



**Theme:** University Communication: a Strategy to Achieve Quality.

**Venue:** Barcelona, Casa de Convalescència

**Participants:** 260 from 25 countries

**Languages:** Spanish and English

#### Opening speeches

Rolf Guggenbühl  
*President of EUPRIO*

Lluís Ferrer  
*Rector, Universitat Autònoma de Barcelona*

Marc Permanyer  
*President of the Organizing Committee of Barcelona 2002*

Andreu Mas-Colell  
*Generalitat de Catalunya*

#### Keynote speeches and round tables

**La comunicación como instrumento para alcanzar la calidad**

Ulrich Sander  
*Instituto Tecnológico de Monterrey, México*

**Indicadores de calidad de la Universidad**

Joan Cortadellas  
*Universitat Politècnica de Catalunya, Spain*

**La Universidad de calidad. El punto de vista de los agents locales**

Gemma Rauret  
*Agencia per a la Qualitat del Sistema Universitari a Catalunya, Spain*

Ramon Ollé  
*President ejecutivo, EPSON Europa y EPSON Ibérica, Spain*

Carlos Arroyo  
*Periodista, Instituto Universitario de Posgrado, Spain*

Salvador Cardús  
*Universitat Autònoma de Barcelona, Spain*

Mesa redonda moderada para Carles Targa,  
*Universitat Ramon Llull, Spain*

**Managing institutional change towards excellence**

Alberto Jorge Acosta  
*Universidade de Matanzas, Cuba*

**The role of internal communication for understanding change and for people's involvement**

Susan Bloch-Nevitte  
*University of Toronto, Canada*

**The University portal. Strategies in a global market. The Universia case**

Andrés Pedreño  
*Universia.net, Spain*

**To communicate, to train and to learn in a global world. The new challenges of the university**

Gabriel Ferraté  
*Rector, Universitat Oberta de Catalunya, Spain*

#### Workshops

**Communication and the creation of distinctive values**

Ramón Guardia  
*Chairman, Valores & Marketing, Spain*

**Towards the globalisation of their brand**

Peter Reader  
*University of Southampton, UK*

**Managing risk communication and communication breakdowns**

Miguel López-Quesada  
*Weber Shandwick Ibérica, Spain*

#### Competitive Marketing

Susan Bloch-Nevitte  
*University of Toronto, Canada*

**The social communication of science and technology**

Luis Ángel Fernández Hermana  
*Journalist, en.red.ando, Spain*

**The scientific communication observatory: a bridge between science and society**

Raimundo Roberts  
*Biomedica Scientific Communication Observatory, Pompeu Fabra University, Spain*

**Achieving Quality in corporate publications**

Ray Footman  
*University of Edinburgh, UK*

**One big happy family. Strategic internal communications**

Eleanor Harwood & Keith Seacroft  
*University of Durham, UK*

**Fundraising as way of extra income for Spanish universities**

Ricard Valls  
*Spanish Fundraising Association, Spain*

**Strategic planning as a model for managing the change and for improving the communication at universities**

Alberto Jorge Acosta  
*University of Matanzas, Cuba*