

CONFERENCE XVI: La Valletta (Malta), 2-5 September 2004

Theme: Communicating Across Cultures

Venue: University of Malta

Number of participants: 130 from 20 countries.

Opening speeches

Roger Ellul-Micallef
Rector of the University of Malta

Louis Gales
Minister of Education, Malta

Plenary sessions

Communicating Europe: Common Values Across Cultures

Charis Xirouchakis
Responsible for Public Relations, Council of Europe

The search for a common ground in European Higher Education

César Álvarez-Alonso
Executive Secretary, Santander Group Secretariat, Spain

Anti-racism advertising: what does it take?

Biljana Scott
University of Oxford, UK

Communicating in two cultures: The Franco-German University, a university without walls and two countries as a joint campus

Ulrike Reimann
Deutsch-Französische Hochschule

The role of jokes in transcultural academic administration: Towards a Quality Audit

Peter Serracino Inglott
Former Rector of the University of Malta, Malta's representative at the Convention of Europe

The influence of national culture on strategic public relations: The Malta Experience

Laura Mifsud Bonnici
Communications Coordinator for the Minister for the Family and Social Solidarity, Malta

Workshops

Public Discussion of 'Difficult' Scientific Topics

Rolf Guggenbühl
Public Relations Officer at ETH, Zurich

A European Public Relations Dimension: the E.B.O.K. experience

Carmel Bonello
PR Manager, BPC Advertising

Communicating in two cultures – universities without walls

Ulrike Reimann
Deutsch-Französische Hochschule
Alessandra Saletti
Università di Trento, Italy

The influence of national culture on strategic public relations. The Malta experience

Laura Mifsud Bonnici
Communications Coordinator for the Minister for the Family and Social Solidarity, Malta

Mary Anne Lauri
Lecturer in Social Psychology, Faculty of Education, University of Malta

The Power of the BBC (Branding, Benchmarking and the Competitive edge)

Peter Slee & Sean Figgis
Northumbria University, UK

Controversy, Communications and Cambridge

Susannah Baker & Nick Champion
University of Cambridge, UK

Designing web sites for maximum impact

Chris Harris
Executive Director, HERO, UK

The importance of institutional branding and the role of a house style

Jolanda van den Broek
Head office of Public and External Affairs, Tilburg University, the Netherlands

