

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**  
Lisbon Marriott Hotel Lobby
- 17:00-18:00 **Auditors' Committee meeting**  
Lisbon Marriott Hotel Lobby
- 19:30-22:30 **Steering Committee and Auditors dinner**  
Lisbon Marriott Hotel Restaurant

**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

**CONFERENCE PROGRAMME**

**Wednesday August 20, 2025**

Nova SBE Campus Carcavelos

- 15:00-19:00 **Registration of participants**  
Jerónimo Martins Grand Auditorium Entrance
- 16:00-17:30 **Directors' Briefing** (on invitation)  
Jerónimo Martins Grand Auditorium Foyer
- 18:00-19:00 **Special event for new-comers**  
Jerónimo Martins Grand Auditorium Foyer
- 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

- 09:30-18:30 **Registration and Information**  
Jerónimo Martins Grand Auditorium Entrance
- 10:30-10:45 **Conference Opening**  
EUPRIO Executive Board members – joint appearance Local Committee  
Jerónimo Martins Grand Auditorium
- 10:45-11:30 **Keynote speech**  
Marcel Salathé, PI of the Lab of Digital Epidemiology, and co-director of the EPFL AI Center - EPFL  
Jerónimo Martins Grand Auditorium
- 11:30-12:15 **Panel discussion and questions&answers**  
Jerónimo Martins Grand Auditorium
- 12:15-12:30 **Group photo**
- 12:30-14:30 **Lunch**  
Restaurant Tent
- 14:30-15:15 **Award projects presentation**  
Hannamajia Helander, President of the Awards Jury  
Jerónimo Martins Grand Auditorium
- 15:15-16:00 **Coffee break and posters session** (voting online)  
Jerónimo Martins Grand Auditorium Foyer
- 16:00-17:00 **Parallel Sessions 1** (10 workshops/presentations)  
Ming C. Hsu Executive Hall - different rooms ground and first floor
- 17:15-18:15 **Parallel Sessions 2** (10 workshops/presentations)  
Ming C. Hsu Executive Hall - different rooms ground and first floor
- 18:30-23:30 **Visit of the Castle 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

- 09:30-17:30 **Information**  
Jerónimo Martins Grand Auditorium Entrance
- 10:00-11:00 **Parallel Sessions 3** (10 workshops/presentations)  
Ming C. Hsu Executive Hall - different rooms ground and first floor
- 11:00-11:45 **Coffee break and posters session** (voting online)  
Jerónimo Martins Grand Auditorium Foyer
- 11:45-13:00 **The EMP results: an open discussion**  
Ming C. Hsu Executive Hall - different rooms ground floor
1. ***Let's focus on Internal Comms!***  
Katelijne Ulenaers, 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 School of Economics – Finland  
Farida Khali, Université de Fribourg - Switzerland
  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***  
Ewelina Kolendowicz-Ossowska, Uniwersytet SWPS – Poland
- 13:00-15:00 **Lunch and posters session** (voting online)  
Restaurant Tent
- 15:00-16:00 **Parallel Sessions 4** (10 workshops/presentations)  
Ming C. Hsu Executive Hall - different rooms ground and first floor
- 16:15-17:15 **EUPRIO Members' Forum & Awards Ceremony**  
Jerónimo Martins Grand Auditorium
- 17:15-18:00 **Endnote speech**  
Pedro Gardete, professor of Marketing and president of the Scientific Council of Nova School of Business and Economics - Portugal  
Jerónimo Martins Grand Auditorium
- 18:00-18:15 **Conference closure**  
Jerónimo Martins Grand Auditorium
- 18:30-23:30 **Networking 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 February 4, 2025*