

THE EUPRIO CONFERENCE MANNHEIM (GERMANY) JUNE 29-JULY 2, 2017

Thursday, 29 June 2017

12:00-18:00	Conference registration – Main entrance: Foyer
16:00-18:00	Guided City Tour / Campus Tour (meeting point: Ehrenhof - main court)
18:30-20:30	Welcome Ceremony and Reception – Mannheim Palace
20:30	Mannheim nightlife (non-guided)

Friday, 30 June 2017

08:00-17:00	Conference registration and Info Desk – Main entrance: Foyer
09:00-09:15	Conference Opening by Christine Legrand, EUPRIO President, Julia Wandt, Director of the German Association of University Communications Officers, Katja Barbara Bär, Director of Communications and Fundraising, University of Mannheim – room SN163
09:15-10:15	Plenary session: Keynote – room SN163 <i>How to turn your network into a movement: Key learnings from winning campaigns</i> Julius van de Laar, Political Strategist & Campaigning Consultant, Van de Laar Campaigning, Berlin
10:15-10:45	Short introduction of submitted projects for the EUPRIO Awards by Martin Herrema, President of the Euprio Awards Jury – room SN163
10:45-11:30	Coffee break and guided Poster session
11:30-13:00	European Plaza
13:00-14:00	Lunch - University Canteen/Mensa
14:15-15:15	Masterclasses (part one) and Lectures/Workshops (first round) – different rooms
15:30-16:30	Masterclasses (part two) and Workshops/Lectures (second round) – different rooms
16:30-17:00	Guided Poster Session Euprio Awards and Voting (last opportunity to vote)
19:30-23:00	Gala Dinner at the Gartensaal – Mannheim Palace

Saturday, 1 July 2017

09:30-10:30	Workshops/Lectures (first round) – different rooms
10:30-11:00	Coffee break
11:00-11:20	Group picture
11:20-13:00	General Assembly with Elections, EUPRIO Awards Winner and Honorary Fellows, Presentation of next conference – room SN163
13:00-14:00	Lunch
14:00-15:00	Workshops/Lectures (second round) – different rooms
15:00-16:00	End note – room SN163
20:00-23:30	Dinner and Party at “Manufaktur” - Industriestraße 35, Mannheim

Sunday, 2 July 2017

Trips organised by the Conference Team

1. Technoseum Mannheim: inventions of the Industrial Age
2. Trip to Heidelberg and guided tour of Heidelberg Palace

Suggested places to visit in and around Mannheim (individual tours)

1. Reiss-Engelhorn-Museen
2. Luisenpark
3. Wilhelm Hack Museum Ludwigshafen
4. Speyer
5. Schwetzingen Palace

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MASTERCLASSES

1. ***Innovation Explained: a new approach to political communications in Europe***
Ulrich Marsch-Emily Palmer, München - Germany
2. ***What does good alumni engagement and fundraising look like?***
Anna Mundell, Bocconi University, Milan – Italy
3. ***Hack Days, Citizen Panels and Co-operating with Cities for Public Engagement***
Markus Weißkopf, Wissenschaft im Dialog GmbH Berlin, Berlin - Germany

WORKSHOPS/LECTURES (June 30, repeated twice)

1. ***From Closed to Open: turning a Campus into a City***
Professor Antti Ahlava, Aalto University, Espoo - Finland
2. ***How Institutions can collaborate to create a strong international profile for potential students***
Valérie Jomas Anglade, Université de Toulouse, Toulouse - France
3. ***Axelera: building bridges between University, Industry and Regions***
François Brunet, Axelera, Lyon – France
4. ***Brains in the city***
Jan Dries, University of Antwerp, Antwerpen - Belgium
5. ***Universities and Cities: so close yet so far!***
Achim Fischer, City of Heidelberg, Heidelberg - Germany
6. ***Science Diplomacy in the 21st century. How swissnex connects the dots around the globe***
Sebastien Hug, swissnex, Bern - Switzerland
7. ***Implementing DAM for improved work with digital images in PR***
Sebastian Klarmann, Programmfarik GmbH, Berlin – Germany
8. ***Utrecht Science Park: its key role in the Utrecht eco system and the challenges it faces***
Ludo Koks, Utrecht University, Utrecht - The Netherlands
9. ***How to make sense of science videos for institutional communications***
Thilo Körkel, Spektrum der Wissenschaft Verlagsgesellschaft mbH, Heidelberg - Germany
10. ***The Impact of New HEIs on Regional Growth & Development***
Lena Lindhé, University West, Trollhättan - Sweden
11. ***Never give up: how a university can change, shape and maintain good relations with “its” city***
Tibor Szolnoki, Universität Paderborn, Paderborn - Germany
12. ***Making a network work - collaborating at the interface of science and community***
Michaela Wurm, Ruhr University of Bochum - Johanna Loewen, Bochum Marketing GmbH -
Lars Tata, City of Bochum, Bochum - Germany

13. **Best practice on starting Start-up activities**
Dominik Wensauer, Universität Zürich – Switzerland
14. **Citizens create knowledge. Opportunities and challenges for Citizen Science**
David Ziegler, buergerschaffenwissen.de, German Citizen Science Platform Museum für Naturkunde Berlin, Leibniz-Institut für Evolutions- und Biodiversitätsforschung, Berlin - Germany

WORKSHOPS/LECTURES (July 1, repeated twice)

1. **Best of both worlds: an international university as key partner in regional transition**
Denis Ancion, Maastricht University, Maastricht – The Netherlands
2. **Helsingborg, because you really want it**
Peter Arvebro, City of Helsingborg, Helsingborg - Sweden
3. **With a little help from my friends: essential Fundraising Lessons**
Katja Barbara Bär, University of Mannheim - Germany
4. **MAKING A CLEAR POINT: 10 steps to connect internal and external audiences around a story** (only first round at 9:30)
Paul Helbing, Amsterdam University of Applied Sciences, Amsterdam – The Netherlands
5. **Provoking and Entertaining: confessions of a ‘Scientainment’ Project!**
Isabel Jaisli & Dr. Petra Bättig, Zurich University of Applied Sciences, Zurich - Switzerland
6. **Communicating beyond the gates?**
Tricia Alegria Jenkins, Catalyst for Dialogue - Croatia
7. **Town & Gown on the Wild Atlantic Way**
Michelle Ní Chróinín, National University of Ireland, Galway – Ireland
8. **Managing risk in higher education international partnerships**
Primrose Paskins, University of Kent, Canterbury – UK
9. **48 hours to make ideas become real!**
Céline Viazzi, CESI – centre de Toulouse, Toulouse - France
10. **Education for everyone! Engaging Regions, older learners and marginal groups**
Andrea Waxenegger, University of Graz, Graz - Austria
11. **UniverCITY 360°**
Anna Wawdysz, City Development Department in the Poznań City Hall, Poznań - Poland