

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

In an era of rapid change driven by artificial intelligence, scientific skepticism, shifting generational expectations and new modes of work we invite higher-education communication professionals across Europe to explore what it means to regenerate, to rebuild, replenish, reimagine our professional practices, institutional cultures and personal capacities. Regeneration is more than recovery.

It is proactive renewal: nurturing mental health in challenging communication roles; fostering work-life balance across junior/senior-levels and multi-generational teams; embracing innovation ecosystems with both courage and care; navigating science communication in a climate of mistrust; integrating AI and new technologies without losing human connection.

This conference offers you the chance to reflect, connect and co-create. Through keynotes, panels, workshops and case studies, we will share best practices and bold ideas to help communication in higher education become more resilient, more inclusive, more future-ready and more humane. Whether you focus on internal or external communication, policy, digital strategies or institutional reputation: this is a place to renew your vision, strengthen your networks and find new energy for the challenges ahead.

CONFERENCE PRE-PROGRAMME

(only for the Steering and Auditors Committees)

Monday June 8th, 2026

Université de Lorraine – Campus du Saulcy

09:30 - 12:30 **Coffee table available for the Steering Committee**
Espace Rabelais

09:30 - 12:30 **Steering Committee**
Espace Rabelais

12:45 - 14:00 **Lunch for the Steering Committee**
Espace Rabelais - Salle des Thèses

14:30-16:00 **Directors' Briefing (special event for the Directors of Communication, on invitation)**
Batiment Simone Veil - Salle de réunion (ground floor)

CONFERENCE PROGRAMME

Monday June 8th, 2026

Université de Lorraine – Campus du Saulcy

15:00-18:00 **Registration of participants**
Registration and Information desk
Hall Amphithéâtre Le Moigne

16:00-17:30 **City guided tours**
Meeting point: Hall of the Amphithéâtre Le Moigne, Campus Saulcy

An important Gallo-Roman city, capital of the Merovingian Kingdom of Austrasia, cradle of the Carolingian kings, opulent medieval city, and capital of the province of the Three Bishoprics, Metz boasts exceptional architectural and monumental ensembles. From the old citadel district to Saint-Étienne's Cathedral, passing through Place de la Comédie, visitors can soak in the city's glorious past, and emblems of urban planning and contemporary art. This tour will be led by a team of qualified, passionate, and multilingual professional guides.

19:00-19:30 **Special event for new-comers**
Bettina Neunteufl, President of EUPRIO
EUPRIO Steering Committee Members (National Representatives)
Hall Espace Bernard-Marie Koltès

20:00-21:30 **Welcome Event** (dress code: casual)
David Diné, Director of Communication Université de Lorraine
Bettina Neunteufl, President of EUPRIO
Showing up of the Local and Organising Committee
Saint-Pierre-aux-Nonnains

Tuesday June 9th, 2026

Université de Lorraine – Campus du Saulcy

09:00-17:00 **Registration and Information**
Registration and Information desk
Hall Amphithéâtre Le Moigne

09:00-09:30 **Conference Opening**
Helene Boulanger, President of Université de Lorraine
Bettina Neunteufl, President of EUPRIO
David Diné, Director of Communication Université de Lorraine
Showing up of the Executive Board and the Local and Organising Committee
Amphithéâtre Le Moigne

09:30-10:15 **Keynote speech**
Beyond the Horizon
Richard Parks, Writer and Filmmaker
Amphithéâtre Le Moigne

- 10:15-10:45 **Round table with 4 speakers and a moderator discussing the keynote topic**
Amphithéâtre Le Moigne
- 11:00-11:30 **Coffee Break**
Atrium UFR Droit Économie et Gestion (DEA)
- 11:45 -12:45 **Award projects presentation**
Hannamaija Helander, Chair of the Awards Jury
Amphithéâtre Le Moigne
- 12:45-13:00 **Group photo**
In front of Amphithéâtre Le Moigne
- 13:00-14:30 **Lunch and Poster session** (voting online)
Atrium UFR Droit Économie et Gestion (DEA)
- 14:30-15:30 **Parallel Sessions 1** (10 workshops/presentations)
Meeting rooms Bâtiment Marie Marvingt
- 15:30-16:30 **Parallel Sessions 2** (10 workshops/presentations)
Meeting rooms Bâtiment Marie Marvingt
- 16:45-17:30 **Coffee break and Posters session** (voting online)
Atrium UFR Droit Économie et Gestion (DEA)
- 19:00-23:30 **Networking dinner** (dress code: casual)
Metz Congrès Robert Schuman

Wednesday June 10th, 2026

Université de Lorraine – Campus du Saulcy

- 09:00-17:30 **Information**
Registration and Information desk
Hall Amphithéâtre Le Moigne
- 09:00-10:00 **Parallel Sessions 3** (10 workshops/presentations)
Meeting rooms Bâtiment Marie Marvingt
- 10:15-11:00 **Coffee break and Posters session** (voting online)
Atrium UFR Droit Économie et Gestion (DEA)
- 11:15-12:15 **Parallel Sessions 4** (10 workshops/presentations)
Meeting rooms Bâtiment Marie Marvingt
- 12:30-14:00 **Lunch**
Atrium UFR Droit Économie et Gestion (DEA)
- 14:15-15:45 **General Assembly & Awards Ceremony**
EUPRIO Executive Board with Hannamaija Helander, Chair of the Award Jury
Amphithéâtre Le Moigne

15:45-16:00 **Conference closure**
Bettina Neunteufl, President of EUPRIO
Amphithéâtre Le Moigne

19:30-00:30 **Farewell Party** (dress code: casual)
Le Royal - Metz

Thursday June 11th, 2026

08:30-17:30 **Journey home**

Updated May 19th, 2026