

THE EUPRIO XXXIV ANNUAL CONFERENCE

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

**University of Turin (Italy)
Rectorate Building – Via Po, 17 - Turin
CLE-Campus Luigi Einaudi - Lungo Dora Siena, 100 – Turin
June 12-15, 2024**

PRESENTATION

Communication at universities has changed over the years. It has become more important. It has become more diverse. There are many more channels to use, not only digital, but also offline with public events and student marketing events. There are new tools with artificial intelligence and much more information around, making it more difficult to attract attention. The world is more interconnected and universities need to be strongly anchored regionally, but also have international openness to offer excellent teaching, research and knowledge transfer.

At the EUPRIO conference, all units of the communication departments in Higher Education learn about the state of the art internationally. In internal or external communication, in social media, in crisis communication, in the digital communication or at open doors, in dialogue with the population or with politics, but also in alumni relations or fundraising.

Strategic communication at universities is important for the future. We need to be efficient and effective in order to master all these tools and utilize all channels. Our Researchers, students and new tools such as artificial intelligence help us to do this.

Come to the EUPRIO conference and learn about the latest trends in communication in higher education.

PRE-CONFERENCE PROGRAMME

(for the Steering Committee and Auditors' Committee Members)

Tuesday, June 11th, 2024

- 15:00-17:00 Executive Board Meeting/EC2024 Task Force Meeting
Lobby of the hotel
- 17:00-19:00 Auditors' Meeting
Lobby of the hotel
- 20:00-23:00 Steering Committee and Auditors dinner
Restaurant La Badessa piazza Carlo Emanuele II, 17 - Turin

Wednesday, June 12th, 2024

- 09:30-12:30 Steering Committee Meeting
Rectorate Building – Room XXX - Via Po, 17
- 13:00-14:30 Steering Committee and Auditors light lunch

CONFERENCE PROGRAMME

Wednesday, June 12th, 2024

- 14:00-19:00 Registration of participants
Rectorate Building – White Room - Via Po, 17
- 15:00-16:00 Special event for new-comers
Rectorate Building – Blue Room or courtyard - Via Po, 17
- 16:00-19:00 Groups meetings/EMP meetings
Rectorate Building – Blue Room - Via Po, 17
- 16:00-18:00 Guided tours
1. The University Museums: Museo di Anatomia Umana “Luigi Rolando”, Museo di Antropologia Criminale “Cesare Lombroso” e Museo della Frutta “Francesco Garnier Valletti”
Botanic Gardens
 2. Historical Archives
 3. Turin and Cinema (Mole Antonelliana e luoghi del cinema a Torino)
 4. Turin Industrial city
 5. Turin and the Visual Arts
 6. Turin and the historical coffee shops

Meeting point at 15:45 at Rectorate Via Po, 17 Courtyard

- 19:00-20:00 Welcome Event
Aula Magna Cavallerizza – Via G. Verdi, 9
- Speakers:
Prof. Stefano Geuna, Rector of the University of Turin
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 Via Po, 17/Via Verdi, 8 - first floor
(Dress Code: Casual)

Thursday, June 13th, 2024

CLE-Campus Luigi Einaudi - Lungo Dora Siena, 100

- 08:30-17:30 Registration and Information
Conference Info desk – Main Hall CLE
- 09:00-09:15 Conference Opening
EUPRIO Executive Board members – joint appearance Local Committee
- 09:15-10:00 Keynote Speech
- 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 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
- 15:30-16:15 Coffee break and Guided Posters Session (voting online)
- 16:15-17:15 Parallel Sessions 2
- 20:00-23:30 Gala Dinner
Museo del Risorgimento Palazzo Carignano - Piazza Carlo Alberto, 8 - Turin
Dress: Business Casual

Friday, June 14th, 2024

CLE-Campus Luigi Einaudi - Lungo Dora Siena, 100

- 08:30-17:30 Information Desk
Conference Info desk – Main Hall 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
- 14:30-16:00 General Assembly with the Awards winner ceremony
- 16:00-17:00 Endnote speech
- 17:00-17:15 Conference Closure
- 19:30-23:30 Farewell Party
Snodo OGR-Officine Grandi Riparazioni - Corso Castelfidardo, 22 - Turin
Dresscode: Casual

Saturday, June 15th, 2024

- 08:30-17:30 Journey home
- 09:00-13:00 Residenze Sabaude a Torino e dintorni (Palazzo Reale, Stupinigi e Venaria)

PARALLEL SESSIONS

There are 4 parallel sessions and each participant can select one activity per session. The parallel sessions contains 3 kinds of activity:

Presentation (P)

A presentation is the presentation of a specific topic by the speaker. The presentation should last 30 to max. 45 minutes and allow space for questions and answers as well as a discussion with the participants.

(Low to medium interactive)

Workshop (W)

A workshop starts with a short introduction to the topic and allows for comments from the participants (approx. 10 minutes). Afterwards, questions are discussed in small working-groups (20 minutes), the results of which are then briefly presented by that groups (15 minutes). Finally, the results are discussed in the plenary.

(Medium to very interactive)

Discussion/Talk (T)

A talk begins with a short thematic introduction to the topic (max. 5 minutes). This is followed by various aspects or best-practice examples on the topic by means of one or more short impulse presentations. (max. 5-7 minutes each - depending from the number of presenters). After these presentations, questions can be asked and the person in charge moderates a discussion with the experts and the audience.

(Very interactive)

Each Presentation (P) Discussion/Talk (T) and Workshop (W) 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 is a moderator who introduces the topic and leads the discussion.

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

TOPICS

1. Social Media in Higher Education - trends and learnings
2. Dialogue with politics and Public Affairs in Higher Education
3. Communicate sustainability in Higher Education
4. Inclusion in the university campus
5. International communication and marketing
6. Impact measuring, KPI and communication
7. Artificial Intelligence and digital transformation: what changes in the activities of communication professionals
8. xxx
9. Xxx
10. Xxx

updated November 13, 2023