

THE EUPRIO XXXIV ANNUAL CONFERENCE

**SHAPING THE FUTURE:
the strategic role of Communication in the European Universities**

**University of Turin
Rectorate Building – Via Po, 17 Turin (Italy)
CLE-Campus Luigi Einaudi - Lungo Dora Siena, 100 Turin (Italy)**

June 12-15, 2024

PRESENTATION

Communication at universities has evolved significantly over the years, increasing in both importance and diversity. With a multitude of channels available—ranging from digital platforms to offline events, such as public and student marketing events—the landscape is more complex. The advent of new tools employing artificial intelligence and the abundance of information have made it challenging to capture attention. In an increasingly interconnected world, universities must maintain strong regional ties while also embracing international openness to deliver excellent teaching, research, and knowledge transfer.

At the EUPRIO conference, communication department units from higher education institutions learn about the latest international practices. This encompasses internal and external communication, social media, crisis communication, digital communication, open day events, dialogue with the public or political figures, and also extends to alumni relations and fundraising.

Strategic communication is vital for the future of universities. We must be efficient and effective in mastering these tools and utilizing all available channels. Our researchers, students, and innovative tools such as artificial intelligence support us in this endeavour.

PRE-CONFERENCE PROGRAMME

(for the Steering Committee and Auditors' Committee Members)

Tuesday June 11, 2024

- 15:00-17:00 Executive Board meeting/EC2024 Task Force meeting
Lobby of the hotel Concord - via Lagrange, 47
- 17:00-19:00 Auditors' Committee meeting
Lobby of the hotel Concord - via Lagrange, 47
- 20:00-23:00 Steering Committee and Auditors dinner
Circolo Canottieri Esperia - corso Moncalieri, 2

Wednesday June 12, 2024

- 09:30-12:30 Steering Committee Meeting
Rectorate Building first floor, Sala Allara - via Po, 17
- 13:00-14:30 Steering Committee and Auditors light lunch
Le Vitel Etonné - via S. Francesco da Paola, 4

CONFERENCE PROGRAMME

Wednesday June 12, 2024

- 14:00-19:00 Registration of participants
Cavallerizza Reale, Sala delle Colonne - via Verdi, 9
- 15:00-16:00 Special event for new-comers
Cavallerizza Reale, Sala Multifunzione - via Verdi, 9
- 16:00-19:00 Groups meetings/EMP meetings
Cavallerizza Reale, Sala Multifunzione - via Verdi, 9
- 16:00-18:00 Guided tours
1. The University Museums: Museum of Human Anatomy “Luigi Rolando”
 2. The University Museums: Museum of Criminal Anthropology “Cesare Lombroso”
 3. Turin the Royal city
 4. Turin and its historical coffee shops
 5. Turin urban trekking
- Meeting point at 15:45 at Cavallerizza Reale Courtyard – via G. Verdi, 9
- 19:00-20:00 Welcome Event
Cavallerizza Reale, Aula Magna – via G. Verdi, 9
- Speakers:
Prof. Stefano Geuna, Rector of the University of Turin (tbc)
Prof.ssa Giulia Anastasia Carluccio, Deputy Rector of the University of Turin (tbc)
Ing. Andrea Silvestri, General Director of the University of Turin (tbc)
Gian-Andri Casutt, President of EUPRIO
- Moderators:
Paola Scioli and Enrico Costa, Italian Representatives in EUPRIO Steering Committee
- 20:00-22:00 Get-together
Rectorate, Loggia first floor - via Po, 17/via G. Verdi, 8
Dress Code: Casual

Thursday June 13, 2024

CLE-Campus Luigi Einaudi - lungo Dora Siena, 100

- 08:30-17:30 Registration and Information
Conference Info desk – Main Hall Campus Luigi Einaudi (CLE)
- 09:00-09:15 Conference Opening
EUPRIO Executive Board members – joint appearance Local Committee
- 09:15-10:00 Keynote speech
What is university communication for? Branding, democracy, and ‘auto-communication’
Sarah Davies, professor of Technosciences, Materiality, & Digital Cultures, Department of Science and Technology Studies at the University of Vienna - Austria
- 10:00-10:45 Panel discussion and questions&answers

- 10:45-11:15 Coffee break
- 11:15-12:15 Short presentation of the Awards
Ludo Koks, President of the Awards Jury
- 12:15-12:30 Group photo
- 12:30-14:30 Lunch and guided posters session (voting online)
- 14:30-15:30 Parallel Sessions 1
- 15:30-16:00 Coffee break and guided posters session (voting online)
- 16:00-17:00 Parallel Sessions 2
- 19:30-23:30 Gala Dinner
Museo del Risorgimento Palazzo Carignano - piazza Carlo Alberto, 8
Dress Code: Business Casual

Friday June 14, 2024

CLE-Campus Luigi Einaudi - Lungo Dora Siena, 100

- 08:30-17:30 Information Desk
Conference Info desk – Main Hall Campus Luigi Einaudi (CLE)
- 09:00-10:00 Parallel Sessions 3
- 10:15-11:15 European Plaza
- 11:15-11:45 Coffee break and guided posters session (voting online)
- 11:45-12:45 Parallel Sessions 4
- 12:45-14:15 Lunch
- 14:15-15:45 General Assembly with the Awards winner ceremony
- 15:45-16:45 Endnote speech
Looking to the future with hope, inspiration and a dose of reality
Theresa Merrick, Director of Communications and Marketing at The University of Edinburgh -
United Kingdom
- 16:45-17:00 Conference closure
- 19:30-23:30 Farewell Party
Snodo OGR-Officine Grandi Riparazioni - corso Castelfidardo, 22
Dress Code: Casual

Saturday June 15, 2024

08:30-17:30 Journey home

09:00-13:00 Optional touristic activities (direct reservation)

PARALLEL SESSIONS

There are four parallel sessions, and each participant can select one activity per session. The parallel sessions include three types of activities:

Presentation (P)

A presentation involves the speaker discussing a specific topic. It should last 30 to a maximum of 45 minutes and include time for questions and answers as well as a discussion with the participants.

(Low to medium interaction)

Workshop (W)

A workshop begins with a brief introduction to the topic and allows for comments from the participants (approximately 10 minutes). This is followed by discussions in small working groups (20 minutes), the outcomes of which are then presented by the groups (15 minutes). Finally, the results are discussed in the plenary session.

(Medium to very interactive)

Discussion/Talk (T)

A talk starts with a concise thematic introduction to the topic (maximum 5 minutes). It is followed by various aspects or best-practice examples of the topic through one or more brief impulse presentations (maximum of 5-7 minutes each, depending on the number of presenters). After these presentations, there is an opportunity for questions, and the facilitator moderates a discussion with the experts and the audience.

(Very interactive)

Each Presentation (P), Discussion/Talk (T), and Workshop (W) session lasts one hour and is repeated twice.

EUROPEAN PLAZA

It is a discussion format on a specific topic as listed below, where all participants should contribute with their experiences and opinions, ask questions or make comments. In each case, there are a couple of moderators/facilitators who know are experts of the topic and introduce and lead the discussion.

Within the European-Plaza you can choose one topic. Each session lasts 60 minutes.

TOPICS

1. Impact measuring, KPI and communication
2. Social Media in Higher Education - trends and learnings
3. Communicate Alliances
4. The political impact of the gender languages
5. How do you deal with political positioning in times of global crisis

Updated April 26, 2024