

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
	Conference registration
12:00-18:00	Entrance
	Guided city tour
16:00-18:00	Booking required Meeting point in front of AMU Collegium Minus
	Welcome reception
18:00-20:00	Main Auditorium
Monday, June 17	AMU Morasko Campus – The Faculty of Historical Studies - ul. Umultowska, 89/d
	Transfer to the Morasko Campus
08:45-09:00	Buses in front of the hotels
	Conference registration and Information desk
09:00-17:00	Sala Dziekańska (Faculty Council Room, ground floor)
	Conference opening
10:00-10:15	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)
	Keynote
10:15-11:15	<i>Reputation management and building</i> Thomas Kolster , PA & PRESS Aula Profesora Gerarda Labudy (main auditorium - ground floor)
	EUPRIO awards: short introduction of submitted projects
11:15-11:45	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
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
16:40-17:25	Endnote <i>Online reputation and digital strategy</i> Christophe Ginisty Aula Profesora Gerarda Labudy (main auditorium - ground floor)
17:25-17:30	Conference closure Jan dries, president of EUPRIO Aula Profesora Gerarda Labudy (main auditorium - ground floor)
17:30-17:45	Transfer to the hotels Buses outside the Morasko Campus
20:00-23:30	Farewell Reception Concordia Design – ul. Zwierzyniecka, 3

Wednesday, June 19

Optional trips

09:00-18:00

1. **For the Faithful:** Poznań -Lichen Basilica and Sanctuary-Gniezno Cathedral-Poznań (all-day trip, from 9 am till 5 pm)
2. **For History Buffs:** Rogalin Palace and the Kórnik Castle (all-day trip, from 9 am till 5 pm)
3. **For the Sport-Oriented:** nordic walking and stretching/light jogging around the Malta Lake and/or Poznań Citadel hill (half a day trip, from 10 am till 2 pm)
4. **For Wild East Lovers:** horse-riding lesson in the woods (half a day trip, from 9 am till 3 pm)
5. **For Water Enthusiasts:** boat trip on the Warta river (2 hours)

updated March 9, 2019

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

Workshops

1. *Reputation management and building through key audiences: inspire, include, and engage*
Aikaterini Nikolaidou, University of Cyprus - Cyprus
2. *Student and Employee Advocacy – How, Why and What? (reporting from Euprio Mobility Programme)*
Caroline Roulaux, Maastricht University - The Netherlands
3. *Inside Out: How to develop an effective employer branding*
Daniela Kaser, Fachhochschule St. Pölten - Austria
4. *How to build trust when there is no such thing as "internal"*
Farida Khali & Marius Widmer, Université de Fribourg - Switzerland
5. *Can Brand Ambassadors Save Social?*
Hallvard Lavoll & Jeff Lugowe, Oslomet – Norway
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
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

8. *Events are not about the university, they're about inspiring and connecting people*
Peter Van Rompaey, Vrije Universiteit Brussel - Belgium
9. *The internal staff newsletter – the how, who and why?*
Sinne Louise Brandt Jakobsen, Aarhus University - Denmark

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. *When PR tends to fail: science communication in crisis situations*
Gerhard Schmücker, Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen - Germany

Workshops

1. *The University of Manchester - Engaging our people and supporting the employee experience*
Anne Arnold with Jamie Brown, The University of Manchester – United Kingdom
2. *How to create an effective science communications campaign (EUPRIO Awards winner 2018)*
Annika Linna & Minna Hölttä, Aalto University – Finland
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
4. *USS UK Strikes – Communications Challenges & How to Navigate Them*
Emma Gilmartin, The University of Glasgow - UK
5. *All together: how to successfully integrate our communities and encourage a feeling of belonging*
Filipe Ferreira, Université Grenoble Alpes - France
6. *Building blocks for reputation*
Herwig Damon, University of Liechtenstein - Liechtenstein
Joanna Kumpula, Finnish National Agency for Education - Finland
7. *The intranet jungle: how to engage academic staff on the intranet*
Morten Moesgaard Sørensen & Sille Jørgensen, University of Copenhagen – Denmark

8. *Turning employees into brand ambassadors*
Prof. Dr. Christoph Burmann, Universität Bremen – Germany
9. *Cut the red wire or the blue wire?*
Wouter De Pesseroey, Universiteit Antwerpen – Belgium

Tuesday, June 18, 2019

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*
Bettina Kunnert, TUWien - Austria
Uwe Steger, Universität Innsbruck - Austria
Josè Tejada, Universidad de La Rioja – Spain
2. *Identity and the university community*
Jacob Ørum, University of Copenhagen - Denmark

Workshops

1. *How Effective Is Your Communication to Potential Students? Ask Them!*
Andrea Costa, Bocconi University – Italy
2. *How to engage a community? Feedback from the Engineering School at CPE Lyon*
Emmanuelle Almendra, CPE Lyon – France
3. *Internal communications and university mergers: communicating change. Lessons learnt while bringing two universities and cultures together*
Katja Kannonlahti, University of Tampere - Finland
4. *Elite not elitist: changing perceptions of an ancient institution*
Kathryn Darcus, The University of Edinburgh – United Kingdom
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

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

7. *University of Manchester – Come fly with us on your cyber journey*
Tom Clegg, The University of Manchester - United Kingdom