



ARCHIVE ACUN

**Theme: Universities' Communication: torn between Academia and Business?**

**Venue:** University of Lecce

**Participants:** approximately 200

**Opening speeches**

Rolf Guggenbühl  
*President of EUPRIO*

Angelo Rizzo  
*Rector, Università di Lecce, Italy*

Adriana Poli Bortone  
*Mayor of Lecce*

**Keynote speeches and round tables**

**Universities' communication: torn between Academia and Business or pulling them together?**

Edoardo Teodoro Brioschi  
*President of AICUN*

**Challenges facing Higher Education**

Luciano Guerzoni  
*Italian Ministry of University and Scientific Research*

**What lies in Universities' future? Cooperation or competition?**

Luciano Modica  
*President of Italian Universities Rectors Conference (CRUI)*

Ingeborg Christensen  
*Vice-President of EUPRIO*

Domenico Lenarduzzi  
*Deputy Director, DG Education and Culture, European Commission*

**Marketing the Universities, a sea change in communication? The view from different European perspectives**

Round table moderated by Ray Footman, *past-president of EUPRIO, University of Edinburgh, UK*

**Changing task of information officers**

Kenneth Edwards  
*President of CRE*

Rolf Guggenbühl  
*President of EUPRIO*

Rosanna Santonocito  
*Journalist, "Il Sole-24 Ore"*

**Workshops**

**Marketing a University. A comprehensive approach from prospective students to employers**

Edoardo Teodoro Brioschi  
*Università Cattolica del Sacro Cuore, Milano, Italy*

Roberto Piovan  
*Università di Firenze, Italy*

**Strategic thinking in University communication. The steps to take to be sure that what you do is really what your institution needs**

Alessandro Ciarlo  
*Università Commerciale "L. Bocconi", Milano, Italy*

**An example of affinity programme: Bocconi University Alumni Association Credit Card**

Lucrezia F. Cosentino  
*Università Commerciale "L. Bocconi", Milano, Italy*

**How to organise an effective press office**

Antonella Maraviglia  
*Università di Firenze, Italy*

**Student recruitment: what is likely to work and what is not**

Arne Abrahamsen  
*Universitetet i Bergen, Norway*

**How to develop an enticing Web site**

Peter McKiernan  
*University College Dublin, Ireland*

**The University magazine: a useful dinosaur in the modern digital world**

Elmar Hein  
*Universität Kaiserslautern, Germany*

**Using Information Technologies, innovatively, to connect with prospective students and with Alumni**

Vito Coviello  
*CILEA, Milano, Italy*

**A successful example of merchandising programme**

Gianni Montemagno  
*Università di Catania, Italy*

**How to maintain a Web site once you have created one. Problems, responsibilities, how to get everybody involved**

Brunella Marchione  
*Università di Parma, Italy*

**How to communicate through pictures: information and emotions**

Federico Brunetti  
*Politecnico di Milano, Italy*

**Establishing 21 pieces of art during 21 years as a major communication tool**

Wim Janssen  
*Rijksuniversiteit Groningen, the Netherlands*

**The growing role of advertising in Universities communication dealing with ad agencies**

Roberto Carcano  
*Università Cattolica del Sacro Cuore, Milano, Italy*