

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

PRE-CONFERENCE PROGRAMME

(for the Steering Committee and Auditors' Committee Members)

Tuesday August 19, 2025

- 16:00-17:00 Executive Board meeting
Lobby of the hotel
- 17:00-18:00 Auditors' Committee meeting
Lobby of the hotel
- 19:30-22:30 Steering Committee and Auditors dinner
restaurant of the hotel

Wednesday August 20, 2025

- 09:30-12:30 Steering Committee Meeting
Nova School of Business and Economics – Campus Carcavelos
- 12:30-14:00 Steering Committee and Auditors' lunch
Restaurant Nova School of Business and Economics – Campus Carcavelos

PRE-CONFERENCE OPTIONAL PROGRAMME

Wednesday August 20, 2025

- 09:30-17:00 Training course by the SBE Business School

CONFERENCE PROGRAMME

Wednesday August 20, 2025

Nova SBE Campus Carcavelos, Grand auditorium

- 15:00-19:00 **Registration of participants**
Grand auditorium
- 18:00-19:00 **Special event for new-comers**
foyer Grand auditorium
- 19:00-20:00 **Welcome Event**
Alumni lounge
- 20:00-22:00 **Get-together**
Alumni lounge (dress code: casual)

Thursday August 21, 2025

Nova SBE Campus Carcavelos, Grand auditorium

- 08:30-17:30 **Registration and Information**
Conference info desk
- 10:00-10:15 **Conference Opening**
EUPRIO Executive Board members – joint appearance Local Committee
- 10:15-11:00 **Keynote speech**
Speaker from ERC
- 11:00-11:45 **Panel discussion and questions&answers**
- 11:45-12:15 **Coffee break**
- 12:15-13:15 **Award projects presentation**
Hannamajia Helander, President of the Awards Jury
- 13:15-13:30 **Group photo**
- 13:30-15:00 **Lunch and posters session** (voting online) outside the Grand auditorium tent
- 15:00-16:00 **Parallel Sessions 1** (10 workshops/presentations)
- 16:00-16:30 **Coffee break and posters session** (voting online)
- 16:30-17:30 **Parallel Sessions 2** (10 workshops/presentations)
- 19:00-23:30 **Visit of the Castle, apéro and networking dinner** (dress code: casual)
Forte de São Julião da Barra - Av. Marginal 10, 2780-267 Cruz Quebrada, Portugal

Friday August 22, 2025

Nova SBE Campus Carcavelos, Grand auditorium

08:30-17:30 Information
Conference Info desk

09:30-10:30 **Parallel Sessions 3** (10 workshops/presentations)

10:30-12:00 **The EMP results: an open discussion** (5 talk on the topic of the EMP projects 2024-2025)

1. Let's focus on Internal Communications! Setting up a baseline measurement and developing a toolbox
Kateljne Ulenaers, UHasselt/Universiteit Hasselt – Belgium
2. Storytelling for impact in European Universities alliances
Deirdre Kilbride, Una Europa vzw – Belgium
3. Crisis communication – navigating in a turbulent Europe
Marlene Günsberg, Hanken Svenska Handelshögskolan – Finland
4. How can we use automation and AI to enhance our social media strategies without losing the human touch?
Esther Van Kan, TU Delft – Netherlands
5. Partnership between universities and the socio-economic environment: communication, best practices, and strategies for effective collaboration with businesses
Ewelina Kolendowicz-Ossowska, Uniwersytet SWPS – Poland

12:00-12:30 **Coffee break and posters session** (voting online)

12:30-13:30 **Parallel Sessions 4** (10 workshops/presentations)

13:30-14:30 **Lunch**

14:30-16:00 **General Assembly with the Awards winner ceremony**

16:00-16:45 **Endnote speech**

16:45-17:00 **Conference closure**

18:00-23:30 **Apéro and Farewell Party** (dress code: casual)
Nova SBE Roof top

Saturday August 23, 2025

08:30-17:30 Journey home

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)

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

Updated December 10th, 2024