Bambú Room (floor 0)
 - Messenger Marketing. Direct communication with your target groups by using messaging apps**
Petra Dabelstein, Stuttgart Hochschule für Technik (DE)
Magnolia Room (floor 0)
 - How not to eat each others lunch: recipes for successful collaboration with IT**
Regis Faubet, Independent consultant (FR)
Flexi Room (floor 0)
 - Engaging our communities on social media**
Ole Frank Nielsen, Aarhus University (DK)
Santa Cruz Room (floor -1)
- 11:15-11:45 **Coffee break**
Giralda Hall (floor -2)
- 11:45-13:15 **General Assembly** with EUPRIO Awards Winner and Honorary Fellows,
EUPRIO Mobility
Programme presentation, EUPRIO Conference 2019 presentation
Giralda Plenary room (floor -2)
- 13:15-14:15 **Lunch**
Roof Garden
- 14:15-16:30 **Workshops** (session 3 – round 1):
- WORKSHOPS – SESSION 3**
- Developing a digital toolkit: the key to a robust communications operation in 2018**
Julie Backer and Trine Beate Elvebakken, Oslo Metropolitan University (NO)
Giralda I-II Room 1 and Giralda VI-VII Room 2 (floor -2)
 - How to tell a science story: Multimedia tools in science communications**
Melanie Bartos & Stefan Hohenwarter, University of Innsbruck (AT)
Giralda VI-VII Room 1 and Giralda I-II Room 2 (floor -2)
 - New tools of communication and branding: online platforms and MOOCs. How digital platforms and MOOCs promote a university and strengthen the brand**
Gian-Andri Casutt, Swiss Federal Institutes of Technology ETH Board (CH)
Santa Cruz Room (floor -1)
 - Back to the Futures Institute: an adventure in digital comms**
Kathryn Darcus, University of Edinburgh (UK)
Bambú Room (floor 0)
 - Boosting the international reputation of a university with a grand digital project: the Miguel de Cervantes Virtual Library**
Silvia Garcia Ponzoda, University of Alicante (ES)
Flexi Room (floor 0)
 - The data-driven university: how to effectively govern, trust and value university data**
Vincenzo Maltese, University of Trento (IT)
Ficus Room (floor 0)
 - Online evolution in university marketing**
Pavla Ondrušková and Radana Kolčavová, Brno University of Technology (CZ)
Magnolia Room (floor 0)
 - University mobile apps: does one app do it all?**
Roger Stumpf, University of Zurich (CH)
Azalea Room (floor 0)
- 16:30-17:30 **Endnote: The role of Higher Education in a fully interconnected world**
Bernd Völcker, Infopark
Giralda Plenary room (floor -2)
- 20:30-23:30 Dinner and Party at Los Abades, Sevilla

WEDNESDAY, 6 JUNE 2018

Excursions organised by the Conference Team:

- Sevilla: Cathedral and Alcazar
- Córdoba
- Jerez and Cádiz
- Doñana and El Rocío