

Theme: Communication in a changing Europe - The implications for higher education Public Relations

Venue: University of Vilnius

Number of Participants: 174 from 21 countries

Opening speeches

Benediktas Juodka
Rector of Vilnius University

Peter Van Dam
President of EUPRIO

Plenary sessions

Communicating in the new Europe

Peter Green
Development Director, AlphaGalileo Foundation, UK

Bettina Gneisz
Vice President Corporate Communications of OMV AG, Austria

Saulius Vengris
Vice-rector of Vilnius Academy of Fine Arts, former secretary of Ministry of Education, Lithuania

The Brain Drain

Charles Woolfson
University of Glasgow, UK

Linas Čekanavičius
Vilnius University, Lithuania

European University Ranking

Gero Federkeil
CHE - Centrum für Hochschule-Entwicklung, Germany

John O'Leary
Editor of the Times Higher Education Supplement, UK

Andrea Costa
Bocconi University, Italy

Communication by Nature

Marcel De Cleene
University of Ghent, Belgium

Workshops

How to Handle The Change of the Rector, Principal or Vice Chancellor

Wolfgang Mathias
University of Cologne, Germany

How to implement a name change and new corporate identity.

Willem Hooglugt
Radboud University Nijmegen, The Netherlands

Ingeborg Dirdal
University of Stavanger, Norway

How to be more creative in getting your university into the media

John O'Leary
Editor of the Times Higher Educational Supplement, UK

Nic Mitchell
University of Teesside, UK

Finding out what the customers of higher education think:



Communicating with students

Chris Harris
HERO, UK

Marek Zimnak
Wrocław University of Economics, Poland

Promoting science and research via the Web to the press and public – the German and Swedish experiences through IDW and ExpertAnswer.

Josef König
Ruhr-Universität Bochum, Germany

Sylvia Träris
IDW – Universität Bayreuth, Germany

Ingemar Björklund
Swedish Research Council, Sweden

International student recruitment: Attracting international students from outside the European Union.

Piet Bouma
University of Groningen, The Netherlands

Anne Fuynel
Grenoble École de Management, France

Evaluating Higher Education Public Relations

Bernt Armbruster
University of Kassel, Germany

How can industry and higher education work better together in the new Europe? Including industry view on public relations in new EU member states.

Bettina Gneisz
OMV AG, Austria

Working together with PR-agencies

Hans ten Brinke
ABP, The Netherlands

Do's and Don'ts of Internal Communication

Rolf Guggenbühl
Guggenbühl Communications, Switzerland

Communiqué - support for press offices in European universities

Peter Green
Development Director, AlphaGalileo Foundation, UK

Fundraising to fundraising: the role of effective communication in development

Anna Mundell
Iain More Associates, UK

Peter Reader
University of Bath, UK

How to deliver good media training

Arwin Nimis
Hanzehogeschool Groningen, the Netherlands

How to promote more exchanges of students, scholars and scientists between East and West European universities?

Charles Woolfson
University of Glasgow, UK

Raimonda Markevičienė
Vilnius University, Lithuania

Abandon the paper for the Web

Ann-Christine Nordin & Åsa Ekval
Chalmers University of Technology, Sweden

Ana Bela Martins
University of Aveiro, Portugal

The use of Weblogs in Public Relations and communication management

Philip Young
University of Sunderland, UK

