

**Theme: The Challenge of Change**

**Venue:** Lapin yliopisto (University of Lapland), Rovaniemi, Finland

**Participants:** 193 from 23 countries

**Opening speeches**

Rolf Guggenbühl  
*President of EUPRIO*

Esko Rieppula  
*Rector, Lapin yliopisto, Finland*

**Keynote speeches and round tables**

**New technology, future and cultural values: challenge for society and university**

Sam Inkinen  
*Vaasan yliopisto, Finland*

**Is contemporary University in ruins or is the Renaissance of higher education under way?**

Professor Tapio Varis  
*Tampereen yliopisto, Finland*

**Strategic approaches to the internal and external communication of universities**

Elisa Juholin  
*Helsingin yliopisto, Finland*

**Organizational communication and change management: incentives and strategies for Universities**

Pertti Hurme  
*Jyväskylän yliopisto, Finland*

**@-environment for organizational communication: from sending information to telling stories**

Professor Pekka Aula  
*Helsingin yliopisto, Finland*



UNIVERSITY OF LAPLAND  
LAPIN YLIOPISTO

**What is the role of the PR and communication office in forming and implementing the strategic goals of the university?**

Round table chaired by Ingeborg Christensen  
*Aarhus Universitet, Denmark*

**Workshops**

**Virtual campuses. Future or just a temporary phantom?**

Albert Sangrà  
*Universitat Oberta de Catalunya, Spain*

**Competition is getting harder. How to differentiate from competitors?**

Merja Lankionen  
*CIMO, Finland*

**Challenge and change start your own company and have your university as a client. A Dutch example.**

Veronica Gieben  
*3G Communicatie, the Netherlands*

**Developing and managing an online news service**

Peter Reader & Jonathan Cole,  
*University of Southampton, UK*

**Painting a student profile helps target future recruitment efforts**

Lisbeth Wester Leandersson  
& Leif Bryngfors

*Lund universitet, Sweden*

**Improved status on the global market place through efficient press contacts**

Brigitte Fournier  
*Noir sur Blanc, France*

**International audits, a plague or a challenge? The role of the communications department**

Timo Niitemaa & Jaana Puukka  
*Turun yliopisto, Finland*

**Integrated office – from friendraising to corporate service – all under the umbrella of marketing and communications**

Tiina Laitinen  
*Helsingin kaupparkeakoulu, Finland*

**From scenarios to reality. Strategic planning at Luleå University of Technology**

Eva Moe & Erik Höglund  
*Luleå tekniska universitet, Sweden*

**Making friends and influencing people: a crash course in crisis management**

Peter Slee & Keith Seacroft  
*University of Durham, UK*



Part of the campus of the University of Lapland, in the Finnish city of Rovaniemi.