

THE EUPRIO XXXV ANNUAL CONFERENCE

**Driving Innovation: Communication at the Heart of European Universities' Transformation**

**Nova School of Business and Economics – Campus Carcavelos  
Rua da Holanda, 1 – Carcavelos (Portugal)**

**August 20-23, 2025**

**PARALLEL SESSIONS**

There are four parallel sessions, and each participant can select one activity per session. The parallel sessions include two 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 interactive)**

**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)**

Each Presentation (P) and Workshop (W) session lasts one hour and is repeated twice.

**Parallel Sessions 1 – Thursday, August 21, 2025 - h. 16:00 – 17:00**

- 1. *Navigating crises in Higher Education: practical communication strategies (W)***  
Andreas Archut, Director of Communication - University of Bonn (Germany)
- 2. *From prospective student to alumnus: mapping the student journey (W)***  
Ebba Kristina Thorolvsen, Communication Officer – University of West (Sweden)  
Evelina Olsson, Communication Officer – University of West (Sweden)
- 3. *Communications against the machine: using media coverage to influence government policy (P)***  
Edd McCracken, Head of Research Communications - The University of Edinburgh (United Kingdom)
- 4. *The spy uncovered and the communication lessons learned (P)***  
Gea Kääpa, Head of Communication – University of Tartu (Estonia)
- 5. *When everybody is going AI ... How to stay human? (P)***  
Yutta Kasslin, Head of Marketing – Aalto University (Finland)  
Helena Vannas, Digital Marketing Lead – Aalto University (Finland)
- 6. *Discussing topics like health and climate change can be scary: How to get people to listen (P)***  
Jana Wilbricht, Head of Communications BCEPS Centre of Excellence – University of Bergen (Norway)
- 7. *Managing a transversal theme (P)***  
Julie Haffner, Press officer and deputy editor in chief – EPFL (Switzerland)  
Anne-Muriel Brouet, Scientific writer – EPFL (Switzerland)
- 8. *A communication academy for scientists: Empowering researchers to navigate the new communication landscape (W)***  
Christoph Elhardt, Media spokesperson and Communication specialist – ETH Zürich (Switzerland)  
Gertrud Lindner, Communication manager Corporate Communications – ETH Zürich (Switzerland)
- 9. *Breaking: Universities killed by their own success? (W)***  
Sys Christina Vestergaard, Head of Communication and Press – Aarhus University (Denmark)
- 10. *Finding tomorrow's answers together: Lessons from Maastricht University's new campaign and repositioning process (W)***  
Roel van Herpt, Director of Marketing and Communications – Maastricht University (Netherlands)

**Parallel Sessions 2 – Thursday, August 21, 2025 - h. 17:00 – 18:00**

- 1. Navigating crises in Higher Education: practical communication strategies (W)**  
Andreas Archut, Director of Communication - University of Bonn (Germany)
- 2. From prospective student to alumnus: mapping the student journey (W)**  
Ebba Kristina Thorolvsen, Communication Officer – University of West (Sweden)  
Evelina Olsson, Communication Officer – University of West (Sweden)
- 3. Communications against the machine: using media coverage to influence government policy (P)**  
Edd McCracken, Head of Research Communications - The University of Edinburgh (United Kingdom)
- 4. The spy uncovered and the communication lessons learned (P)**  
Gea Kääpa, Head of Communication – University of Tartu (Estonia)
- 5. When everybody is going AI ... How to stay human? (P)**  
Yutta Kasslin, Head of Marketing – Aalto University (Finland)  
Helena Vannas, Digital Marketing Lead – Aalto University (Finland)
- 6. Discussing topics like health and climate change can be scary: How to get people to listen (P)**  
Jana Wilbricht, Head of Communications BCEPS Centre of Excellence – University of Bergen (Norway)
- 7. Managing a transversal theme (P)**  
Julie Haffner, Press officer and deputy editor in chief – EPFL (Switzerland)  
Anne-Muriel Brouet, Scientific writer – EPFL (Switzerland)
- 8. A communication academy for scientists: Empowering researchers to navigate the new communication landscape (W)**  
Christoph Elhardt, Media spokesperson and Communication specialist – ETH Zürich (Switzerland)  
Gertrud Lindner, Communication manager Corporate Communications – ETH Zürich (Switzerland)
- 9. Breaking: Universities killed by their own success? (W)**  
Sys Christina Vestergaard, Head of Communication and Press – Aarhus University (Denmark)
- 10. Finding tomorrow's answers together: Lessons from Maastricht University's new campaign and repositioning process (W)**  
Roel van Herpt, Director of Marketing and Communications – Maastricht University (Netherlands)

