

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

**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!**  
Kateljne 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 12, 2025*