

THE EUPRIO ANNUAL CONFERENCE

THE CHALLENGES AHEAD FOR COMMUNICATION IN HIGHER EDUCATION

TU Wien (Austria)
August 27th – August 30th, 2023

PRESENTATION

We are experiencing many crises and have many challenges ahead of us, forcing university communication to adapt its communication. At the EUPRIO conference you will learn about current trends and international best practices. You will be integrated into the interesting international network of EUPRIO.

We all are currently experiencing societal challenges such as wars, geopolitical disputes, climate crisis, energy crisis and new technological developments from artificial intelligence to digital transformation and the metaverse.

The EUPRIO conference addresses the challenges for university communication offices in a wide range. How do we organise social media activities in times of value debate, how do we deal with the loss of control in communication and how do we strategically bring ourselves into university management?

The numerous workshops cover the topics of internal communication, public affairs, science communication, events, marketing and social media strategies and how do we go into the future with our science festivals and above all how do we reach our target audience? This also includes marketing activities at national and international level to attract students, PhD students and researchers to support our university leaders in providing excellent teaching, research and knowledge and technology transfer.

TENTATIVE PROGRAMME

Sunday, August 27th, 2023

15:30-17:00	City tours in Wien
15:00-18:00	Registration of participants TU Wien, Conference Info desk, Campus Freihaus (FH), Aula ground floor, Wiedner Hauptstr. 8 – 10
17:00-18:00	Special event for new comers/item groups
18:00-19:00	Welcome Event TU Wien, Campus Karlsplatz (KP), Kuppelsaal, Karlsplatz 13, 4 th floor Rector designated of TU Wien, Prof. Jens Schneider Wien City Representative tbd Gian-Andri Casutt, President of EUPRIO Moderation: Uwe Steger, Bettina Neunteufl and Herbert Kreuzeder, Local Organisers Team

19:00-22:00	Get-together TU Wien, Campus Karlsplatz (KP), Festsaal + Boecklsaal, Karlsplatz 13, 1 st floor
Monday, August 28th, 2023	TU Wien, Campus Freihaus (FH) Wiedner Hauptstr. 8 - 10
08:30-17:30	Registration and Information TU Wien, Conference Info desk, Aula, ground floor
09:30-09:45	Conference Opening TU Wien, Lecture Hall FH HS 1 red Euprio Executive Board members – joint appearance Local Committee
9:45-10:45	Keynote Speech I + group photo TU Wien, Lecture Hall FH HS 1 red
10:45-11:15	Coffee break TU Wien, Aula, ground floor + 1 st floor
11:15-12:00	Short presentation of the Awards TU Wien, Lecture Hall FH HS 1 red Ludo Koks, President of the Jury
12:00-13:00	Workshops (session 1 – round 1) TU Wien, different rooms, 2 nd + 3 rd floor
13:00-14:30	Lunch TU Wien, Mensa 1 st floor
14:30-16:00	European Plaza (2 rounds) Group discussions at different tables TU Wien, different rooms, 2 nd + 3 rd floor
16:00-16:30	Coffee break, guided poster session TU Wien, Aula, ground floor + 1 st floor
16.30-17:30	Workshops (session 1 – round 2) TU Wien, different rooms, 2 nd + 3 rd floor
17:30	Transfer to the hotels
19:30-23:30	Gala Dinner at City Hall Wien Rathauskeller (Grinzinger Stüberl, Rittersaal, Lanner-/Leharsaal) Rathausplatz 1, 1010 Wien

Tuesday, 29th August 2023
Morning

TU Wien, Campus Freihaus (FH)
Wiedner Hauptstr. 8 – 10

09:00-17:00

Registration and Information
TU Wien, Conference Info desk, Aula, ground floor

09:00-10:00

Keynote Speech II
TU Wien, Lecture Hall FH HS 1 red

10:00-10:30

Coffee break, guided poster session
TU Wien, Aula, ground floor + 1st floor

10:30-11:30

Workshops (session 2 – round 1)
TU Wien, different rooms, 2nd + 3rd floor

11:30-12:30

Workshops (session 2 – round 2)
TU Wien, different rooms, 2nd + 3rd floor

12.30-14:00

Lunch
TU Wien, Mensa 1st floor

Tuesday, 29th August 2023
Afternoon

TU Wien, Campus Karlsplatz (KP),
Kuppelsaal, Karlsplatz 13, 4th floor

14:00-15:00

General Assembly
TU Wien, Campus Karlsplatz (KP), Kuppelsaal

15:00-16:00

Awards prize 2023
TU Wien, Campus Karlsplatz (KP), Kuppelsaal
Ludo Koks, President of the Jury

16:00-16:15

Conference closure
TU Wien, Campus Karlsplatz (KP), Kuppelsaal

19:00-23:30

Farewell Party

Wednesday, August 30th,
2023

08:00-18:00

Journey home

updated January 21st, 2023