

CONFERENCE IV: Granada (Spain), October 1992

Theme: New Horizons

Venue: University of Granada

Languages: English, French and Spanish with simultaneous translations.

Number of participants: 150 - Attendance was allowed to EUPRIO members only, up to a maximum of 15 from larger countries and 7 from smaller countries, excluding Steering Committee members, plus Spanish members. Countries not taking up the allotted number of places were to make them available for people from other countries.

Plenary sessions

Corporate Identity - UK and the USA experiences

Ray Footman

Director of the Information and Public Relations Service at the University of Edinburgh

Corporate identity – a Southern approach

Edoardo Brioschi

University "Cattolica del Sacro Cuore" of Milan

Internal communication – How? Why? New tools...

A Spanish speaker and a South American speaker

Europe: a common language? European communication and people: an overview

Domenico Lenarduzzi

Task Force "Education, Training, Youth, Human Resources" of the European Community

Europe: branching out – Europe and the world: new ways of collaboration

Antonio Marín Ruíz

Director of the Communication and Documentation Service at the University of Granada

