

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**
EDP PLaza
- 16:00-17:30 **Directors' Briefing** (on invitation)
Alumni Lounge
- 18:00-19:00 **Special event for new-comers**
Alumni Lounge
- 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**
EDP Plaza
- 10:00-10:15 **Conference Opening**
EUPRIO Executive Board members – joint appearance Local Committee
Jerónimo Martins Grand Auditorium
- 10:15-11:00 **Keynote speech**
The AI Revolution in Real Time: Making Sense of a World in Transformation
Marcel Salathé, PI of the Lab of Digital Epidemiology, and co-director of the EPFL AI Center - EPFL
Jerónimo Martins Grand Auditorium
- 11:00-11:30 **Panel discussion and questions&answers**
Jerónimo Martins Grand Auditorium
- 11:30-12:15 **CNN Portugal**
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)**
EDP Plaza
- 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**
EDP Plaza
- 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)**
EDP Plaza
- 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 17, 2025