



Theme: Challenges and solutions: communication strategies for the future

Venue: University of Stavanger

Participants: 215 from 21 countries

Opening speeches

Anne Selnes
Director of strategy and communication, University of Stavanger, Norway

Peter Van Dam
Acting president of EUPRIO

Plenary sessions

Culture and the university

Mary Miller
Director, Stavanger 2008, European Capital of Culture, Norway

Daniel Hansson
Artistic director and Conductor, Malmö University, Sweden

Why students stay away from STEM: how teenagers' values and self image clash with the image of science

Ursula Kessels
Researcher and lecturer at the Freie Universität Berlin and HSU Hamburg, Germany

Promotion and marketing. Key components of an internationalisation strategy

Bernd Wächter
Director, ACA, Belgium

Risks and pitfalls in communication with the media

Ole Didrik Lærum
University of Bergen, Norway

Making sense of organisational change: the role of communication

Inger Stensaker
Norwegian School of Economics and Business Administration, Norway

Workshops

Anniversaries as PR and Marketing Instruments – The 550th Anniversary of the University of Freiburg

Eva Opitz
University of Freiburg, Germany

Embedding Widening Participation to obtain Equity in HE: Communication strategies

Ida Marie Andersen
Head Communication Adviser, Oslo University College, Norway

The Academic Community Meets the Digital Community – How do they relate?

Asbjørn Bartnes, Lasse Knutsen & Bente Schøning
University of Tromsø, Norway

University of Bologna - UniBo Portal System

Luca Garlaschelli & Andrea Paolo Ciani
University of Bologna, Italy

The impact of heritage and how to use it

Nijolė Bulotaitė
University of Vilnius, Lithuania

Paolo Pomati
Università del Piemonte Orientale "Amedeo Avogadro", Italy

Merger of the 3 universities of Strasbourg in 2009: an opportunity to rethink the organisation of a communication device and its strategy

Anne Goudot
Université de Strasbourg, France

Who Talks To Whom? Analysing Networks

Laura Blake,
National Primary Care Research and Development Centre, Universities of Manchester / York, UK

Best practice in internal communication. Example of a Grande Ecole and its networks

Christine Legrand & Emmanuelle Almendra
CPE Lyon, France

Communicating change - maximising the potential of the University Web site

Martin Herrema
Media relations manager, University of Westminster, UK

The role of Universities in Cultural Renewal

Sanna Holmqvist
University of Malmö, Sweden

Cultural renewal – lessons for the UK from the 'Swedish model'

Natasha Vall
University of Teesside, UK

WEB – Extreme make-over

Monique Jipping
Director of Communication Services, Utrecht University, The Netherlands

Market Research for Universities

Andrea Costa
Bocconi University, Milan, Italy

Targeting your message for the international press

Andrew Miller
Deputy Director of Communications, EUA, Brussels, Belgium

The UK track record of Academic Enterprise

Marcus Gibson
Gibson Index Ltd., London, UK

Who talks to whom? Internal communications. Perceptions vs/ reality

David Penney
Oxford Brookes University
Louise Simpson
The Knowledge Partnership, UK