**Parallel Sessions 3 – Friday, August 22, 2025 h. 10:00 -11:00**

- 1. Engaging students in the digital era: Lessons from ULiège's TikTok and Instagram journey (P)**  
Alice Lacroix, Community Manager – Université de Liège (Belgium)
- 2. The future of Science Communication: AI-Driven insights and trends (W)**  
Andrea Costa, Scientific Communicator – Università Bocconi (Italy)
- 3. Finding students: Dive into data-driven targeting strategies from the University of Suffolk and Bath Spa University (P)**  
John Cavani, Director of Marketing, Communications and International – University of Suffolk (United Kingdom)  
Ben Hughes, Director of Student Recruitment & Marketing and Deputy Pro Vice-Chancellor Academic Planning – Bath Spa University (United Kingdom)
- 4. AI-Powered content creation: Boosting communication in Higher Education (W)**  
Julius Wesche, Research/Founder - NTNU / Science Impact Academy (Norway)
- 5. University and societal impact: how and what to measure? Presenting case Aalto University impact report and methodology (P)**  
Katja Lahti, Senior Communications Specialist – Aalto University (Finland)
- 6. Open science communication: Ensuring digital sovereignty (P)**  
Melanie Bartos, Science communicator – University of Innsbruck (Austria)
- 7. From social platforms to people: Elevating university communication through public affairs, personal relations, and strategic networks (W)**  
Ole Frank Nielsen, Special Consultant – Faculty of Arts Aarhus University (Denmark)
- 8. Empowering internal cooperation: How social media templates can drive process improvement (P)**  
Michel Andreas Büchel, Responsible Social Media & Content Creator - ETH Zürich (Switzerland)  
Vinzenc Greiner, Co-Lead Social Media & Responsible Online News - ETH Zürich (Switzerland)

9. **How to communicate Artificial Intelligence to the university? Is AI fair and what is the significance of its implementation? Are we doomed to use AI tools while building up a narrative on the AI usage? (P)**  
Daniel Kaszyński, Press Officer AI Lab Setting in Health (BCEPS) - SGH Warsaw School of Economics (Poland)  
Ewelina Kędzior, Press Officer AI Lab - Setting in Health (BCEPS) - SGH Warsaw School of Economics (Poland)
10. **Promoting student mobility through effective cross-media communication (P)**  
Lina Hörügel, Head of International University Communication - Leipzig University  
Josephine Petzold, Coordinator Digital Communication - Leipzig University  
Katharina Pingel, Head of Process Development and Digital Communication - Leipzig University

**Parallel Sessions 4 – Friday, August 22, 2025 - h. 15:00 – 16:00**

1. **Engaging students in the digital era: Lessons from ULiège's TikTok and Instagram journey (P)**  
Alice Lacroix, Community Manager – Université de Liège (Belgium)
2. **The future of Science Communication: AI-Driven insights and trends (W)**  
Andrea Costa, Scientific Communicator – Università Bocconi (Italy)
3. **Finding students: Dive into data-driven targeting strategies from the University of Suffolk and Bath Spa University (P)**  
John Cavani, Director of Marketing, Communications and International – University of Suffolk (United Kingdom)  
Ben Hughes, Director of Student Recruitment & Marketing and Deputy Pro Vice-Chancellor Academic Planning – Bath Spa University (United Kingdom)
4. **AI-Powered content creation: Boosting communication in Higher Education (W)**  
Julius Wesche, Research/Founder - NTNU / Science Impact Academy (Norway)
5. **University and societal impact: how and what to measure? Presenting case Aalto University impact report and methodology (P)**  
Katja Lahti, Senior Communications Specialist – Aalto University (Finland)
6. **Open science communication: Ensuring digital sovereignty (P)**  
Melanie Bartos, Science communicator – University of Innsbruck (Austria)
7. **From social platforms to people: Elevating university communication through public affairs, personal relations, and strategic networks (W)**  
Ole Frank Nielsen, Special Consultant – Faculty of Arts Aarhus University (Denmark)
8. **Empowering internal cooperation: How social media templates can drive process improvement (P)**  
Michel Andreas Büchel, Responsible Social Media & Content Creator - ETH Zürich (Switzerland)  
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10. **Promoting student mobility through effective cross-media communication (P)**  
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Updated February 12, 2025