

THE EUPRIO XXXVI ANNUAL CONFERENCE

ReGeneration Renewing Communication in Universities through Resilience & Innovation

Université de Lorraine – Campus du Saulcy
Ile du Saulcy – Metz (France)

June 8th – 11th, 2026

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.

All the rooms are in the Bâtiment Marie Marvingt and each session will be repeated twice in the same room

- Ground floor:
- First floor:

Parallel Sessions 1 – Tuesday, June 9, 2026 - h. 14:30 – 15:30

- 1. Centralize or decentralize? Finding the Right Communication Model for Universities (W)**
Julie Backer, Head of Communication and Marketing – Oslomet (Norway)
Gaël Hurlimann, Director of Communications – EPFL (Switzerland)
- 2. Extreme Setting, Universal Lesson: What the Deep Sea Teaches Us About Science Communication (P)**
Melanie Bartos, Science communicator - University of Innsbruck (Austria)
- 3. EMP results Future-proof media relations: AI, crises and the changing news landscape (P)**
Enrico Costa, Media relations specialist - Ca' Foscari University of Venice (Italy)
- 4. Shifting the Future: Driving Massive Growth in STEM Enrolment through Advertising (P)**
Jón Örn Guðbjartsson, Head of Marketing and Communications - University of Iceland (Iceland)
- 5. Time travel with EUPRIO to 2066: join the Futures Literacy lab anniversary edition! (W) Part 1 continuing in session 2**
Pieke Hoekstra, Head of Community engagement & Outreach - TU Delft (Netherlands)

6. **Recruitment in the Age of the Algorithm: The Dilemma of Reach vs. Ethical Marketing (P)**
Kristian Mehlum Lie, Senior Advisor – OsloMet (Norway)
7. **Fortress or Lighthouse? Communicating European Universities in a Fragmenting World (W)**
Sabine Sainte-Rose, Secretary General of Engage.eu - University of Mannheim, Germany / Engage.EU European University Alliance (Germany)
8. **EMP Student Recruitment: Turning Joint Programmes into a First-Choice Option for European/EEA Students (P)**
Hogne Ulla, International Marketing - Hasselt University & EURECA-PRO (Belgium)
9. **Five surprising ways that researchers make the world a better place via social media – and how university communicators can help them (W)**
Mike Young, Director - Mike Young Academy (Denmark)

Parallel Sessions 2 – Tuesday, June 9, 2026 - h. 15:30 – 16:30

1. **Centralize or decentralize? Finding the Right Communication Model for Universities (W)**
Julie Backer, Head of Communication and Marketing – OsloMet (Norway)
Gaël Hurlimann, Director of Communications – EPFL (Switzerland)
2. **Extreme Setting, Universal Lesson: What the Deep Sea Teaches Us About Science Communication (P)**
Melanie Bartos, Science communicator - University of Innsbruck (Austria)
3. **EMP results Future-proof media relations: AI, crises and the changing news landscape (P)**
Enrico Costa, Media relations specialist - Ca' Foscari University of Venice (Italy)
4. **Shifting the Future: Driving Massive Growth in STEM Enrolment through Advertising (P)**
Jón Örn Guðbjartsson, Head of Marketing and Communications - University of Iceland (Iceland)
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8. **EMP Student Recruitment: Turning Joint Programmes into a First-Choice Option for European/EEA Students (P)**
Hogne Ulla, International Marketing - Hasselt University & EURECA-PRO (Belgium)
9. **Five surprising ways that researchers make the world a better place via social media – and how university communicators can help them (W)**
Mike Young, Director - Mike Young Academy (Denmark)

Parallel Sessions 3 – Wednesday, June 10, 2026 - h. 09:00– 10:00

- 1. Creation of a brand to strengthen innovation between public research and industry (W)**
Cécile Barnaba-Olivia Brenner-Lolita Righetti, Project Managers in Communication and Marketing - Université de Lorraine (France)
- 2. Communication Catalysts: How ESRs Drive Fresh Energy into University Outreach (P)**
Nicole Birkle, General Secretary FORTHEM Alliance - Johannes Gutenberg University Mainz, FORTHEM Alliance (Germany)
- 3. AI Routines You Can Actually Use (W)**
Mirko Bischofberger, Founder - Science Studios (Switzerland)
Enrico Costa, Media relations specialist - Ca' Foscari University of Venice (Italy)
- 4. Listening as a Core Competency for the Communication Professional of the Future (W)**
Evelyn Esveld, Head Corporate Communication - TU Delft (Netherlands)
- 5. EMP results ROI in Marketing (P)**
Katerina Machackova, Head of Marketing and PR Department - Prague University of Economics and Business (Czech Republic)
- 6. Don't Just Generate Content: Using AI to Understand and Listen to Your Target Groups (W)**
Martin Maitern, AI trainer - Self employer (Estonia)
- 7. If you like to cook, you'll like this presentation (W)**
Thomas Michaels, Professor of Soft and Living Matter - ETH Zurich (Switzerland)
Roland Baumann, Public Relations team leader and co-heading of the Content team - ETH Zurich (Switzerland)
- 8. Science in the Spotlight: A Practical Workshop on Media Engagement (W)**
Marta Daniela Santos, Head of Communications - ITQB NOVA (Portugal)
- 9. EMP results 3 Minutes, 1 Story: A European Toolkit for Science Storytelling in Higher Education (P)**
Aikaterini Vlachaki, Head Communication and PR Office - Hellenic Mediterranean University (HMU) (Greece)
- 10. Regenerate science communication to stand together against science hostility worldwide (P)**
Julia Wandt and Kristin Küter, Managing Partner - Scicomm-Support (Germany)

Parallel Sessions 4 – Wednesday, June 10, 2026 - h. 11:15 – 12:15

- 1. Creation of a brand to strengthen innovation between public research and industry (W)**
Cécile Barnaba-Olivia Brenner-Lolita Righetti, Project Managers in Communication and Marketing - Université de Lorraine (France)
- 2. Communication Catalysts: How ESRs Drive Fresh Energy into University Outreach (P)**
Nicole Birkle, General Secretary FORTHEM Alliance - Johannes Gutenberg University Mainz, FORTHEM Alliance (Germany)
- 3. AI Routines You Can Actually Use (W)**
Mirko Bischofberger, Founder - Science Studios (Switzerland)
Enrico Costa, Media relations specialist - Ca' Foscari University of Venice (Italy)

- 4. Listening as a Core Competency for the Communication Professional of the Future (W)**
Evelyne Esveld, Head Corporate Communication - TU Delft (Netherlands)
- 5. EMP results ROI in Marketing (P)**
Katerina Machackova, Head of Marketing and PR Department - Prague University of Economics and Business (Czech Republic)
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Updated April 22th, 2026