

**Theme: Universities and their Regions.  
The communication challenge for the  
21<sup>st</sup> century**

**Venue:** University of Durham

**Participants:** 184 from 22 countries

**Opening speeches**

Sir Kenneth Calman

*Vice-Chancellor of University of Durham*

John Bridge

*Chair of NorthEast*

Keith Seacroft

*Head of PR, University of Durham*

**Plenary sessions**

**The regional role of the universities:  
Communication issues**

Professor John Goddard

*Deputy Vice Chancellor, University of  
Newcastle upon Tyne, UK*

**Universities and regions: The  
European Parliament perspective**

Barbara O'Toole

*Member of the European Parliament for  
North East England, UK*

**Toward a vision for higher education  
for the 21<sup>st</sup> century**

Sir Howard Newby

*Chief Executive, Higher Education  
Funding Council for England, UK*

**NHSU: A new kind of corporate  
university**

Professor Bob Fryer

*Chief Executive of the National Health  
Service University, UK*

**Universities at the heart of the North  
East of England's economy**

Phil Shakeshaft

*Head of Strategy, One NorthEast, UK*

**Workshops**

**Developing an Alumni Communications  
Strategy**

Adrian Beney

*Deputy Director of development and  
Alumni Relations, University of Durham,  
UK*

**10 Years of University Communication  
Development: the case history of Italy**

Paola Claudia Scioli

*Centennial Coordinator, Università  
Bocconi, Milano, Italy*

Alessandro Ciarlo

*Co-Director Bocconi Comunicazione,  
Università Bocconi, Milano, Italy*

**Benchmarking your marketing practise**

Dave Roberts

*Chief Executive, HEIST, UK*

**Trends and Good Practise in UK  
Higher Education Websites**

MARTIN BROOKS



The Durham Cathedral.

Zoe Whitby

*Director, HEIST, UK*

**Step by step – Widening participation  
in a welfare system**

Kristine Lyngbø

*Ingeniørhøjskolen Odense Teknikum,  
Denmark*

**Getting to Grips with your Audiences:  
Re-Branding the University and  
refocusing the Marketing message**

Sean Figgis

*Head of PR and Communication,  
Northumbria University, UK*

Chris Watts

*Head of marketing, Northumbria  
University, UK*

**Meteor Project**

Pat White

*Assistant Director, Centre for Lifelong  
Learning, University of Teesside, UK*

**Creating a Public Face for the European  
Research Area**

Peter Green

*AlphaGalileo Foundation, UK*

**The Stockholm universities and the  
regional program for economic growth**

Michel Wlodarczyk & Maud Bergman

*Stockholms Akademiska Forum, Sweden*

**Making the Web Work: Managing the  
University's Web Presence**

Sean Figgis

*Head of PR and Communication,  
Northumbria University, UK*

Nigel Bradley

*Web Development Manager,*

*Northumbria University, UK*

**How are we doing? Evaluation and  
benchmarking of communications**

Olle Alexandersson

*Senior consultant Strategic  
Communication, The Communcative  
University Forum and ARC AB*

Arne Abrahamsen

*Communications Adviser, Argument,  
Bergen, Norway*

Christer Hjort

*Former Head of Information, Lund  
University, Sweden*

**Technology can make a difference**

Janice Webster

*Chief Executive, Virtual Reality Centre  
at Teesside Limited, UK*

**Media and the Region**

Ged Henderson

*Editor, The Journal, Newcastle, UK*

**Slime, spacemen and frozen bananas**

Sue Reece

*Head of Student Recruitment and  
Admissions, University of Sunderland, UK*

Alison Steel

*Head of Corporate Affairs, University of  
Sunderland, UK*



Durham  
University