



Network of Universities
from the Capitals of Europe



UNIVERSITY OF ICELAND

6th UNICA PR and Communication Workshop

University of Iceland, 6-7 June 2016

PROGRAMME as of 31/05/2016

Meeting venue:

University Plaza - Háskólatorg, room 101 (lower ground floor)
University of Iceland,
4 Sæmundargata, 101 Reykjavík, Iceland

Monday, 6 June 2016

Chair of the day: Katerina NIKOLAIDOU (University of Cyprus), Chair of the UNICA PR & Communication Group

08:30-09:00

Registration of participants

09:00-09:30

- **Welcome by the Rector** Prof. Jón Atli BENEDIKTSSON
- **Welcome words from UNICA** by Kris DEJONCKHEERE, UNICA Secretary General
- Presentation of the UNICA 25th anniversary movie
- **Introduction and objectives** by Katerina NIKOLAIDOU (University of Cyprus), Chair of the UNICA PR & Communication Group

SESSION I: SHAPING UNIVERSITY PR & COMMUNICATION STRATEGY

09:30-10:15	<ul style="list-style-type: none"> • Branding and social media branding - Keynote talk by Fridrik LARSEN, Assistant Professor at the University of Iceland and President of the Icelandic Marketing Association (IMARK) • Questions & Discussion
10:15-11:00	<p>Shaping PR & Communication strategy from a university perspective</p> <ul style="list-style-type: none"> • "We Are VUB" campaign by Ann VAN DRIESSCHE and Rob VANDEREYCKEN (Vrije Universiteit Brussel) • <i>PR & Communication strategy – the importance of internal advocacy for successful external communications</i> by David SMITH, London South Bank University • Questions & Answers
11:00-11:30	Coffee break
11:30-12:30	<p>How do you shape your PR & Communication strategy?</p> <ul style="list-style-type: none"> • Short overview of results of the "How do you shape your PR & Communication strategy" short online survey among UNICA members • Round table discussion chaired by Katerina NIKOLAIDOU (prior preparation of each participant required); possible questions to be addressed: <ul style="list-style-type: none"> - <i>Is it necessary to have a PR & Communication annual plan?</i> - <i>How closely do you follow your written strategy - Is your strategy only on paper?</i> - <i>Do you link your activities to the mission and strategy of the University?</i> - <i>How do you report on the implementation of your strategy and measure the impact of your activities?</i> • Drawing up recommendations on how to effectively shape your university PR & Communication strategy
12:30- 13:30	Lunch at the University Restaurant

SESSION II: THE CHALLENGES OF IMPLEMENTING DESIGN AND CORPORATE IDENTITY AT UNIVERSITY

13:30 – 15:00	<p>Short introduction to the Session by Katerina NIKOLAIDOU (University of Cyprus), Chair of the UNICA PR & Communication Group</p> <p>Case studies followed by Q&A</p> <ul style="list-style-type: none"> • Sigfús ÞÓR SIGMDUNDSSON, Chief Webmaster of the University of Iceland (20 minutes) • <i>The process of implementing the corporate identity at Sapienza</i> by Daniela
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	VINGIANI and Riccardo TACCONI (25 minutes)
	<ul style="list-style-type: none"> • <i>Corporate identity at UNIL</i> by Edy CEPPY, Creative Director, University of Lausanne (20 minutes) • Questions & Answers
15:00-15:30	Coffee break
15:30-16:30	Discussion groups: Towards successful implementation of design and corporate identity at universities
16:30-17:00	Reporting on discussion groups
17:00	End of Day 1
19:00	Dinner Venue: Sólon Bistro, Bankastræti 7a, 101 Reykjavík

Tuesday, 7 June 2016

Chair of the day: Jón Orn GUDBJARTSSON, Director of Marketing and Communication at the University of Iceland

SESSION III: FROM STUDENT AMBASSADORS TO PR SUPERSTARS: INVOLVING STUDENTS IN UNIVERSITY PR & COMMUNICATION	
09:00-10:15	<ul style="list-style-type: none"> • Introduction by Jón Orn GUDBJARTSSON, Director of Marketing and Communication at the University of Iceland (10 min) • <i>Students promoting university programmes</i> by Saga ROMAN, Student of the University of Iceland (20 min) • <i>Students promoting university science</i> by Sævar HELGI BRAGASON and Katrin LILJA SIGURDARDOTTIR, both Students at the University of Iceland and Teachers of the University of Iceland's Mobile University (30 min) • Q&A and Introduction to Experts' Round Tables by Jón Orn GUDBJARTSSON, Director of Marketing and Communication at the University of Iceland (15 min)
10:15-10:30	Short coffee break
10:30-12:00	<p style="text-align: center;">Experts' Round tables: Involving students in university PR & Communication - How to make it work?</p> <p style="text-align: center;">with University of Iceland experts</p>

12:00-12:30	Closing session <ul style="list-style-type: none">- Lessons learned from Experts' Round tables- General Workshop conclusions & outlook: Towards the 7th UNICA PR & Communications Workshop, University of Lausanne, 18-19 May 2017
12:30-13:30	Lunch at the university restaurant
13:30-18:00	"Geothermal" tour of the Reykjavik Capital region Bus departs straight after lunch Meeting point: Entrance to the University Main Building